The following presentation contains forecasts, future plans, management targets and other forward-looking projections relating to M3, Inc. and/or its group. These statements are drawn from assumptions of future events based on data currently available to us, and there exist possibilities that such assumptions are objectively incorrect and/or may produce differing actual results from those mentioned in the statements.

Furthermore, information and data other than those concerning the Company and its subsidiaries/affiliates are quoted from public information, and the Company has not verified and will not warrant its accuracy or dependency.

M3, Inc.
Current Business Situation and Outlook
### Overview

<table>
<thead>
<tr>
<th>MR-kun Family</th>
<th>H1 sales had a healthy increase of 13% yoy. Sep end orders received increased 15% yoy, and with outlook for a continued healthy H2.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career</td>
<td>Sales: 4.8 bn yen, +28%; Profit: 1.9 bn yen, +27% yoy (ex M&amp;A fees) Business continues to remain healthy.</td>
</tr>
<tr>
<td>Evidence Solution</td>
<td>Strength in orders received, healthy progress of projects, and the turnaround of the subsidiary acquired last year contributed to the 31% increase in profits yoy, with OP margins improving to 22%.</td>
</tr>
<tr>
<td>Overseas</td>
<td>Local ccy basis sales increased 31% yoy. FX impact on sales totaled -1.4 bn yen. Profits excluding M&amp;A fees increased 3% yoy. Consolidation of Vidal Group which operates pharmaceutical database businesses in France, Germany, and Spain, is expected at year end upon completion of necessary processes. Entered India through consolidation of HIPL, which operates call center services providing dosage instructions towards patients.</td>
</tr>
<tr>
<td>Special Fees</td>
<td>100 mn yen in M&amp;A fees occurred in H1. Vidal Group acquisition expected to increase the total to 500 mn yen for the full year</td>
</tr>
</tbody>
</table>
Doctor Demand for On-Line Detailing

Q. What is the ideal ratio of on-line and off-line promotional information (“details”) from drug companies?

A. According to 400 physicians

- High demand for e-detailing from busy physicians that prefer on-demand and relevant information, without the limitations imposed by off-line MRs.

Source: M3 questionnaire to 400 physicians
Doctors spend the most time collecting information via the Internet. However, pharmaceutical firms operating in Japan spend the majority of their marketing budget on off-line MR related costs.

### Time Allocation of doctors collecting info
- **Internet**: 39%
- **MR**: 17%
- **Other**: 44%

### Marketing Budget Allocation of drug companies in Japan
- **Internet**: ~20 bn yen
- **MR Related Costs**: ~1.5 tril yen
- **Other**: ~100 bn yen

Source: M3 research, percentages are approximate
MR-kun Family’s Growth Potential in Japan

**Pharma CLIENTS**
- Currently: (approx.) 30 Companies
- Full Potential: 30~35 Companies

**SALES per CLIENT**
- Currently: (approx.) ¥400 mn
- Full Potential: ¥1 bn ~ ¥1.5 bn per client

Drivers:
- # of products
- # of opt-in MDs
- Added value of contents

Growth Potential of 3~4x current levels

Broadening of usage across entire service line-up:
Average revenues from top 20 clients grew at approx. 13% YoY
MR-kun Family Fee Structure (annual)

- **MR-kun Base & Operation fee**: ¥70 ~ 80 mn
- **Detail fee**: ¥20 ~ 40 mn
- **Contents Production fee**: ¥30 ~ mn
- **Other MR-kun Family Services**: ¥10 ~ mn

**Entry Level (one product)**

- Around ¥150 mn

**Top 5 Clients (multiple products)**

- ¥70 ~ 80 mn
- ¥440 mn
- ¥100 mn
- ¥270 mn

*The average of top 5 clients: around ¥900 mn*
Orders received increased 15% compared to Sep end PFY
MR-kun Family

Domestic

Platform Linked Business

M3’s Growth

Overseas
Consolidated Sales Trend

(million yen)

FY03 FY04 FY05 FY06 FY07 FY08 FY09 FY10 FY11 FY12 FY13 FY14 FY15 FY16
FCT

Consolidated Sales Trend

FY16 FCT
75,000

MR-kun Family
Platform Linked Business
Overseas

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## Business Segment Breakdown and Type

<table>
<thead>
<tr>
<th>Business Segments</th>
<th>Services</th>
<th>FY15 Sales</th>
<th>Business Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Portal</td>
<td>MR-kun Family</td>
<td>13 bn yen</td>
<td>MR-kun Family</td>
</tr>
<tr>
<td></td>
<td>Career</td>
<td>7 bn yen</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Research</td>
<td>3 bn yen</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>3 bn yen</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Mr. Finder, AskDoctors, others)</td>
<td>3 bn yen</td>
<td></td>
</tr>
<tr>
<td>Evidence Solution</td>
<td></td>
<td>20 bn yen</td>
<td>Platform Linked Business</td>
</tr>
<tr>
<td>Clinical Platform</td>
<td></td>
<td>3 bn yen</td>
<td></td>
</tr>
<tr>
<td>Sales Platform</td>
<td></td>
<td>1 bn yen</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>(iTicket, hospital support, others)</td>
<td>2 bn yen</td>
<td></td>
</tr>
<tr>
<td>Overseas</td>
<td></td>
<td>14 bn yen</td>
<td>Overseas</td>
</tr>
</tbody>
</table>
Total revenue of platformed-linked businesses in FY2016 is expected to exceed 40 billion yen. New projects pipeline includes 10 to 20 business ideas with plans including overseas development.
“Making use of the Internet to increase, as much as possible, the number of people who can live longer and healthier lives, and to reduce as much as possible, the amount of unnecessary medical costs.”

～2010
Evolution via MR-kun centered eMarketing for drugs – Engine #1

2011～
Evolution via Mr. Finder centered eR&D
Developed as Engine #2
M3.com doctors exceeded by number and speed in collecting cases versus other SMOs for a particular Endocrinology and Metabolism trial

Expedited enrollment of cases compared to other SMOs
### Group-wide approach to promoting and accelerating internet-based drug development

<table>
<thead>
<tr>
<th>Theme</th>
<th>Operation</th>
<th>M&amp;A Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shift to Online SMO</td>
<td>Site Selection, Feasibility Study, etc</td>
<td>e-SMO</td>
</tr>
<tr>
<td>Shift to Online CRO</td>
<td>Monitoring, EDC, etc</td>
<td>NEUES</td>
</tr>
<tr>
<td>Shift to Online Infra</td>
<td>Utilization of electronic medical records, etc</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Evid Sol</strong></td>
<td></td>
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</tr>
</tbody>
</table>

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Orders backlog at 25bn yen, with corresponding increases in headcount as upfront investment.

OP margin rose to 22% with backdrop of healthy orders expansion.

Neues, an SMO acquired in April 2015, posted 200 million yen in profits in the first half.
Sales and profit grew due to successful integration of newly-hired staff and improved productivity. FY2016 should see continued traction from job placement for physicians.
Number of Physician Members and Panelists (Global)

4+ million members worldwide

Other Nations
(M3 Global Research, MDLinx, Russia)

Korea (MEDIGATE)
India

China
France, Germany, Spain (VidalGroup)
U.K. (Doctors.net.uk)
U.S.A (MDLinx + PDR)
Japan (m3.com)

(thousand)
Expansion of U.S. Career Services

- Consolidated The Medicus Firm at Dec-end 2015, as the 4th M&A within the past 2 years.
- Operation size over doubled yoy due to expansion of existing businesses as well as contribution from M&As
- Synergies with MDLinx, the U.S. web portal designed for physicians, is expected to improve sales and profits
- Expansion of services such as executive physician and nurse placement being considered

Faster growth path than M3 Career in Japan.
A new growth driver with a much larger addressable market.
Development in China

Over 1.5 million physicians members, covering the majority of doctors in China

Marketing services for drug companies starting with MR-kun, and marketing research services showed steady growth

MR-kun sales grew 72% yoy (more than doubled on a local ccy basis) and the number of on-boarded drugs increased by six yoy

<table>
<thead>
<tr>
<th>(thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY14 Q1</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>FY15 Q1</td>
</tr>
<tr>
<td>FY15 Q2</td>
</tr>
<tr>
<td>FY15 Q3</td>
</tr>
<tr>
<td>FY15 Q4</td>
</tr>
<tr>
<td>FY16 Q1</td>
</tr>
<tr>
<td>FY16 Q2</td>
</tr>
</tbody>
</table>
Sales and Profit Trend of Overseas

(million yen)

Broader business scope in US, UK, and China
MR-kun launched in the U.K., contracts signed with multiple drug companies
Local currency basis year on year growth ex M&A fees:
- Sales: +31%
- Profit: +3%

FY09 FY10 FY11 FY12 FY13 FY14 FY15 FY16 H1
1,105 1,585 2,983 4,069 6,661 9,080 10,980 13,810 7,007

FY16 FCT 17 bn yen

IFRS basis
M3 Group’s Business Strategy
M3 is uniquely positioned to transform the health care industry via its 1) Platform 2) Industry Expertise and 3) Human Resources (management and engineering)
Introduction to Vidal Group

- Operates a global pharmaceutical information database business centralized in France, Germany, and Spain

- The Vidal brand has gained powerful recognition amongst medical professionals across Francophone countries since the first publication of its pharmaceutical information encyclopedia in 1914

- Successful digitalization of services via on-boarding of print material to online and mobile channels

- In recent years, their immense pharmaceutical database has also been applied towards the development and provision of medical information systems towards clinics, hospitals and pharmacies

- Business operations have high added value, posting margins above 20%
Outline of Vidal Group

Main Businesses

- Pharmaceutical Encyclopedia
  - Publish pharmaceutical information on Vidal’s database, viewable via online, mobile, or text
  - Receive publication fees from pharma companies

- Medical Information Systems for End Users
  - Database sales through its integration into systems being used at hospitals, clinics, and pharmacies

Vidal Group

<table>
<thead>
<tr>
<th>Locations</th>
<th>France, Germany, Spain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Established</td>
<td>1914</td>
</tr>
<tr>
<td>Business Description</td>
<td>Pharmaceutical database related businesses</td>
</tr>
<tr>
<td>Employees</td>
<td>200 (approx.)</td>
</tr>
</tbody>
</table>

Results (Jan – Dec 2015)

- Sales: 41.7 (million EUR)
- Op. Profit: 8.8
- Net Income: 5.5

Sales by location:
- Spain
- Germany
- France
Vidal Group Features

- Membership base of several hundred thousand physicians across France, Germany, and Spain
- Powerful brand recognition in France with 150 thousand members equating to over 75% of the physician population
- Service provision also in Latin America, Middle East, and other Spanish and French speaking countries

### Physician Members by Country (thousands)

- **France**: 150 physicians, 75% coverage
- **Spain**: 100 physicians, 55% coverage
- **Germany**: 40 physicians, 15% coverage

### Physicians in France

- **Vidal Members**: [Pie chart showing the distribution between members and non-members]
**Importance of Vidal in France**

**Q. What is the weight of each source for your overall drug information needs?** (Total = 100%)

<table>
<thead>
<tr>
<th>Source</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vidal</td>
<td>46%</td>
</tr>
<tr>
<td>Software Drug Database (BCB, Vidal)</td>
<td>11%</td>
</tr>
<tr>
<td>Medical Representative Pharma companies</td>
<td>10%</td>
</tr>
<tr>
<td>Base-données-publiques.gouv.fr</td>
<td>8%</td>
</tr>
<tr>
<td>Press/paper</td>
<td>7%</td>
</tr>
<tr>
<td>Learned Society websites</td>
<td>6%</td>
</tr>
<tr>
<td>Interaction with other doctors</td>
<td>5%</td>
</tr>
<tr>
<td>Google</td>
<td>4%</td>
</tr>
<tr>
<td>Pharmaceutical manufacturer’s websites</td>
<td>2%</td>
</tr>
<tr>
<td>Social network</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>2%</td>
</tr>
</tbody>
</table>

Recognized as the most important information source by physicians in France

Source: Quantitative survey conducted in June 2015 (Sponsored by Vidal, conducted blind.)
n = 388 prescribers (187 general practitioners, 122 private practice specialists, and 79 hospital specialists. All Vidal members)

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## EU Service Development Potential

<table>
<thead>
<tr>
<th>Service</th>
<th>Development Directionality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmaceutical Marketing Support (MR-kun, etc.)</td>
<td>Develop a platform similar to m3.com by leveraging the Vidal Group physician membership base</td>
</tr>
<tr>
<td>CME(^1) and Other Education</td>
<td>Provision through sponsorship by pharmaceutical companies Maximize on Vidal Group’s brand recognition</td>
</tr>
<tr>
<td>Market Research</td>
<td>Expansion of physician panel for global research with the addition of members from France, Germany, Spain, and Central and South Americas</td>
</tr>
<tr>
<td>Career Placement Support, Clinical Trial Support</td>
<td>Roll out appropriate services in each country to maximize the physician membership base</td>
</tr>
</tbody>
</table>

**Prepare development of services in line with each regional characteristics**

\(^1\) Continuous Medical Education
Vidal Scope of Transaction

Transaction Overview

- Acquisition of all issued shares and consolidation of AXIO Medical Holdings Limited ("AXIO," below) a holding company under the Vidal Group
- Acquisition Method: Transfer of share from all AXIO shareholders
- Acquisition Price: approx. 100 million Euros*1 (approx. 11.6 billion JPY)

Schedule

- Final Agreement on Execution of Transaction: October 7, 2016
- Date of Stock Purchase Agreement: TBD (upon completion of related legal and regulatory procedures)*2
- Date of Transfer of Shares: Expected completion: December end, 2016

*1 To be determined at the time of closing
*2 Completion of works council consultation process in accordance with French legal procedures in order to complete this transaction.
## India JV Features and M3 Objectives

### HIPL Features

- Since its foundation in 2008, have developed numerous patient adherence services
  - Patient adherence advisory
  - Medication procurement support for patients
  - Patient excavation through health check-up support, etc.
- Client base of over 30 major Indian pharma companies (MNC and major domestic companies)
- Owns high quality physician database

### M3 Objectives

- Provide continued support programs to over 30 pharma companies
- Utilize HIPL’s track record and brand accumulated in the eight years since foundation, to start-up M3 platform and services
- Database of roughly 100 thousand physicians
- Increase physician membership base and engagement through the existing call center
- Existing businesses remain profitable
- JV partner HCAH and it’s top shareholder, the Burman Family, will provide management support for the JV company and existing businesses

The JV’s existing businesses and networks across pharmaceutical companies and physicians will provide a basis for building M3 group’s platform and services in India.
M3 is Just Getting Started
FY 2015 Overview
## FY2016 H1 Consolidated Cumulative Results

(million yen)

<table>
<thead>
<tr>
<th></th>
<th>FY15 H1</th>
<th>FY16 H1</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>30,525</td>
<td>34,874</td>
<td>+14%</td>
</tr>
<tr>
<td>Operating Profit</td>
<td>9,158</td>
<td>11,100</td>
<td>+21%</td>
</tr>
<tr>
<td>Pretax Profit*</td>
<td>9,182</td>
<td>10,825</td>
<td>+18%</td>
</tr>
<tr>
<td>Net Profit</td>
<td>6,148</td>
<td>7,149</td>
<td>+16%</td>
</tr>
</tbody>
</table>

*Foreign currency denominated loans to overseas group companies caused foreign exchange losses of 281 million yen.*
# FY2016 Consolidated Results by Segment

<table>
<thead>
<tr>
<th>Segment</th>
<th>FY2015 H1</th>
<th>FY2016 H1</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Medical Portal</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td>11,961</td>
<td>13,808</td>
<td>+15%</td>
</tr>
<tr>
<td>Profit</td>
<td>7,069</td>
<td>7,715*</td>
<td>+9%</td>
</tr>
<tr>
<td><strong>Evidence Solution</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td>9,770</td>
<td>10,732</td>
<td>+10%</td>
</tr>
<tr>
<td>Profit</td>
<td>1,786</td>
<td>2,343</td>
<td>+31%</td>
</tr>
<tr>
<td><strong>Overseas</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td>6,405</td>
<td>7,007</td>
<td>+9%  ***</td>
</tr>
<tr>
<td>Profit</td>
<td>577</td>
<td>453**</td>
<td>-22% ***</td>
</tr>
<tr>
<td><strong>Clinical Platform</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td>1,305</td>
<td>1,385</td>
<td>+6%</td>
</tr>
<tr>
<td>Profit</td>
<td>133</td>
<td>92</td>
<td>-31%</td>
</tr>
<tr>
<td><strong>Sales Platform</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td>664</td>
<td>706</td>
<td>+6%</td>
</tr>
<tr>
<td>Profit</td>
<td>12</td>
<td>49</td>
<td>approx. 4x</td>
</tr>
<tr>
<td><strong>Others</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td>933</td>
<td>1,836</td>
<td>+97%</td>
</tr>
<tr>
<td>Profit</td>
<td>110</td>
<td>102</td>
<td>-8%</td>
</tr>
</tbody>
</table>

* M&A fees for Anestation totaled 42 million yen

** M&A fees from India and Vidal deals totaled 51 million yen

***Overseas segment results in local currency basis: Sales +31% yoy, Profit:+3% yoy
One-time costs incurred in H1 in anticipation of future growth dampened profits by 0.7 ~ 1.2 bn yen. Aggressive upfront investment to continue.
Annual Results & Forecast for FY2016

Sales

(mn yen)

Operating Profit & Net Profit

(mn yen)

* Extraordinary profit from profit from acquisition of MPI: 1,034 mn yen
Creating New Value in Healthcare

M3

Medicine
Media
Metamorphosis

Healthcare sector is enormous…

• Japanese national spending on medical services is approximately ¥33tn (¥50tn including peripheral businesses)
• Equivalent to 10% of Japanese GDP
• Sector controlled by only 290,000 physicians (0.2% of the national population)

Aim to create new value

• Provide solutions within the healthcare sector
• Provide new and unique business models
• Specialize in niches areas that provide opportunity for high value creation and high profits in order to boost enterprise value