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### **Physician Membership Tops 2 Million in China**

**Number of Active Users Up 58%, China Operating Profit Increased Over 10x versus Previous Year**

M3, Inc. (Headquarters: Tokyo, CEO: Itaru Tanimura, URL: <http://corporate.m3.com>, "M3" below) today announced that the China platform has now exceeded 2 million in physician membership on M3's China portal site, "医脈通."

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information, offering marketing and clinical trial services designed mainly for the pharmaceutical industry. Presence outside of Japan include the U.S., U.K., France, China, Korea and India, with aggressive business expansion overseas that has amassed over four million physicians as members across our global platform.

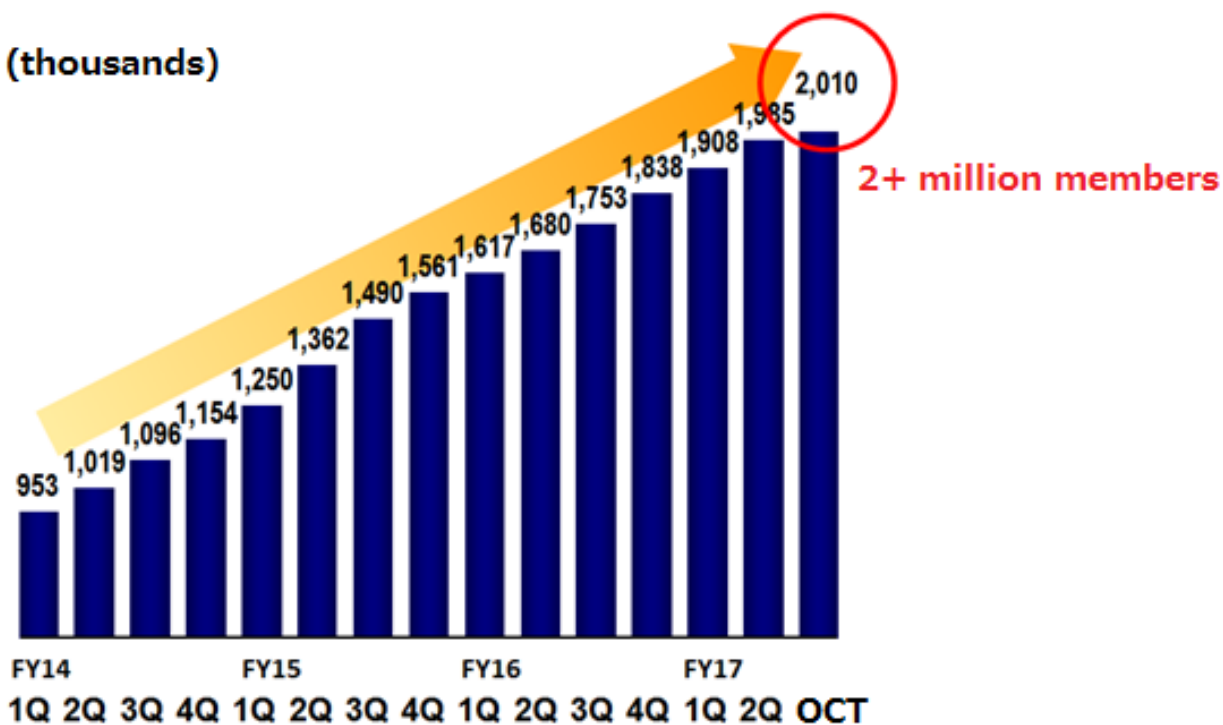
Physician membership on the China platform, "医脈通," Has exceeded 2 million doctors. Accounting for the majority of doctors in China, "医脈通" has become the largest portal site in China for physicians, since launch of operations 4 years ago. In addition to professional content such as healthcare related news and clinical guidelines, the portal offers social media such as peer-to-peer discussion communities, with aggressive development of mobile access channels in conjunction with the PC access portal. Content variety and expansion has led to an increase in membership by +17% and an increase in the number of active users of +58% versus previous year, showing acceleration in frequency of visits that surpass membership base growth.

Furthermore, business expansion in China continues to accelerate. "e 信使," the Chinese version of the "MR-kun" service designed to deliver medical information provided by pharmaceutical companies to doctors, now serves 35 products (+14 products yoy) from 11 companies, and is on track as a promising business. Moreover, market research and career support services are in development, and China sales resulted in a 26% increase for the first fiscal year half versus previous year, with operating profits increasing over ten fold over the period.

At M3, we will continue to strive to contribute to the healthcare community in China, by solidifying business foundations through further physician membership registration and expansion of services.

< Ref > Number of Physician Members in China

(thousands)



< Ref > Number of Active Users in China

Number of Registered Doctor Members

Number of Active Doctor Members

