

Consolidation of INDEE Medical Inc. (Project Code: A2-3)
~ Entry into Dermatology, Plastics, and Emergency Therapy via New Treatment Device ~

M3, Inc. (Headquarters: Tokyo, Japan; URL: <https://corporate.m3.com/>; CEO: Itaru Tanimura; "M3" below) has announced the acquisition of all outstanding shares of INDEE Medical Inc. (Headquarters: Tokyo, Japan; CEO: Akihiko Shimauchi; URL: <https://www.indee-medical.com/>; "Indee Medical," below) through M3's subsidiary, COSMOTEC Co., Ltd. (Headquarters: Tokyo, Japan; CEO: Kiyoshi Takesue; URL: <https://cosmotec.com>; "Cosmotec," below).

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 250+ thousand physician members in Japan, and offers marketing and clinical trial services. Presence outside of Japan include the U.S., U.K., France, China, Korea and India, with aggressive business expansion overseas that has amassed over 4.5 million physicians as members across our global platforms, allows provision of services such as marketing support, marketing research, and job placement support that leverages on the platform's powerful value as a media channel.

Indee Medical is a bio-venture established in 2016 that owns in certain indications the sole development and distribution rights to the treatment device the "RECELL® System" used for treatments such as skin regeneration in burns, licensed from Avita Medical Limited (Headquarters: California, USA; Listed on ASX,OTCQX; "Avita," below).

The RECELL System is a technology that uses tissue from a patient to create a non-cultured cell suspension liquid (tissue cultures are unnecessary) that can then be sprayed onto burned or injured areas to accelerate regeneration. It has gained approval in a number of countries including the US (FDA), Australia and China (SFDA), with a wealth of evidence such as over 50 publications and over 7000 clinical cases and outcomes. Furthermore, this technology has come into the spotlight for its contributions in saving many lives at the 2002 Bali terrorism incident and the 2015 theme park explosion accident in Taiwan, and the 80 million USD grant that Avita has received from BARDA (Biomedical Advanced Research & Development Authority) under HSS (Health & Human Services) in the US.

This technology is an internationally unprecedented breakthrough. It has been approved for acute burn treatment in adults over 18 years of age in the US, for severe burns as well as emergency and acute wounds, vitiligo and scar treatments in China and Australia, and is now a focus amongst the related medical community in Japan. We are currently in the process of gaining approval in Japan from the PMDA prospecting for 2020, and plan to utilize Cosmotec's nationwide distribution network along with M3's digital marketing resources to aggressively disseminate this product once approved.

< RECELL System Preparation (left), Spray (right) >



Ref: Indee Medical

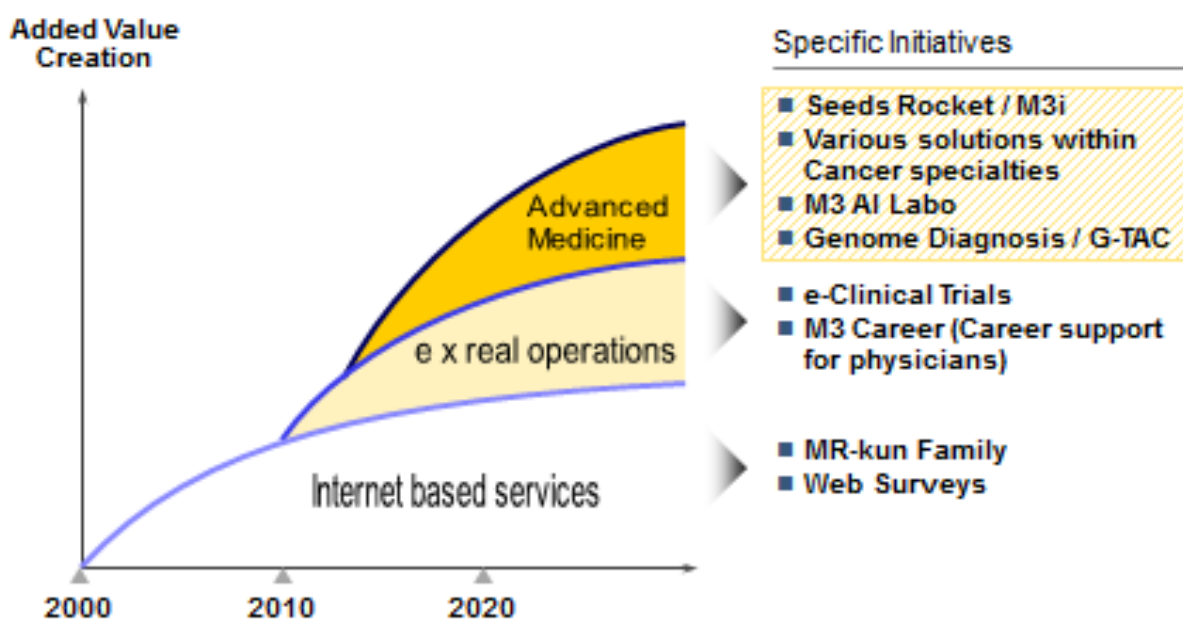
<RECELL System Main Characteristics >

1. Cell suspension liquid: creation completes in 30 minutes ~ 1 hour
2. Treatment area: up to 80 times the area of the graft size
3. Others: can be combined with other treatments

* This product is not yet approved in Japan As of February 28, 2019, and is pending.

< M3's Third Growth Driver: Advanced Medicine Strategy >

Development of the advanced medicine business is positioned as the third growth driver for M3, following "internet based services" and "e x real operations" drivers. This initiative expands the development area of this third growth driver into the field of regenerative medicine.



M3 Advanced Medicine Strategy Map

