



**DOCOMO and M3 Enters Into Capital and Business Partnership**  
~ Establishment of empheal inc. to Support Corporate Health Management ~

NTT DOCOMO, INC. (Headquarters: Tokyo, Japan; President and CEO: Kazuhiro Yoshizawa, "DOCOMO," below) and M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; "M3" below) have announced a capital and business partnership to establish "empheal inc." ("empheal" below) on April 1, 2019, to provide corporate health management support services.

**1. Overview of the Capital Partnership**

DOCOMO will acquire 20,200,000 shares of M3 stock through a third party allotment on April 1, 2019. DOCOMO will gain 3% share of voting rights upon acquisition.

In accordance with this partnership, DOCOMO will transfer its ownership of all outstanding shares of Nihon Ultmarc, INC. to M3.

**2. Overview of the Business Partnership and empheal**

With the arrival of a super aging population in Japan, the domestic healthcare expenditure has expanded to 42 trillion yen. To address this social issue, DOCOMO with a leading telecom and ICT technology business hosting roughly 69 million d POINT users, and M3 with roughly 90% of doctors as members and the largest medical IT platform in Japan, have joined to create a variety of healthcare businesses to lead the way in the healthcare industry to contribute towards health and medical social issues.

As one of the first joint projects, DOCOMO will mobilize its corporate sales force to promote M3's Patient Support Program ("M3PSP," below), which provides healthcare support services for employees and their family working at enrolled corporates. Empheal, upon identifying issues surrounding needs for employee health improvement and reduction of costs arising from presenteeism (working while sick, leading to productivity loss, poor health, exhaustion and workplace epidemics), aims to provide corporate health management consulting and support by identifying priority issues and providing necessary solutions on a customized basis for each employer in order to maximize ROIs in health management.

Through empheal, DOCOMO and M3 will continue to create services that will improve the health standards for workers in Japan, and in turn promote a healthy and energetic society.

# Partnership Overview

## 1. Partnership Objectives

DOCOMO and M3 aims to realize “a world where individuals can access the best prevention and medical care with ease,” in effort to provide solutions to national healthcare expenditure and social issues that will improve the lives of individuals in Japan. For that purpose, the two parties will investigate and develop a wide range of healthcare businesses utilizing assets from both parties.

## 2. Activities of Each Party within the Healthcare Industry

DOCOMO has expanded consumer facing healthcare support services led by d HEALTHCARE\*, which not only allows visualization of health status through links with devices, but offers services such as personal daily health missions and addition of d POINTs to promote motivation, with aim to push healthy activities and in turn contribute to the health of the society overall.

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 270+ thousand physician members in Japan, offering marketing and clinical trial services. For corporates, M3 offers M3PSP, a health management solution for improving employee health and productivity by supporting determination of the best treatment option for illnesses through utilization M3’s physician panel to obtain insights such as second opinions, which is currently being used by 30 companies.

\* “d HEALTHCARE” is a registered trademark of NTT DOCOMO, INC.

## 3. Overview of empheal

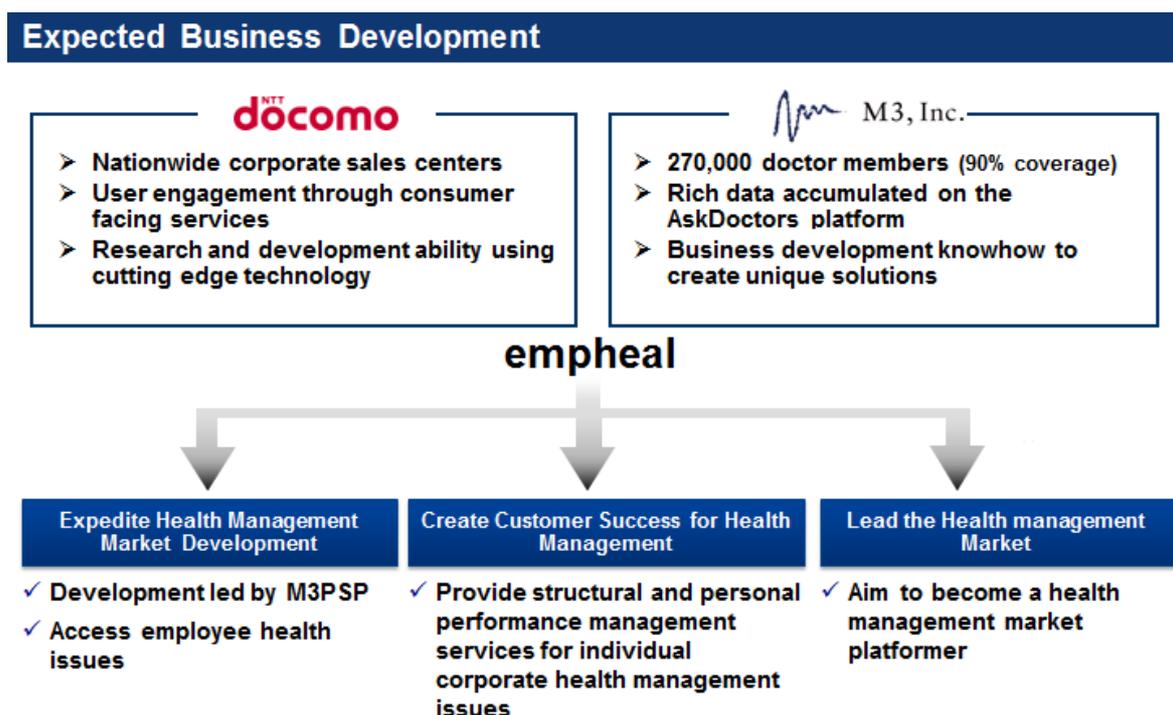
Corporate name: empheal, inc.

Capital: 5 million yen (includes capital reserve)

Commencement Date: April 1, 2019

Investment Ratio: DOCOMO 51%, M3 49% (consolidated under DOCOMO)

## 4. Overview of empheal Business Operations



**Description: M3PSP**

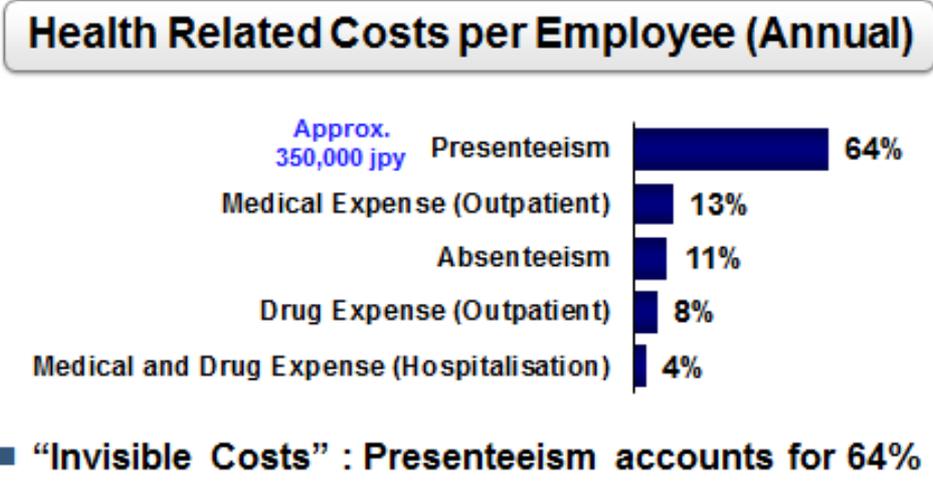
M3PSP is a service packaged for corporates to provide a suit of consumer facing M3 services. Employees and their families of member corporates can access second opinions and hospital search services. On the other hand, member corporates can expect increased productivity of their employees and better branding to attract talent when hiring.

Furthermore, upon employee health data analysis, identification of health management issues unique to each employer and improvement solutions and initiatives can also be provided.

Example: Employees at Corporate X may be experience heavier degrees of eyestrain compared to the average. Solution: reexamine the lighting environment, digital screen equipment, etc.

**Description: Presenteeism**

Absenteeism and presenteeism are defined by the WHO as indexes that measure performance loss arising from health issues. Presenteeism or working while sick can cause productivity loss, poor health, exhaustion and workplace epidemics.



Reference: Total Health-related Costs Due to Absenteeism, Presenteeism, and Medical and Pharmaceutical Expenses in Japanese Employers (Feb 2018)