



Consolidation of EDANZ GROUP JAPAN

~ Cloud Sourcing Global Medical Researchers to Support Medical Paper Publications ~

M3, Inc. (Headquarters: Tokyo, Japan; URL: <https://corporate.m3.com/>; CEO: Itaru Tanimura; “M3” below) has announced the acquisition of all shares and consolidation of EDANZ GROUP JAPAN Inc. (Headquarters: Fukuoka, Japan; URL: <https://www.edanzwriting.com/>; CEO: Koji Yamashita, “Edanz,” below).

1. Background

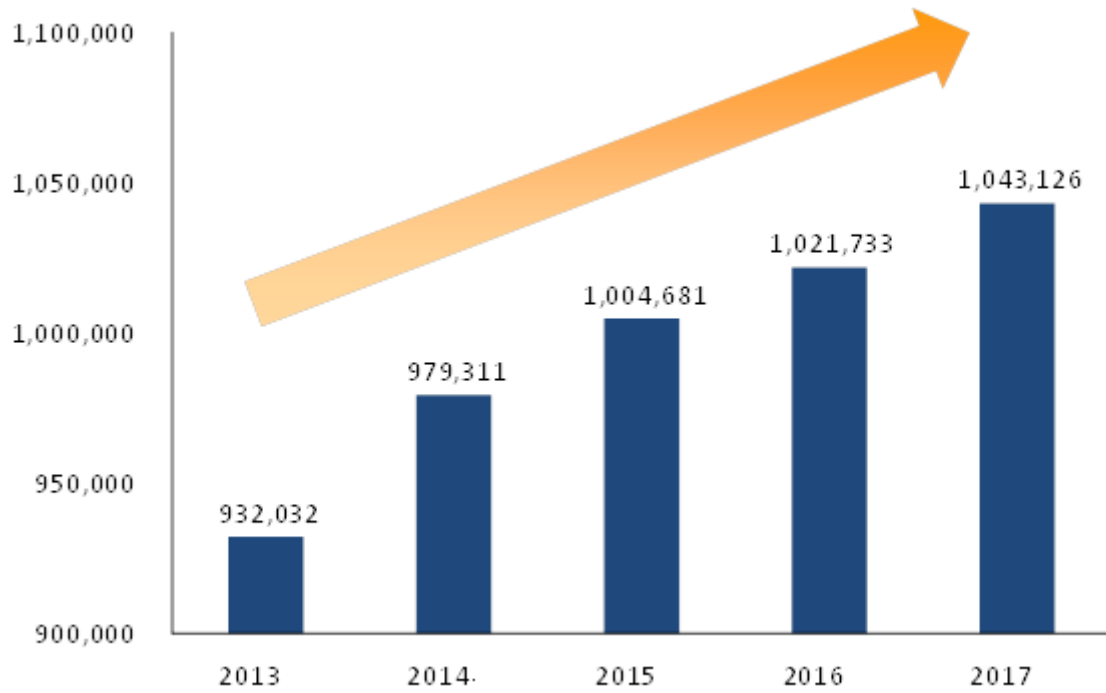
M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 270,000+ physician members in Japan, and offers marketing and clinical trial services. Presence outside of Japan include the U.S., U.K., France, China, Korea and India, with aggressive business expansion overseas that has amassed over 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.

Edanz owns a freelance platform with roughly 800 top class medical research professionals (mainly English native speakers, PhD holders), supporting drafting and editing of research papers mainly within the medical field, as well as clinical research design. As the pioneer in this field, they are a globally leading company within English editing services for research papers. Edanz caters to clients in over 120 countries, mainly towards academia including Tokyo University and Peking University, pharmaceutical companies and hospitals, and is highly evaluated with a repeat rate of over 80%. Establishment of a Beijing office in 2006 allowed Edanz to outpace its competitors and foothold an advantageous positioning to capture China’s abundant scientific research budgets. Through its “Liwen Bianji” brand, Edanz now services over 800 universities, hospitals, and research institutions in China.

With increasing pressure of rising drug development costs, clinical demands to cultivate evidence in search of new insights are emerging. In line with this emergence, is an increase in post-launch clinical research and related medical publications, with a rapid acceleration especially seen in China. M3 and Edanz hope to further contribute to the development of medicine by supporting these activities.

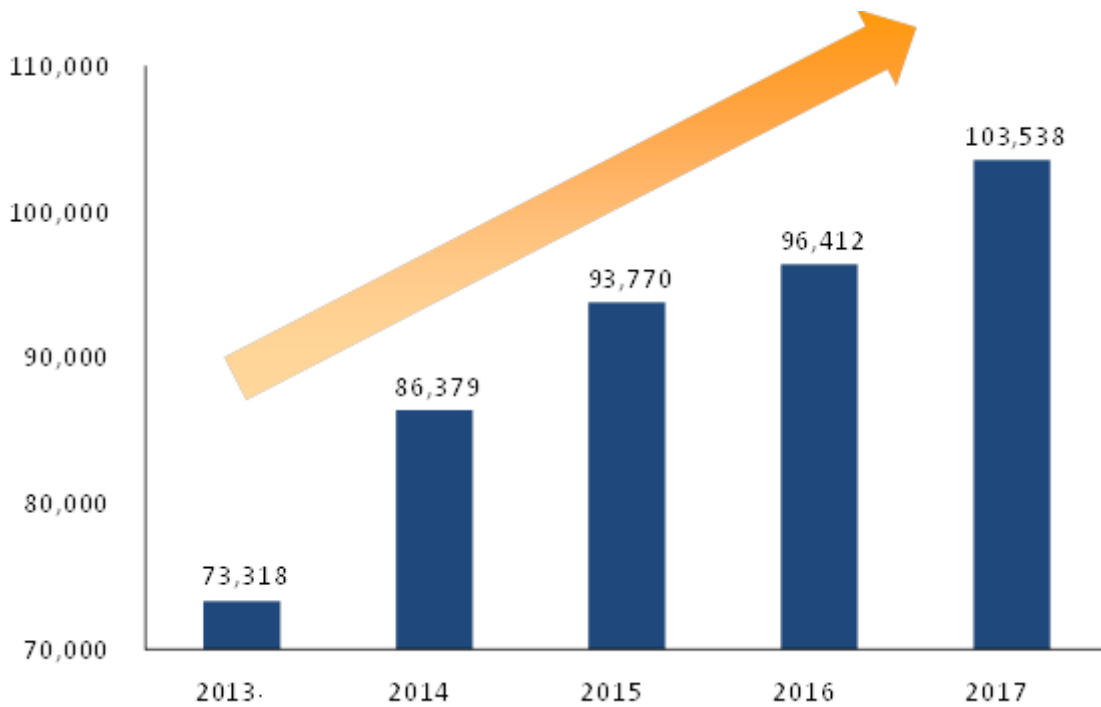
< Global Publications Trend >

(unit: number of papers)



< China Publications Trend >

(unit: number of papers)



2. Expected Synergies

Below are some expected synergies from this initiative:

- (1) Expansion of post-launch clinical research business in Japan
Leverage Edanz's clinical research planning and publications expertise to accelerate development of post-launch clinical research services provided by M3 group companies such as Mebix.
- (2) Establishment of post-launch clinical research business in China
Leverage Edanz's branding in China and clinical research protocol planning expertise to develop a new post-launch clinical research business in China
- (3) Link with m3.com
Starting with m3.com in Japan, the membership panel exceeds 5 million doctors across the various portal sites operated by M3 globally. Link this member panel with Edanz's freelance platform to further expand the platform business.
- (4) New business development utilizing the platform
Subsequent to publications support and clinical research services, create a new high value cloud sourcing business by combining Edanz's freelance platform and M3's expertise on new business development.