



M3 to Purchase Huma's Clinical Trial Patient Recruitment Asset

~ Becoming the Industry's Largest Patient Recruitment Organization (PRO) ~

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; "M3," below), has announced that the clinical trial patient recruitment business at Huma Corp. (Headquarters: Tokyo, Japan; CEO: Yuki Mihara; URL: <https://www.huma.co.jp/>; "Huma" below), will be transferred to M3 group's QLife, Inc. (Headquarters: Tokyo, Japan; CEO: Kazunori Arise; URL: <http://www.qlife.co.jp/>; "QLife" below) , which also operates a PRO unit.

Through this asset purchase, M3 group's consumer membership will reach roughly 3.5 million users. This allows expansion of services towards pharmaceutical companies, such as DTC advertisement in marketing support, and market research targeting patients. In addition, QLife will be acquiring one of the largest patient panels in the industry to bolster its existing clinical trial patient recruitment services.

Background

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 280,000+ members, equivalent to 90% of all physicians in Japan, and offers marketing support services to pharmaceutical companies.

Within the clinical trial field, M3 provides patient and site recruitment support services such as "Mr. Finder", and utilizes the internet to support efficient clinical trial execution through the group's CROs^{*1} and SMOs^{*2}. In addition, recent "7P Projects" initiatives have expanded outside of pharmaceutical marketing to integrate M3 group businesses with aim to provide holistic solutions across multiple issues within individual therapeutic areas.

Huma, a pioneer in the PRO business, has a panel of approximately 600,000 patient members, one of the largest in the industry. Huma delivers clinical trial and research testing information, and monitoring requests for products such as health foods to its member base.

The transfer of Huma’s patient recruitment business to QLife will improve the quality of M3’s clinical trial services through fortification of synergies within the group’s diverse medical businesses. Furthermore, leveraging IT solutions for efficient and expedited patient enrollment in clinical trials will prospect accelerated launches of new drugs, to ultimately support the wellbeing of individuals in the fastest manner.

*1: Contract Research Organization

*2: Site Management Organization

Expected Synergies

1. Fortification of patient recruitment business
2. Solutions enhancement through establishment of an end-to-end clinical trial support structure spanning from patient recruitment to trial execution
3. Expansion of research services targeting patient panels



Overview of Asset Purchase

- Transfer of Huma’s Patient Recruitment Business to QLife
- Effective Date: May 1, 2020 (Planned)

Overview of Company

Name: Huma Corp.
Established: October, 2002
Headquarters: Minato-ku, Tokyo
URL: <https://www.huma.co.jp/>
CEO: Yuki Mihara