



Dramatic Increase in Activity on m3.com
 ~ Visit Duration +38%, eDetail Reads +56%, Webinar Viewers +76% ~

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; “M3” below) would like to inform you regarding the significant increase in activity on m3.com, with the backdrop of heightened need to obtain information regarding COVID-19 as well as content provided by pharmaceutical companies via the platform.

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 280,000+ physician members in Japan. Recent business expansion includes areas such as AI diagnostic tool development and genome diagnostics provision, in addition to the traditional pharmaceutical marketing and clinical trial services. Furthermore, presence outside of Japan include the U.S., U.K., France, China, Korea and India, with aggressive business expansion overseas that has amassed over 5.8 million physicians as members across our global platforms, allowing provision of a wide range of services.

Currently, over half of the medical sites in Japan have heightened restrictions for MR visitations, along with pharmaceutical companies calling for their employees to staying at home, while increasing their digital channel utilization.

M3 has initiated multiple COVID-19 related projects to serve all members of society, including the general public, medical professionals, and pharmaceutical companies (Please see PR on March 12, 2020 for details). As of February 2020, we have established a special feature page for COVID-19 on m3.com along with emergency offers on digital marketing services. Such initiatives have also contributed to the increase in information being obtained by physicians via m3.com, resulting in a 38% increase in time spent on the site, 56% increase in the number of e-details being read, and a 76% increase in the average number of participants in webinars.



Information acquisition via m3.com has increased dramatically in both volume and importance with backdrop of MR visit restrictions