



**Full Scale Roll Out of CVC “1Y1P Fund”**  
~ **Dedicated Website Launched to Fortify Investment Activity** ~

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; “M3” below) has announced the release of the website (URL: <https://corporate.m3.com/1p1y/>; “1P1Y,” below) for the corporate venture capital 1P1Y Fund (press released on Oct 25, 2019) along with full launch of investment activities within the fund established to expedite 7P project initiatives.

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 280,000+ physician members in Japan, and offers marketing and clinical trial services. Recent business expansion has been in areas such as AI diagnostic tool development, genome diagnostics provision, and stroke rehabilitation centers, in addition to the traditional pharmaceutical marketing services. “7P Projects” aim to integrate such businesses in order to provide holistic solutions for the multitude of issues within individual therapeutic areas. Furthermore, M3 has invested in roughly 30 venture companies presenting synergies with existing businesses, with successful IPOs of companies such as SMS CO. LTD., RAKUSL INC., and StemRIM Inc.

The 1P1Y Fund established in Oct 2019 has an investment mandate of 10 billion yen, with individual investment sizes ranging from a few hundred million up to 2 billion yen -- an increase compared to previous investments. In addition to capital injections, M3 aims to provide unique value addition via utilization of the group’s broad resources across its healthcare ecosystem in creation and growth of new businesses.

In early 2020, the CVC made its first investments in Kringle Pharma, Inc. and one other company, totaling 1.7 billion yen. M3 aims to expedite further innovation within healthcare via accelerated proactive investments through the 1P1Y fund.

**< M3’s Unique Value Addition Examples >**

- 1) Business value creation via utilization of M3’s platforms such as its physician network
- 2) Engineering expertise such as AI development
- 3) Endorsements resulting from extensive medical industry expertise
- 4) Experience based operational management advisory

< 1P1Y Fund Website Image >



URL: <https://corporate.m3.com/1p1y/>; Investment related inquiries: [1p1y@m3.com](mailto:1p1y@m3.com)  
 English site to be released in the future

< CVC Overview >

Name	1P1Y Fund
Total Investment	10 billion yen
Investment Area	Global
Investment Target	VCs, listed companies, pharma and medical device related pipelines, etc.
Main Investment Themes	AI, Medical device (including program devices), advanced medicine, rare diseases, wellness management, etc.
Investment Size	Several hundred million ~ 2 billion yen per investment

Investment Target Traits

- Platformers with potential to create significant social impact through solution provision for serious social issues
- Committed towards diligent management and solid results, while enjoying the improvement process
- High and rapid growth potential, with IPO as one of many milestones

Making use of the Internet to increase, as much as possible, the number of people who can live longer and healthier lives, and to reduce, as much as possible, the amount of unnecessary medical costs

M3



- Over 280,000 Japanese physician members
- Business development expertise and utilization of services such as MR-kun and Mr. Finder
- Advanced medicine initiatives through businesses in genetics, AI, and more