



M3 to Construct New Communication Platform with Takeda
~ New Communication Function Development Based on myMR-kun ~

M3 Inc. (Headquarter: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; "M3," below) has announced a joint launch of "T-MR-kun" with Takeda Pharmaceutical Company Limited (CEO: Christophe Weber; Headquarter: Tokyo, Japan; URL: <https://www.takeda.com/ja-jp/>; "Takeda," below), a remote detailing service based on M3's existing "myMR-kun" service.

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 290,000+ members, equivalent to 90+% of physicians in Japan, and offers services such as marketing and clinical trial support towards pharmaceutical clients.

"myMR-kun" is a remote detailing service which allows individual medical representatives to directly deliver information and communicate with their physicians via the m3.com platform. A customized version of this service, "T-MR-kun," will be jointly developed by the two parties to be adopted by Takeda MRs (GMBU) to create a new platform that enables two-way, continuous, and customized communication between the physicians and MRs. With acceleration in the shift to non-physical contact styles in the face of COVID-19, this initiative aims to deepen communication with physicians via integration of online and offline channels.

Yasuhiro Onaka, Head, General Medicine Business Unit, JPBU, Takeda Pharmaceutical Company---

"Information collection methods by healthcare professionals have truly diversified as of late, and feel that catering to individual needs requires to be urgently addressed. We have already had incorporated digital communication tools in addition to physical channels, and this initiative aims to further improve the quality of Takeda's information provision"

"myMR-kun" is now becoming wide-spread across the industry, with roughly 30 pharmaceutical companies that have now launched, or are in preparation for launch. Scope expansion from previous users of this service is also increasing the rapid pace of digitalization of medical representatives. M3 aims to continue contribution to the healthcare industry via services that support fundamental improvement in quality and productivity of pharmaceutical information provision, unlimited to COVID-19 influence.