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## Notice Regarding the Launch of the Joint Venture in India

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/en/>; "M3" below) announced the launch of a joint venture with Healthcare at Home Private Limited (Headquarters: New Delhi; "HCAH" below), with the objective to launch internet based healthcare services in India. In conjunction, M3 has partially acquired shares to subsidiarize Health Impetus Private Limited (Headquarters: Navi Mumbai; Full subsidiary of HCAH; "HIPL" below).

### 1. Background of the Joint Venture

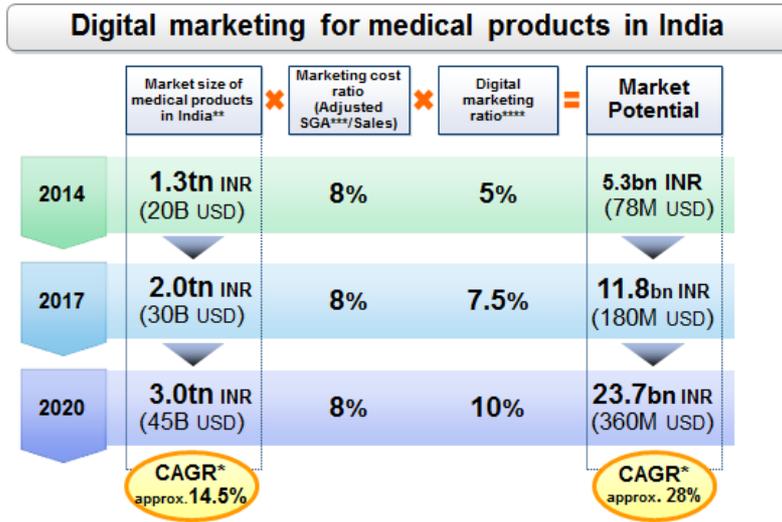
HCAH is a joint venture established by the Burman Family, the founding family of one of India's largest fast-moving consumer goods company, Dabur India Limited ("Dabur" below), and by the founders of Healthcare at Home, UK ("HaH" below), a high technology home care service provider based in the United Kingdom. HCAH is providing premium quality high technology home care service in India, leveraging on the Burman Family's preeminent brand and high profile networks within the healthcare and pharmaceutical industries, track record of introducing several dozen of global businesses into India, and over 20 years of experience of HaH founders in providing high technology home care in the U.K.

HIPL is a subsidiary of HCAH, and provides patient support programs to improve adherence and enhance patient engagement for client pharmaceutical companies. Since its establishment in 2008, HIPL has devised various support services to reduce the burden on patients, starting with drug purchasing and extending to medication instructions, with their primary patient support programs to advice adherence through its call centers and counselor dispatches to medical sites. Over 30 major Indian pharmaceutical companies utilize these services for numerous medications and patients, and a database of over 100 thousand physicians.



We believe that Indian healthcare industry has extensive growth potential as well as high investment interest towards digital marketing, and project the growth of the market for digital marketing of pharmaceutical products to reach 24 billion rupees (roughly 360 million USD) by the year 2020.

## India's Market Potential (M3 estimate)

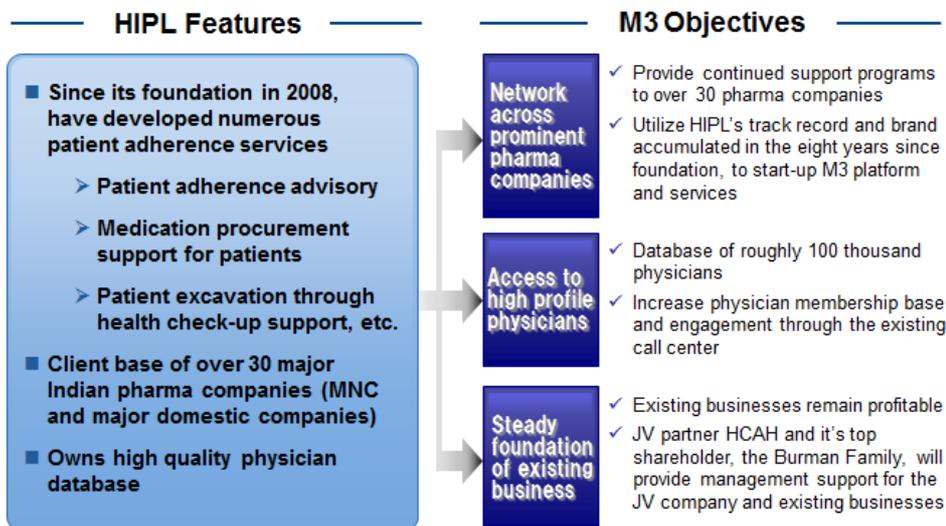


**Strong market growth potential as well as high demand for digital marketing investment**

\* Compound Annual Growth Rate

M3 group's various business launches will maximize the business portfolio and high profile networks amongst pharmaceutical companies, hospitals, and physicians owned by the joint venture HIPL, partner HCAH, and the Burman Family. These resources will provide a strong basis, combined with M3's expertise of operating global portal sites for physicians and marketing support, for building M3 group's numerous platforms and services.

## Joint Venture Features and M3 Objectives



**The JV's existing businesses and networks across pharmaceutical companies and physicians will provide a basis for building M3 group's platform and services in India.**