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**Acquisition of iG-Holdings Inc.**  
**~ M3 Group Now Top Class in Healthcare Advertisement Agency Industry ~**

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/en/>, "M3" below) announced the acquisition of all outstanding shares of iG-Holdings Inc., the holding company of INFRONT Inc. (Headquarters: Tokyo, Japan; CEO: Katsumi Kondo; URL: <http://infrontinc.jp/>, "INFRONT," below) and INSIGHT-I Inc. (Headquarters: Tokyo, Japan; CEO: Katsumi Kondo; URL: <http://insight-i.co.jp/>, "INSIGHT-I," below)

**1. Background**

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 250 thousand physician members in Japan, offering marketing services for pharmaceutical companies through "MR-kun family" services which provide pharmaceutical related information towards physicians. Furthermore, our advertisement agency business is operated through group subsidiaries, Reno.Medical K.K. and Nouvelle Place Inc.

INFRONT and INSIGHT-I are advertisement agencies offering comprehensive promotional services for pharmaceutical products and medical devices within the healthcare space delivered by professionals with expertise across various specialties in areas such as medical care, medicine, and pharmaceuticals, and possesses creators with top-class track records and numerous advertisement awards.

This acquisition places M3 Group within the top ranks of the healthcare related advertisement agency industry, and is expected to boost sales to 4 billion yen for this business. Going forward, we will strive towards the acceleration of multi-channel promotion deployment through integration of physical operations with the internet, for business development that will place M3 at an invincible No. 1 position.

## 2. Expected Synergies

Below are some of the synergies expected to arise from this arrangement:

(1) Differentiation from competitors

A differentiated and high value-add business can be realized with the fortification of marketing capabilities through utilization of broad data accumulated through the operation of and research executed through m3.com, and diversified service plans through coordination across M3 group web media portals such as m3.com and QLife.

(2) New business and service development

Expertise and know-how of INFRONT and INSIGHT-I combined with M3 group's wide range of resources will prove advantageous for accelerating the development of new businesses and services such as creation of new media or services that utilize big data.

(3) Joint project proposals

Mutual client introductions will contribute to joint efforts in offering multi-channel (Web media, print media, online seminars, Medical Marketers\*, DTC, etc) promotion plans tailored towards client needs.

\* eMRs offered by M3 Marketing, Inc.

### ◆ INFRONT Overview

Company Name: INFRONT Inc.

Established: April 2001

Location: Yaesu, Tokyo, Japan

URL: <http://infrontinc.jp/>

CEO: Katsumi Kondo

Business: Healthcare related advertisement agency

### ◆ INSIGHT-I Overview

Company Name: INSIGHT-I Inc.

Established: October 2010

Location: Nihonbashi Kayabacho, Tokyo, Japan

URL: <http://insight-i.co.jp/>

CEO: Katsumi Kondo

Business: Healthcare related advertisement agency