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**NVIDIA and M3 Collaboration in “Medical x AI Inception Program” Launch  
~ Comprehensive Support Program for the Development of Medical Artificial Intelligence ~  
(Project Code: B3-1)**

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/en/>, “M3” below) announced the launch of “Medical x AI Inception Program” in collaboration with NVIDIA (Headquarters: California, USA; URL: <http://www.nvidia.co.jp/>; Nasdaq: NVDA), to offer comprehensive support for the development of initiatives within the field of medicine and artificial intelligence.

## 1. Background

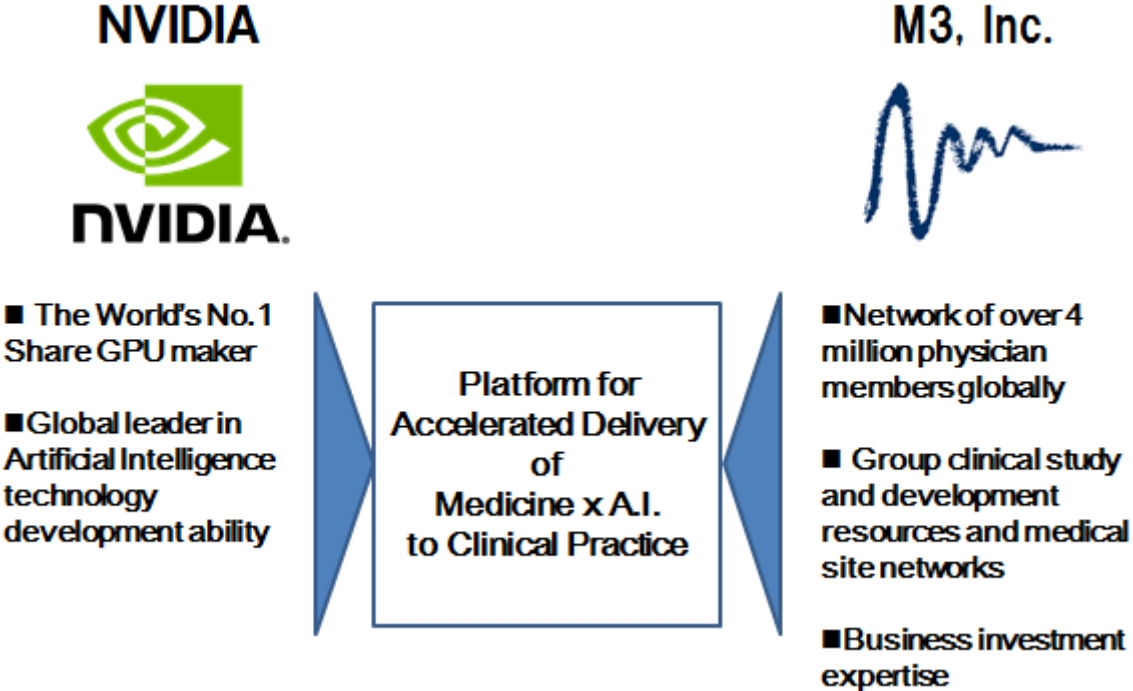
M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 250+ thousand physician members in Japan, offering marketing and clinical trial services designed mainly for the pharmaceutical industry. Presence outside of Japan include the U.S., U.K., France, China, Korea and India, with aggressive business expansion overseas that has amassed over four million physicians as members across our global platforms, allowing for provision of services such as marketing support, marketing research, and job placement support that maximizes on the platform’s powerful value as a media channel.

Currently, M3 is undertaking a new initiative, “Advanced Medicine Blueprint” and have launched M3 AI Labo as of April 2017 to expand our business in the area of advanced medicine in effort to support the progress of AI medical device development including diagnostic imaging.

NVIDIA is a globally leading company that develops GPUs (graphic processing units), largely dedicated to accelerating graphics processing and arithmetic processing. In recent years, the company has been supporting the explosive evolution of A.I. by maximizing its GPU technology to provide various platforms within the realm of A.I. computing.

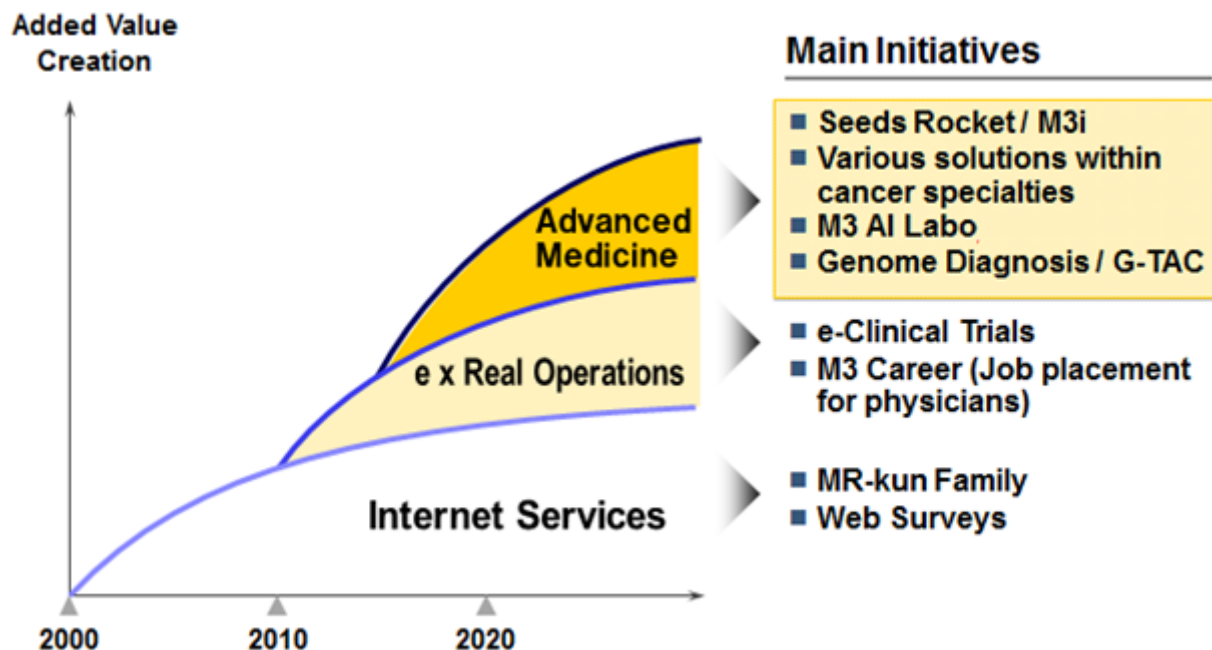
This collaboration between M3 and NVIDIA will provide support towards new ventures taking on innovative A.I. initiatives to support doctors, medical institutions and medical specialties endeavoring to incorporate A.I. in finding solutions for clinical challenges. The joint initiative will powerfully propel such projects for rapid provision of breakthrough services and devices in actual clinical practice, and will provide the below services:

1. Financial Support: Qualifying projects and companies may receive capital support according to needs, maximizing M3's venture capital investment track record (over 20 investments).
2. Introductions: Set up of introductions and meeting opportunities between doctors/medical institutions holding products or services facing clinical issues, with companies developing/offering A.I. technology.
3. GPU Utilization Support: Qualifying projects or companies will receive discounted procurement and access to GPU environments, and ability to utilize state of the art information under NVIDIA's Inception program.
4. M3 AI Labo Services: Qualifying projects or companies will receive the following M3 AI Labo services at preferred prices:
  - (i) Medical big data collection and teacher data creation support
  - (ii) Clinical study, production/distribution approval application support
  - (iii) Product marketing support
  - (iv) PR support for program or company



### < M3's Third Growth Driver: Advanced Medicine Blueprint >

Development of the advanced medicine business is positioned as the third growth driver for M3, following "internet based services" and "e x real operations" drivers. This initiative expands the development area of this third growth driver into the field of regenerative medicine.



## 2. Expected Synergies

Below are some expected synergies from this collaboration.

### (1) Expansion of Investment Horizon

M3 Group has been conducting investments in growth companies within the area of medicine. With this initiative, M3 will expand its investment horizon to cover emerging companies within the Artificial Intelligence space.

### (2) Clinical Development Support

M3 Group operates a clinical development platform that maximizes internet efficiencies, starting with Mr. Finder. M3 will provide support such as accelerated patient recruitment for clinical trials that may be conducted by the invested companies.

### (3) Marketing Support Towards Doctors

With over 4 million physician members across the M3 Group panel, M3 will support marketing of AI medical equipment towards physicians, by maximizing the platform's media strength.

### (4) Overseas Expansion Support

M3's business development expertise will be provided in areas of clinical studies, license grants, and negotiations with global pharmaceutical companies.

M3 Advanced Medicine Strategy Map (As of Feb 6, 2018)

