

M3 USA Acquires NAS Recruitment Innovation
~ Leader in Healthcare Digital Solutions Expands Portfolio to Include Recruitment Marketing ~

M3, Inc., through M3 USA Corporation (Headquarters: Fort Washington, PA; CEO: Aki Tomaru; “M3 USA,” below), has acquired NAS Recruitment Innovation (Headquarters: Cleveland, Ohio; URL: <http://www.nasrecruitment.com>; “NAS,” below), a national recruitment advertising firm specializing in healthcare branding, technology, and media strategies for employers across a wide variety of industries, with a strong focus on hospital systems. NAS will collaborate with M3 group’s PracticeMatch to bring innovative recruiting solutions to healthcare clients.

1. Background

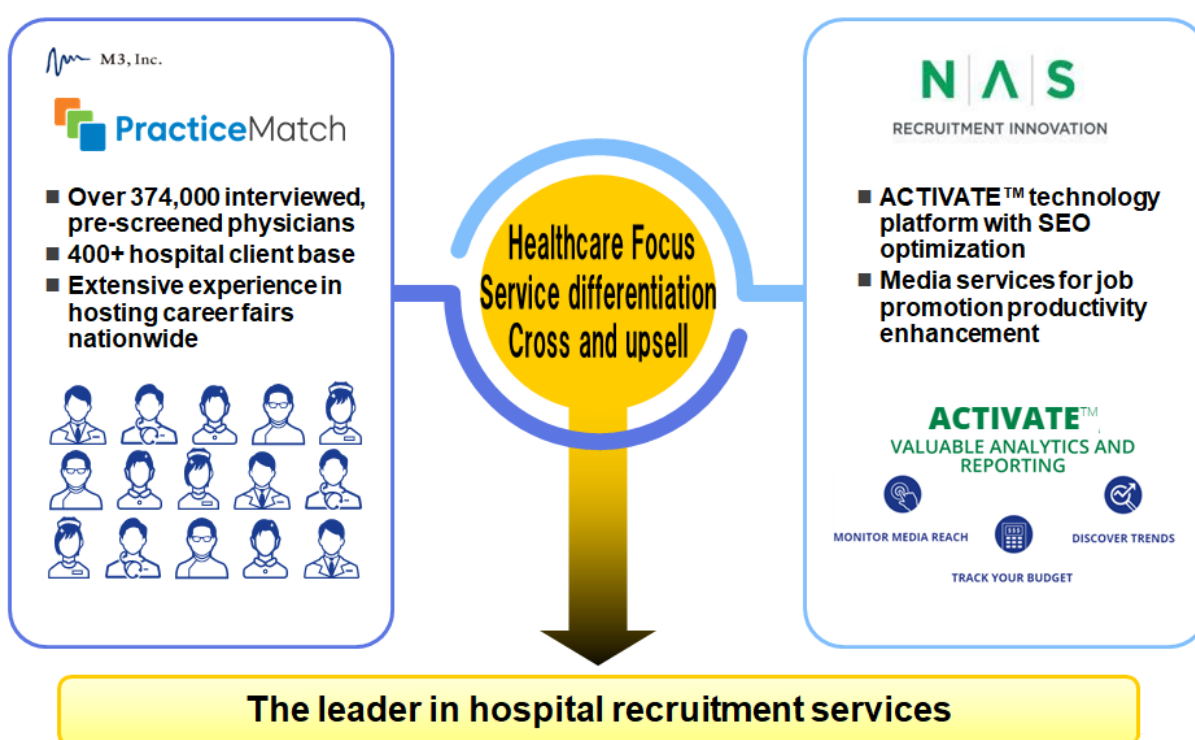
M3 operates in the US, Asia, and Europe with over 5.8 million physician members globally via its physician websites such as mdlinx.com, m3.com, research.m3.com, doctors.net.uk, medigate.net, and medlive.cn. M3 Group provides services to healthcare and the life science industry. In addition to job recruitment, these services include professional and consumer medical education, market research, and ethical drug development. M3 has offices in Tokyo, New York, Fort Washington, PA, Dallas, St Louis, Oxford, London, Paris, Madrid, Frankfurt, Beijing, and Seoul. Recent business expansions have been in areas such as AI diagnostic tool development, genome diagnostics provision, and stroke rehabilitation centers.

PracticeMatch is an M3 group company, and one of the most established companies serving healthcare employers with recruitment marketing resources including multiple databases, job boards, nationwide career fairs, and digital advertising. Established more than 30 years ago, its Pinpoint physician database includes over 374,000 interviewed, pre-screened physicians. Based in St. Louis, MO, the company hosts more than 30 physician career fairs annually nationwide.

NAS has been a leader in recruitment advertising, marketing, and digital services. Based in Cleveland, Ohio and with representatives across the US, NAS serves hundreds of clients, half of whom are in the healthcare sector. In 2019, its ACTIVATE™ technology platform provided a superior experience to more than 25 million candidates in their job searches. Additional services include employment branding, media, and sourcing strategies, programmatic buying, social outreach, and digital marketing. NAS Recruitment Innovation empowers clients to attract and engage quality talent with a strategic blend of targeted technology and expertise. Serving every major market across the U.S. and Canada, they are consultative experts with more than seven decades of experience and proven leadership in technology solutions, media buying, and creative services. Their technology platform, ACTIVATE™, enhances candidate engagement, maximizes SEO, and offers robust analytics.

2. Expected Synergies

- Establish the leading position in the hospital recruiting market by combining PracticeMatch's extensive reach to both physician candidates and hospital clients with NAS's services such as their cloud-based job search technology platform, ACTIVATE™.
- Cross sell NAS's services to PracticeMatch's existing clients.
- Further differentiate NAS's services and technology platform by combining with PracticeMatch's expertise in hospital recruitment.



From Aki Tomaru, CEO of M3 USA:

“ We are excited to announce the acquisition of a leading digital recruitment advertising firm as a complement to our portfolio. The robust recruitment experience provided by NAS will advance our offerings in the digital recruitment space for our existing healthcare clients. The quality, value, and scope of the services they NAS provides will further enhance the M3 USA’s mission of bringing positive changes to healthcare.h