



### **M3 Acquires Med Planet in France**

~ M3 Continues to Strengthen Capabilities and Reach with Latest French Acquisition ~

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/en>; "M3" below) has announced the acquisition via its subsidiary M3 Global Research, of Med Planet (Headquarters: Lyon, France URL: <https://www.medplanet.biz/>; "Med Planet," below), which provides qualitative market research services to the healthcare industry.

With over 25 years of experience providing comprehensive qualitative research services to the healthcare industry, Med Planet's local expertise is unparalleled, and their client roster has been growing. This announcement follows the acquisition of Germany's pharma-insight in May 2022, and further consolidates M3's ambitions for aggressive global growth.

This acquisition further strengthens M3's European presence, which now includes physical locations in France, the United Kingdom, Germany, and Sweden.

#### M3 Global Research

M3-operated M3 Global Research provides healthcare market research fieldwork, powered by the world's largest proprietary provider panel of verified healthcare professionals, covering 27 countries. Offering a comprehensive portfolio of qualitative and quantitative methodologies, our ISO 20252 and ISO 27001 certifications underpin our focus on compliance and high-quality data.

#### Med Planet

Med Planet has over 25 years of experience providing qualitative market research services to the healthcare industry. Headquartered in Lyon, France, Med Planet specializes in a consultative approach, entrenched in local expertise, to ensure their clients benefit from high quality outputs and actionable data.

#### M3, Inc.

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 310,000+ physician members in Japan. Presence outside of Japan includes the U.S., U.K., France, China, Korea, and India, with aggressive business expansion overseas that has amassed over 6 million physicians as members across its global platforms. This allows the provision of services including marketing support, marketing research, and job placement support that leverage the platform's powerful value as a media channel.

## Overview

Company: Med Planet SAS

Established: 1997

Headquarters: Lyon, France

URL: <https://www.medplanet.biz/>

Managing Director: Marie Georges Enselme-Trichard

Business: healthcare-focused market research provider in France