



CareNet, Inc.

May 19, 2021

Mid-term Management Vision (2021-2025)

This material contains projections, plans, management targets, and other forward-looking statements, etc., relating to CareNet, Inc. (the “Company”).

These statements are drawn from assumptions (information and forecasts currently available to the Company), and it is possible that such assumptions are inaccurate and that actual results produced may differ from those mentioned in said statements.

Furthermore, information and data other than that concerning the Company has been quoted from public sources, and the Company offers no guarantee regarding the accuracy of such information.

CareNet, Inc.

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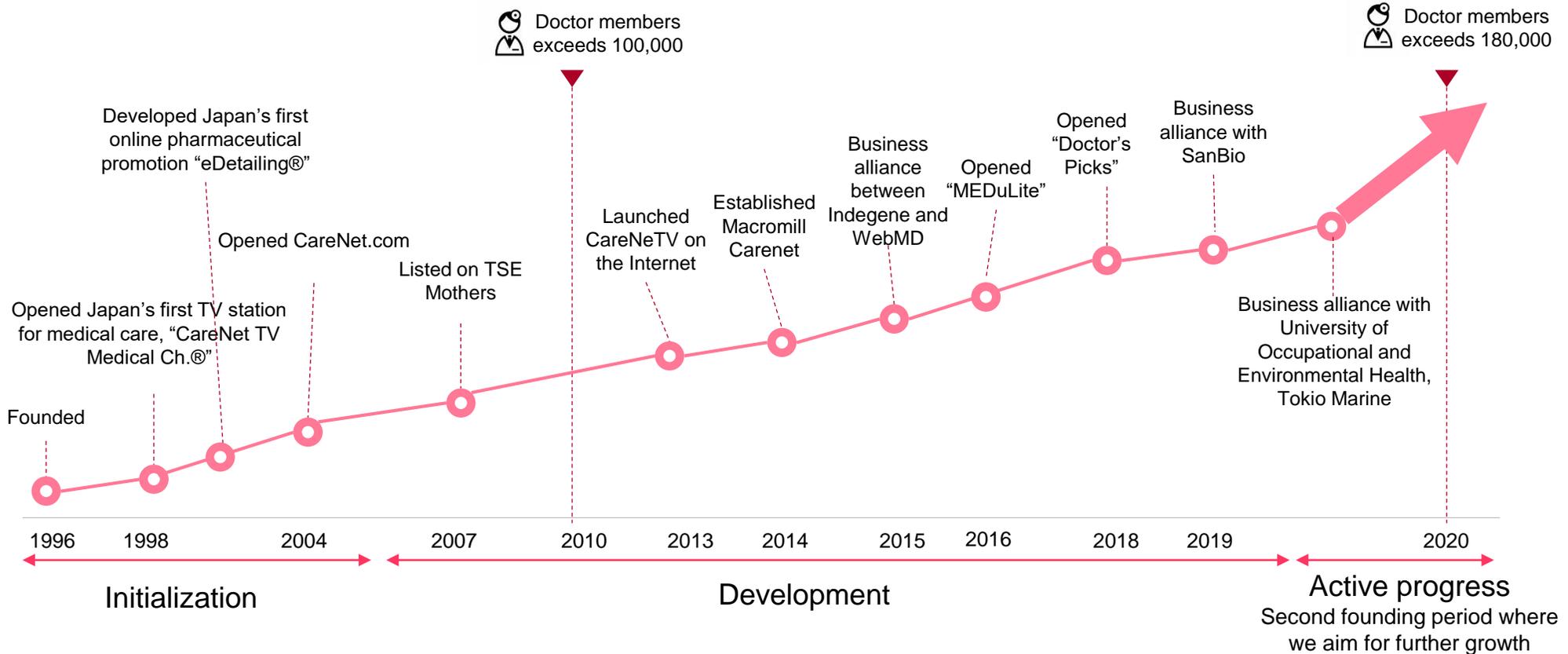
1. Looking Back on CareNet

Thoughts on Our Foundation and Our History

Since our founding, we have always strived to ensure that patients are able to receive better medical care.

Thoughts on our founding

- Since our founding, CareNet has pursued business with the desire **to ensure that each patient receives better medical care** by **“supporting doctors in clinical settings through information and education.”**



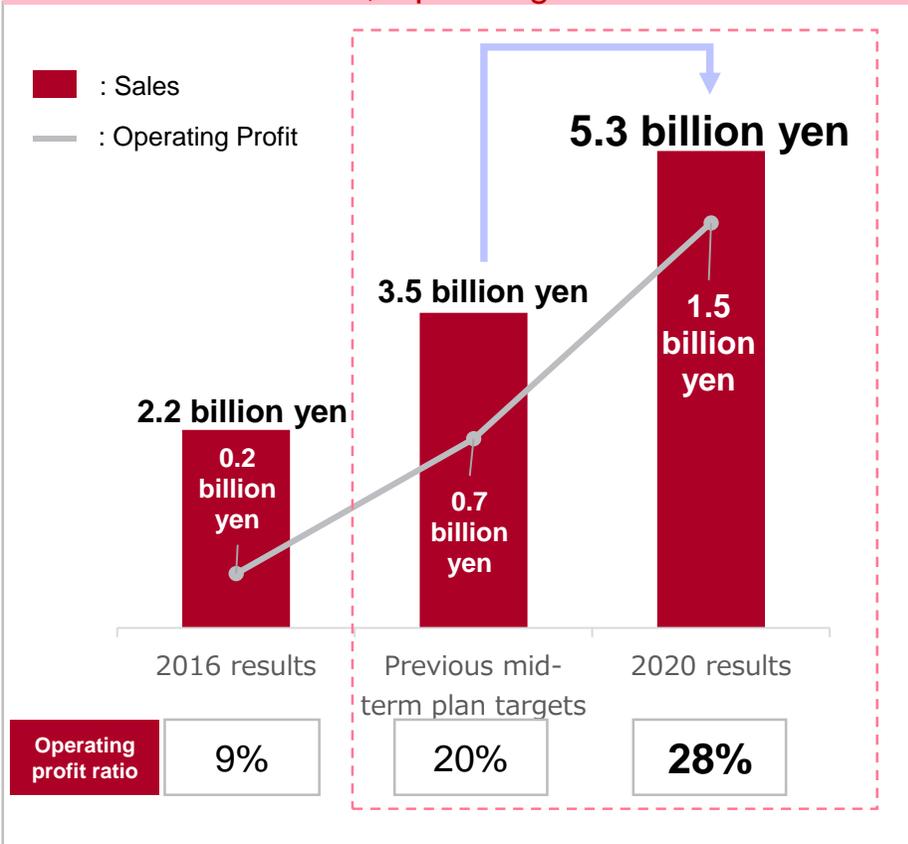
Looking Back on the Previous Mid-term Plan

Throughout the previous mid-term plan, we worked to develop strong profit structures for existing businesses and focused on developing the capabilities of human resources for new businesses.

Vision

To increase our corporate value as the “top educational media for clinical medicine” by continuing to provide opportunities and solutions for exchanging medical information required by doctors and pharmaceutical companies.

Sales, Operating Profit



1
Strengthen existing businesses

- Sales
 - Strengthened existing services (MRPlus, online seminars, etc.) and expanded net sales.
- Operating profit
 - Developed a profit structure with an operating profit ratio over 20%

2
Establish structure for developing new businesses

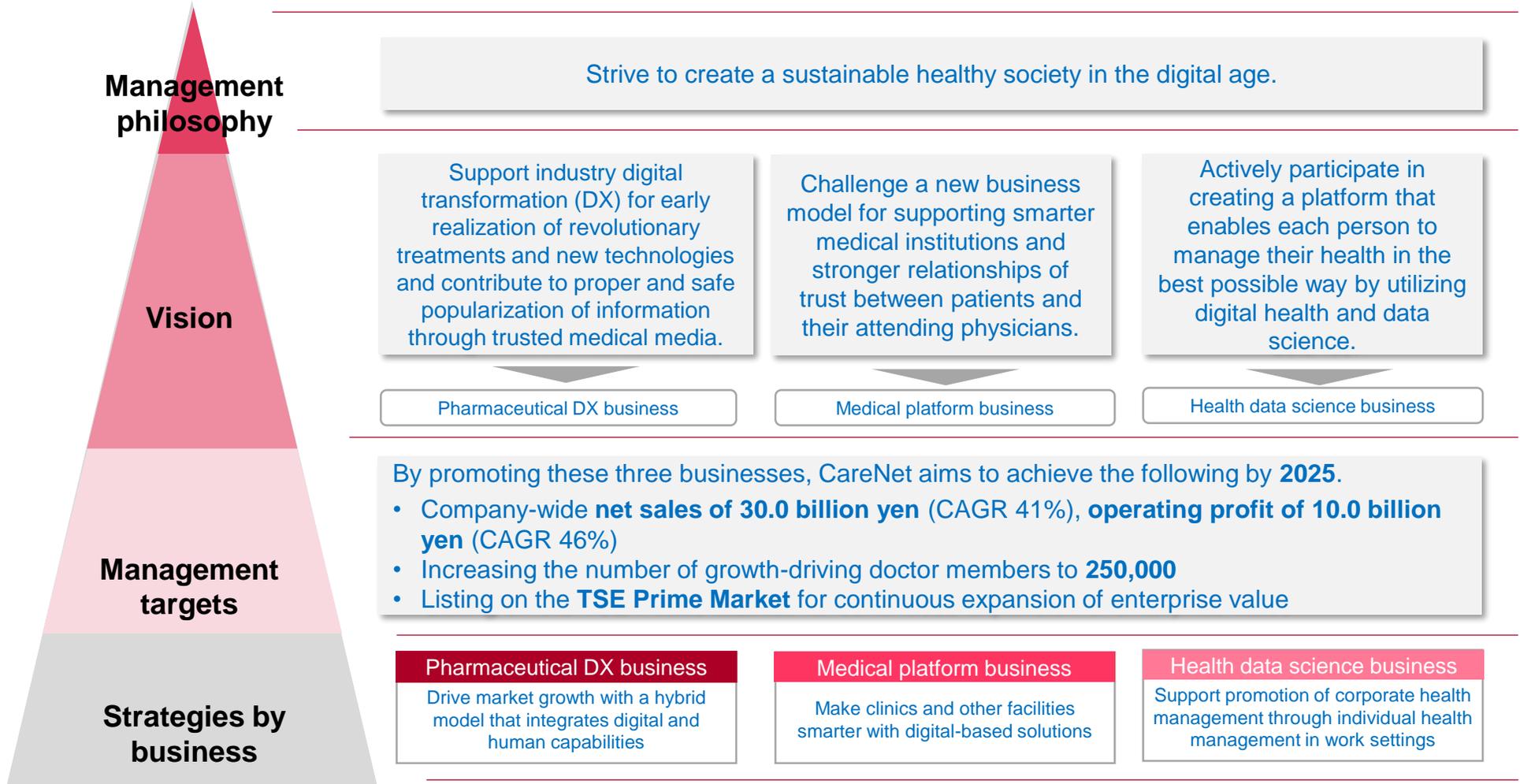
- Develop new services
 - Expanded medical education content (MEDuLite, WebMD, etc.)
- Develop new business foundation through subsidiaries, human resources, and alliances
 - Established multiple subsidiaries
 - Established system for collaboration with partner companies
 - Participation of human resources specialized in business planning



2. Overview of Mid-term Management Vision

Mid-term Management Vision - Summary

New philosophy, vision, management targets and management strategies in the Mid-term Management Vision (2021-2025)



2021 marks the 25th anniversary of the founding of the Company. We will take this occasion as an opportunity for a “second founding,” through which we will renew our determination and aim for further growth.



3. Philosophy, Vision and Management Targets

3. Philosophy, Vision and Management Targets

Major Changes in Business Environment, Diversification of Issues to be Resolved

The issues that medical care is facing, including soaring medical costs and harsh working environments, are becoming increasingly serious. The environment surrounding medical care is also changing drastically as the structure and awareness of society changes, and innovation continues to accelerate.

Medical industry

Increasingly serious issues

Disturbances in one of the world's most compassionate public medical insurance systems

Deterioration of financial conditions for medical insurance providers due to aging population and extended working years

Deterioration in the management of medical institutions and increasingly harsh clinical environments



Society

Rapid changes

Changes in work-styles due to COVID-19

Progression of the rapidly declining birthrate and the aging population

Increased awareness of disease prevention



Technology

Evolving solutions

Life science innovations

• Genetic engineering, regenerative medicine, etc.

Digital technology innovations

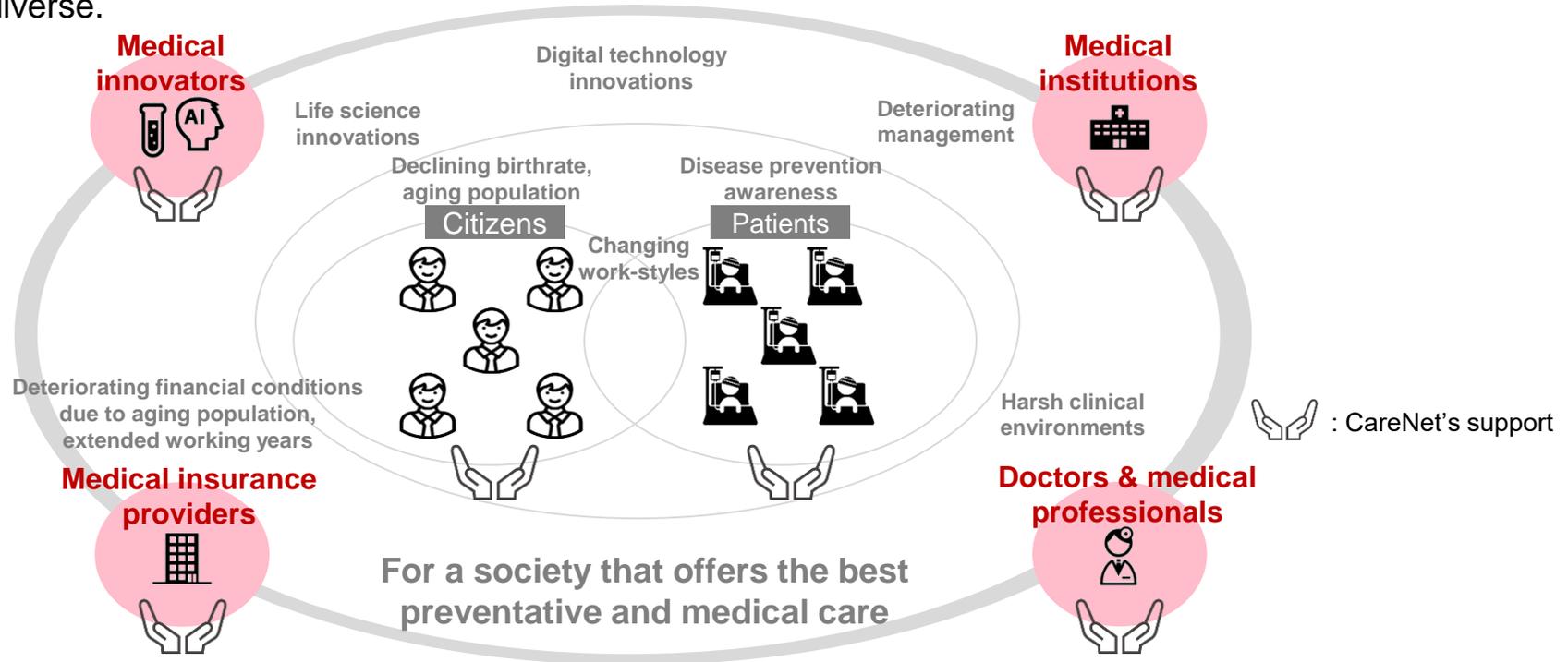
• Improving efficiency of medical settings using AI, ICT, etc.



3. Philosophy, Vision and Management Targets

“New” Philosophy of CareNet

The environment surrounding medical care is becoming increasingly harsh. Our era is not one where we can place the burden on medical care alone. We are in an era where we need to rethink work-styles. Health consciousness is on the rise, and technology is leaping forward. Social awareness is changing, and the methods for solving social issues are becoming more diverse.



We are dedicated to contributing to the creation of a sustainable society that is healthy and offers comfortable working environments for both the recipients and providers of medical care by constantly evolving our businesses through technology and enthusiasm.

CareNet

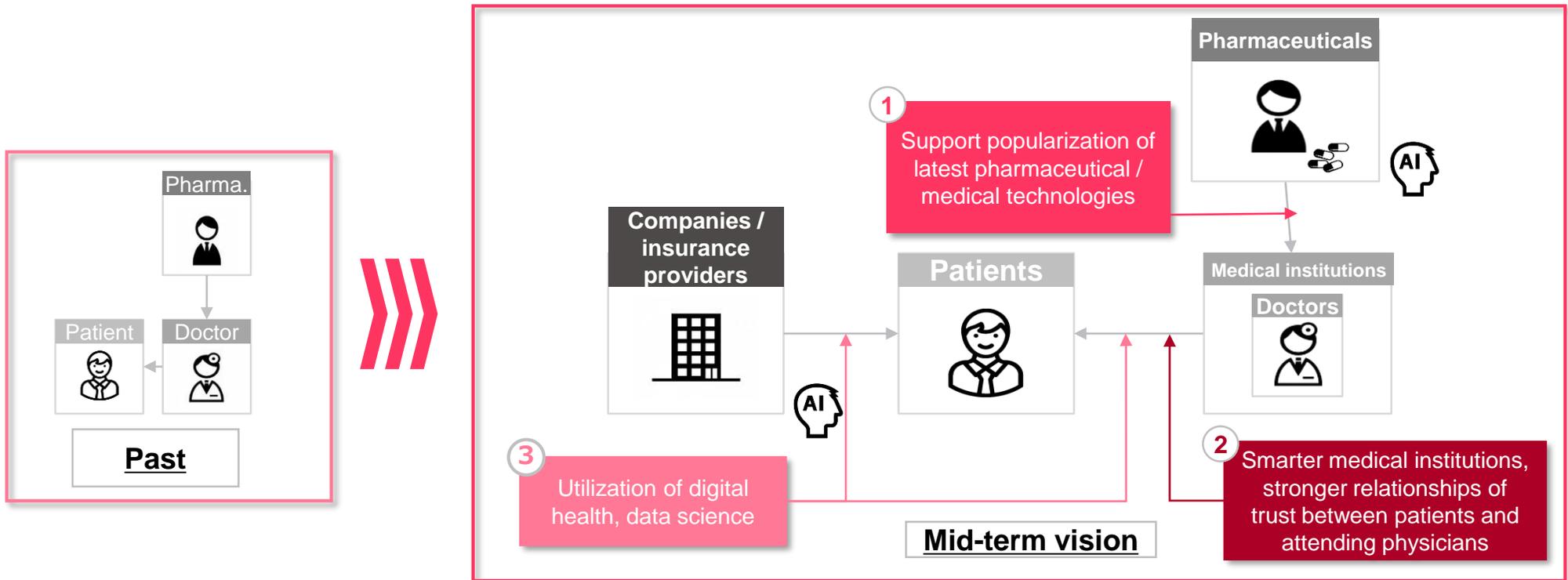
CareNet will strive to create a sustainable healthy society in the digital age.

3. Philosophy, Vision and Management Targets

Vision - Overview

With the evolution of our philosophy, the targets of our vision (the future of CareNet) is expanding from pharmaceuticals and medical institutions (including doctors) to individuals, companies and insurance providers.

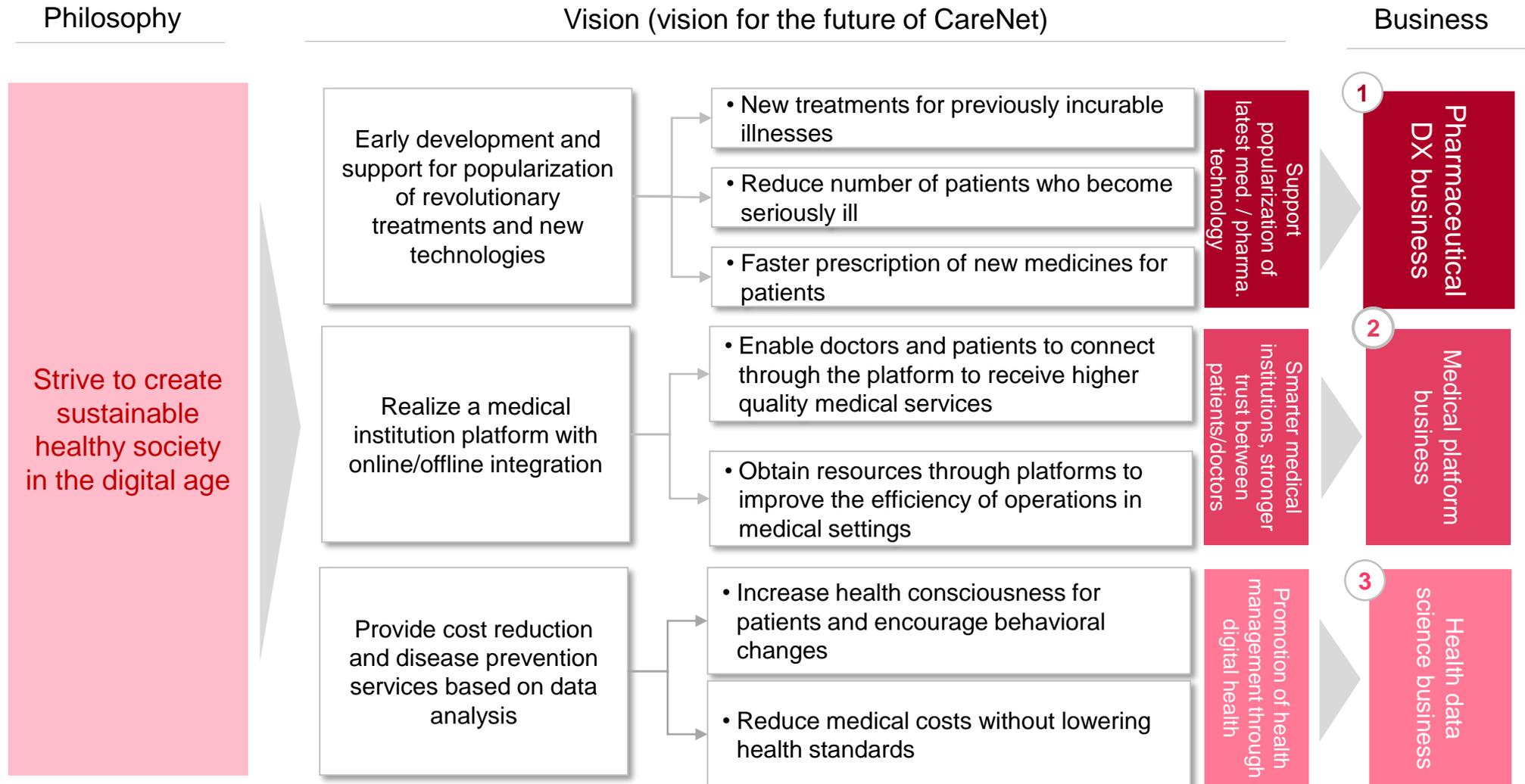
- 1 Support industry DX for early realization of **latest revolutionary pharmaceutical and medical technologies** and contribute to proper and safe popularization of information through trusted medical media.
- 2 Challenge a new business model for supporting **smarter medical institutions and stronger relationships of trust between patients and their attending physicians**.
- 3 Actively participate in creating a platform that enables each person to manage their health in the best possible way by utilizing **digital health and data science**.



3. Philosophy, Vision and Management Targets

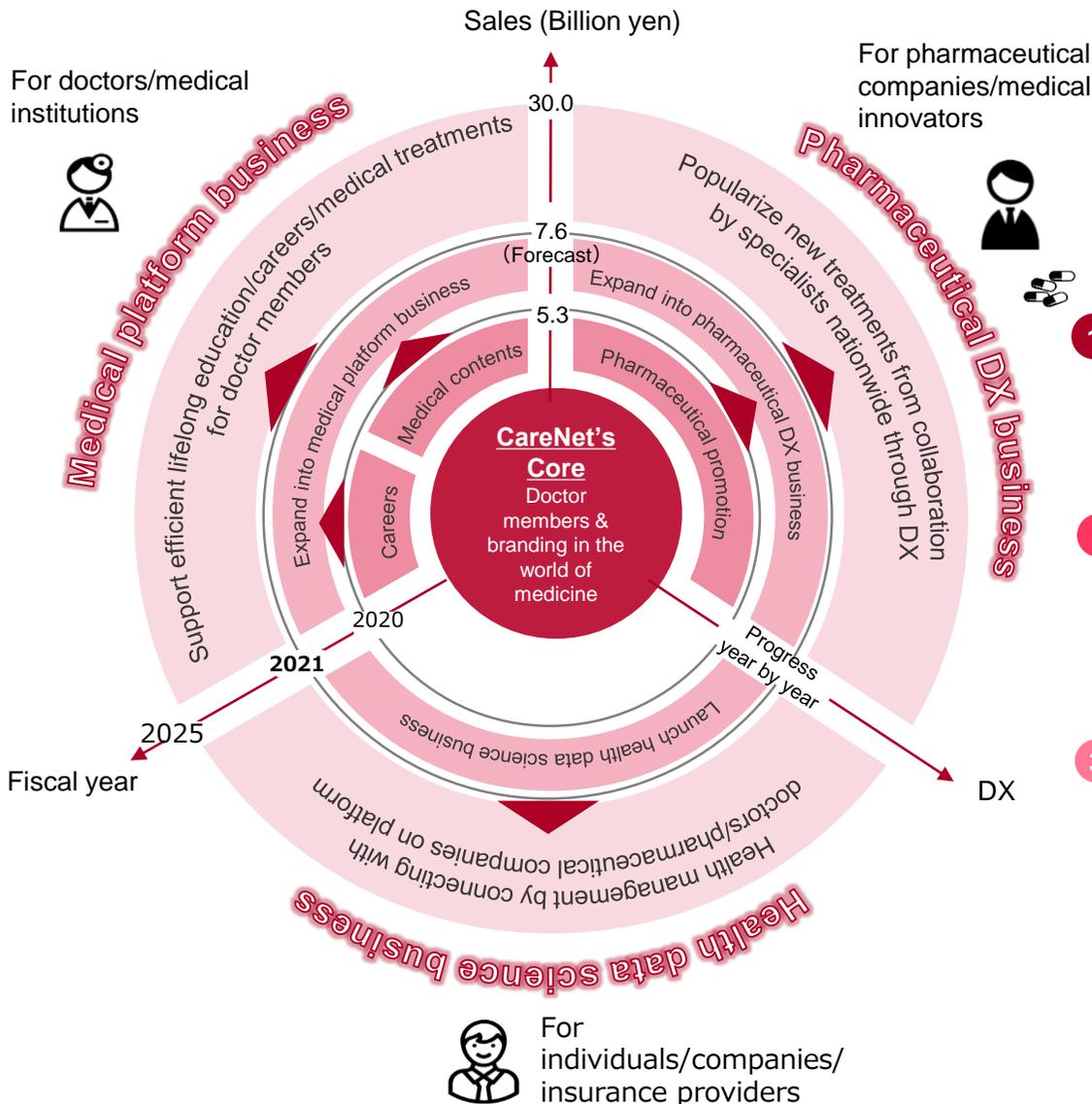
Philosophy - Vision - Connection to Business

CareNet will develop three businesses to achieve our vision for the future based on our philosophy.



3. Philosophy, Vision and Management Targets

Business Direction Aimed at Achieving Vision and Mid- to Long-term Growth



[From founding to 2020]

The foundation of CareNet's business is our ever-growing doctor members, who have grown to over 180,000. Since our founding, we have been developing high-quality educational content for clinical medicine for daily use in clinical settings. On top of that, we have developed our pharmaceutical promotion support service for assisting pharmaceutical companies in the proper promotion of their pharmaceuticals into a core business of the Company.

[Mid- to long-term direction from 2021]

- 1 Pharmaceutical DX business**
 - With the development of DX, hybrid models that integrate human and digital capabilities will become commonplace in the pharmaceutical industry. CareNet will strive to achieve significant growth to take our place at the head of this movement with our "pharmaceutical DX business."
- 2 Medical platform business**
 - Not only in the pharmaceutical industry, but the medical and health care industries in general are becoming increasingly oriented toward advancing DX. Under the name of the "medical platform business," our business for doctors and medical institutions adds DX services that promote efficient medical treatment and management improvement, and supports the growth foundation of the Company.
- 3 Health data science business**
 - DX will also change the relationship between doctors, pharmaceutical companies and patients. By connecting doctors and patients on a single platform, doctors can attract and maintain patients, and patients can improve the quality and convenience of their medical care. By connecting pharmaceutical companies and patients, we will contribute to promoting awareness and the development of new medicines through DTC. We will work to develop a health management platform and develop the "health data science business" as our third pillar of growth, which will provide individual health management and appropriate medical intervention.

3. Philosophy, Vision and Management Targets

Management Targets

In 2025, we will aim to achieve net sales of 30.0 billion yen and operating profit of 10.0 billion yen by combining the existing pharmaceutical DX business with our new growth businesses, the medical platform business and the health data science business.

Stable profit + evolved business

Pharmaceutical DX business

- Promote DX in pharmaceutical sales by pharmaceutical companies by utilizing online seminars, e-DTL, remote DTL, etc.

Pharmaceutical DX has potential to grow into a 3-400.0 billion yen market long-term

New growth businesses

Medical platform business

- Support medical treatment and management for doctor members (attracting patients, improving efficiency, etc.)

Target approx. 10,000 of the approx. 100,000 medical institutions nationwide

Health data science business

- Support employee health promotion and corporate health management through health management in work settings for companies

Aim for a 1.8 trillion yen market in workplace health management

Management targets

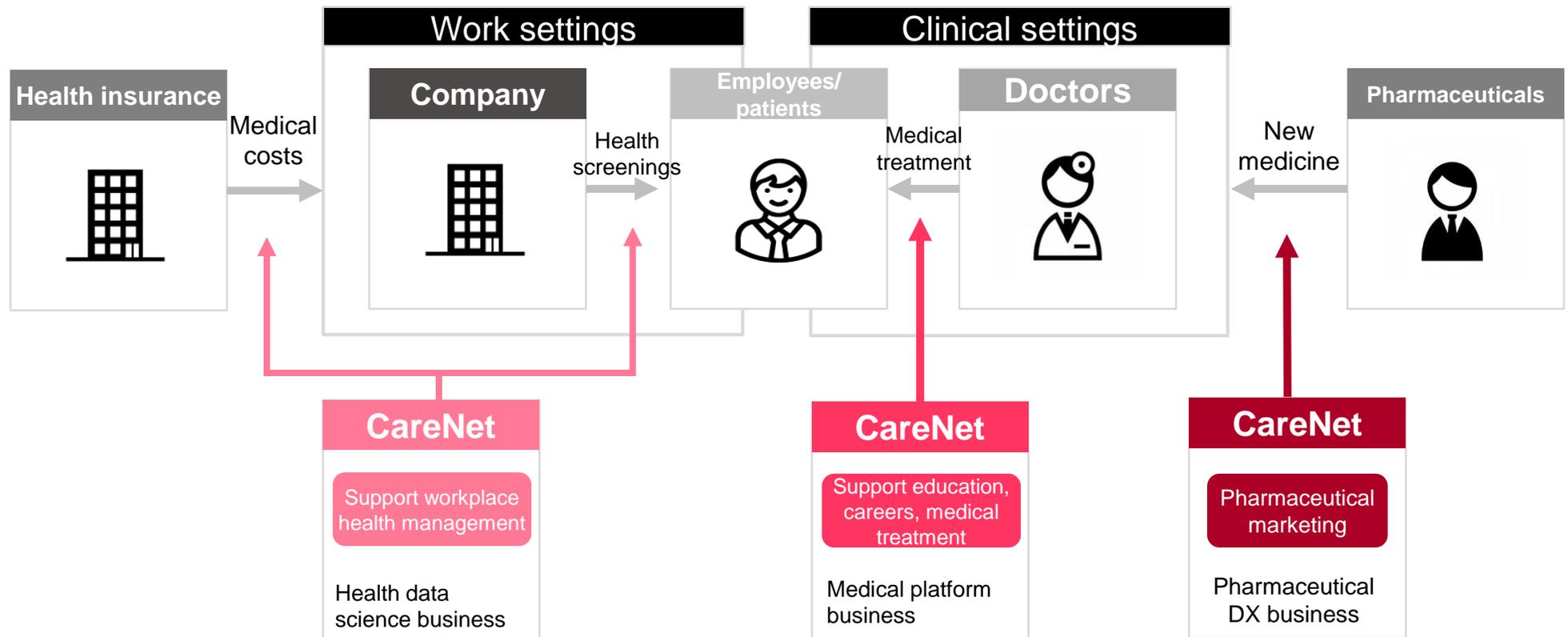
	2020	2025	CAGR
Net sales	5.3 billion yen	30.0 billion yen	41%
Operating profit	1.5 billion yen	10.0 billion yen	46%
Operating profit ratio	28%	33%	-
Listed market	TSE Mothers	TSE Prime	-
Doctor members	180,000 (~60% of doctors)	250,000 (~80%)	-



4. Management Strategies by Business

Overview of Business Fields

While evolving our existing pharmaceutical sales support services into the “pharmaceutical DX business,” centered around our doctor platform, we will also work on the “medical platform business” to support clinics and the “health data science business” to support health care and health management through work settings as new growth businesses.



4. Management Strategies by Business

Pharmaceutical DX Business - Market, Competitive Environment and Advantages

A new “DX market” is expected to emerge and expand within the promotion market of the pharmaceutical industry. CareNet will drive market growth by providing new marketing services that integrate digital and human capabilities.

Pharmaceutical DX business

Outline

Market

- Medical representatives (MRs) were already being reduced before the COVID-19 crisis due to the shift from commodity pharmaceuticals to specialty pharmaceuticals. Pharmaceutical companies are steadily moving toward digitalization, and the COVID-19 crisis has accelerated this movement.
- DX is more than just Internet advertising; it's a reform of industry processes. This market has the potential to expand to 300.0 billion yen over the long term (according to CareNet's estimates).

Competitive environment

- Without doctor members on the Internet, taking a lead in DX business will prove to be quite difficult. The number of companies with doctor members on the Internet is extremely limited, and the barriers to entry are high for this market.
- In the DX market, trials are expected not only for services that feature exclusively online content but for models that integrate online/human capabilities (hybrid type).

CareNet's advantages

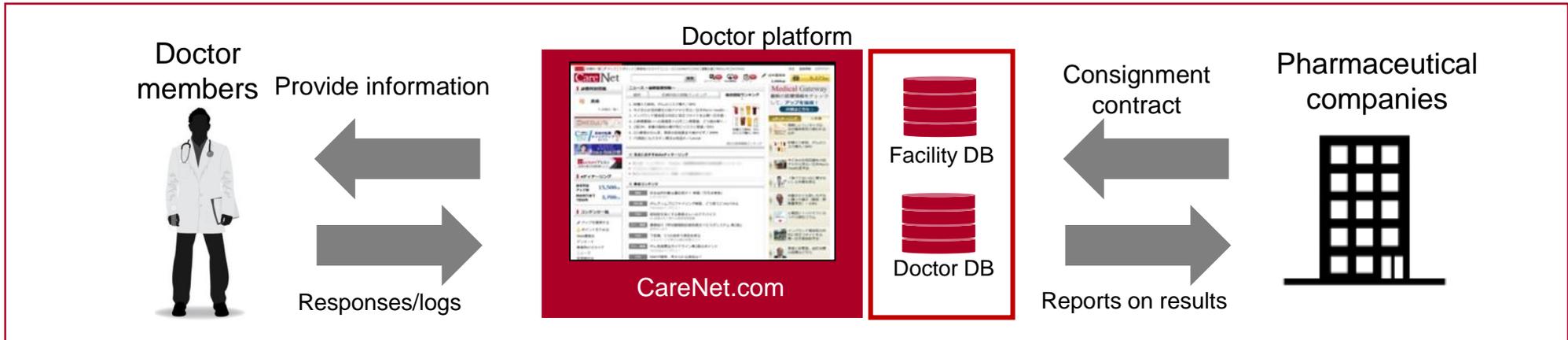
- One of the largest operators in the industry with an expanding membership of more than 180,000 doctors.
- Established name as a trusted brand among doctors and the medical community as a result of developing support for doctor education since foundation.
- Development of a hybrid DX support service that integrates the capabilities of the Internet and humans which is centered around the relationships of trust we have with doctors.



4. Management Strategies by Business

Pharmaceutical DX business - Results to Date

CareNet has endeavored to spread the proper use of new medicine through use of the doctor platform. We have partnerships with over 70 pharmaceutical companies, growing this into the core business of the Company.



CareNet's main services

IT solution for connecting doctors and pharmaceutical companies: MRPlus®

One of our core services that broadcasts video content created from the perspective that the involvement of doctors is needed to target other doctors, enabling the analysis of doctors' responses while creating opportunities for engagement with MRs. More than 50 pharmaceutical companies have adopted this service.

Online livestreams of seminars by Key Opinion Leaders (KOLs) available nationwide: Online seminars

Busy doctors can watch KOL seminars without having to leave the office. Online livestreaming is a very effective way to quickly broadcast information about new treatments nationwide. Over 500 seminars are conducted annually, and this is a core service together with MRPlus®.

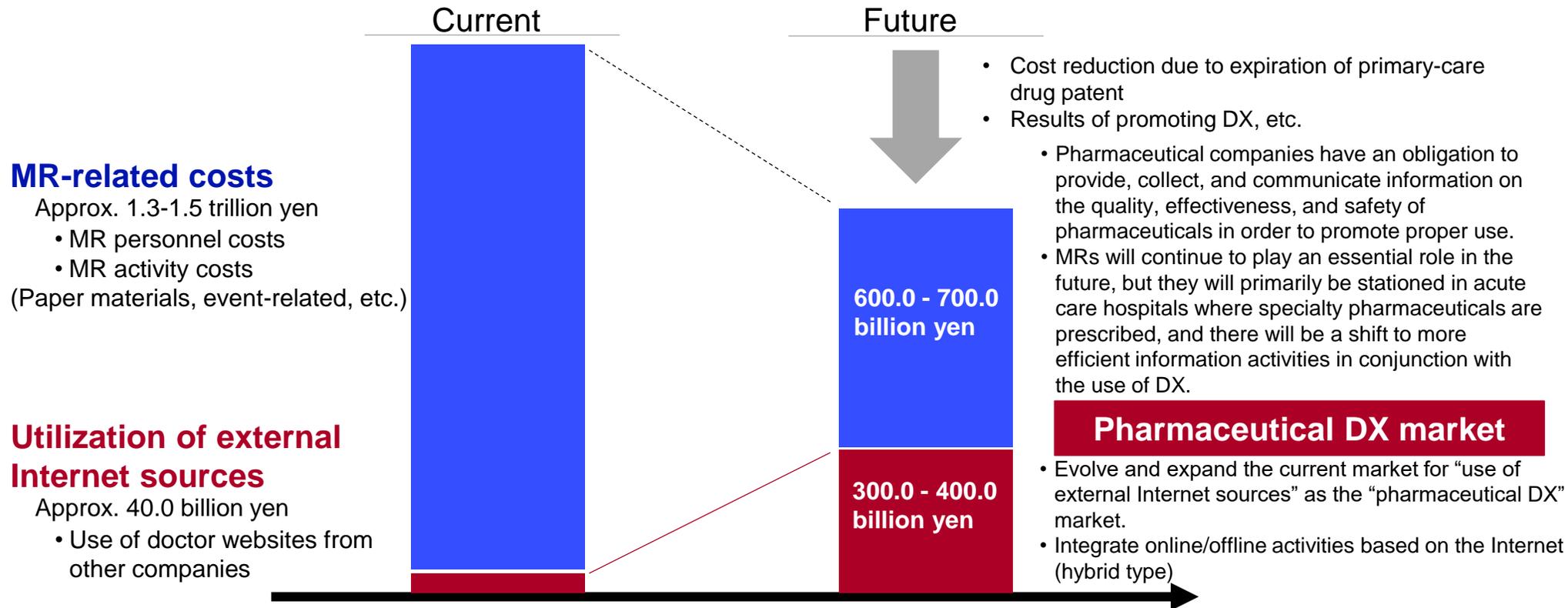
Information distribution channel specialized for oncologists: Cancer@Misewaza

This channel is dedicated to oncologists, where KOLs with top-class achievements in organ-specific cancer treatment show videos of their own personal treatment methods and speak passionately about cancer treatment to other oncologists nationwide.

4. Management Strategies by Business

Pharmaceutical DX Business - Expected New DX Market (Our Point of View)

The structure of promotional costs in the pharmaceutical industry is expected to change from “personnel cost-oriented” to being based on “integration of humans and DX” in the future.



* Future market depicted is as estimated by the Company
Resource allocation is presumed based on the estimated scale of the prescription pharmaceutical market by 2030.

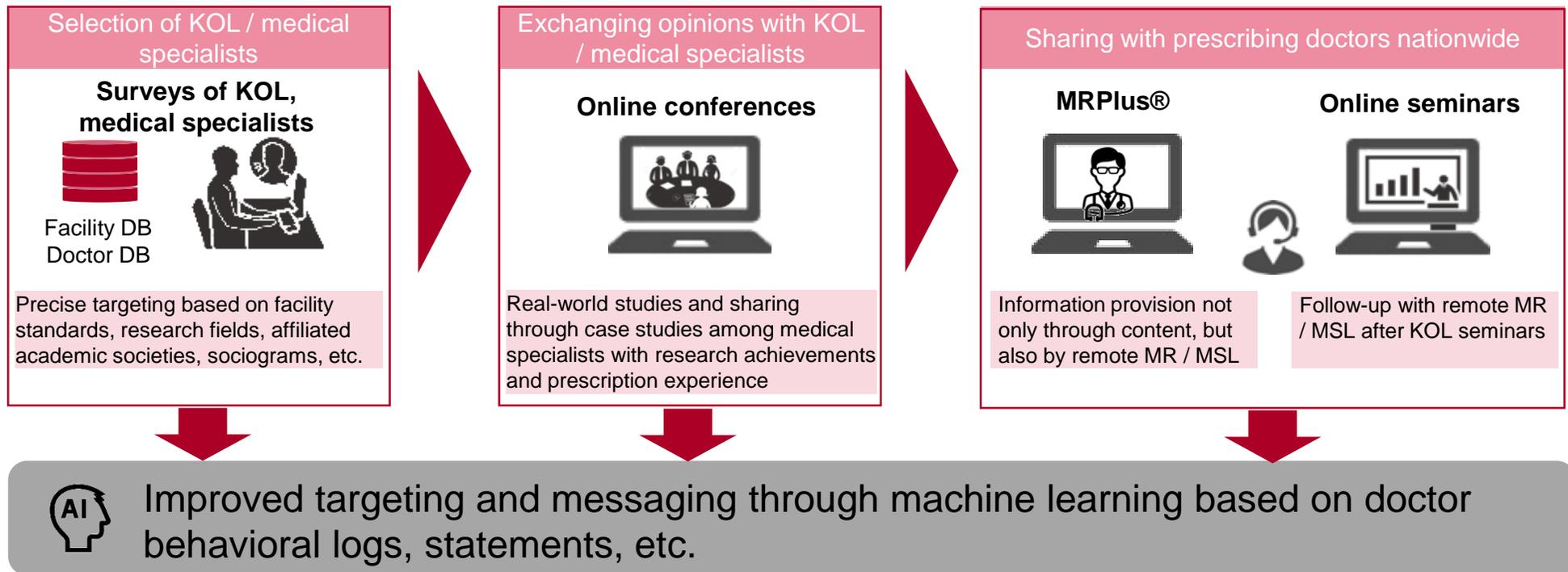
CareNet will grow into a main player in driving expansion of the “pharmaceutical DX” market through the provision of services that promote digital engagement.

4. Management Strategies by Business

Pharmaceutical DX Business - Developing DX Solutions

In the era of specialty pharmaceuticals, unlike the era of commodity pharmaceuticals, more precise targeting of medical institutions and doctors is required. Sharing knowledge and experience based on cases of research and prescriptions by medical specialists is highly important for understanding a medicine's effectiveness and safety. The provision of new DX solutions is required to accommodate busy doctors.

Examples of pharmaceutical DX solutions that CareNet has already initiated



CareNet believes that the key to the advancement of DX in the pharmaceutical field lies in relationships of trust with doctors and the medical community, and will continue to enthusiastically provide information and perform educational support activities for doctors and the medical community.

Medical Platform Business - Market, Initiatives and Advantages

Due to the impact of COVID-19, the need for management support for medical clinics has continued to increase. For doctors and medical institutions, CareNet will utilize our accumulated know-how to develop support services for medical treatment and management in addition to educational and career services.

Medical platform business

Outline

Market

- The digitalization of medical institutions, particularly clinics, is still undergoing development, and there is large room for improving the efficiency of medical treatment and management by promoting DX.
- Among the overall vision for the future of digital medical treatment, each player in the market has first begun to take on initiatives for providing online medical treatment.

Examples of CareNet's business development aimed at digitalization

Our initiatives for online medical treatment

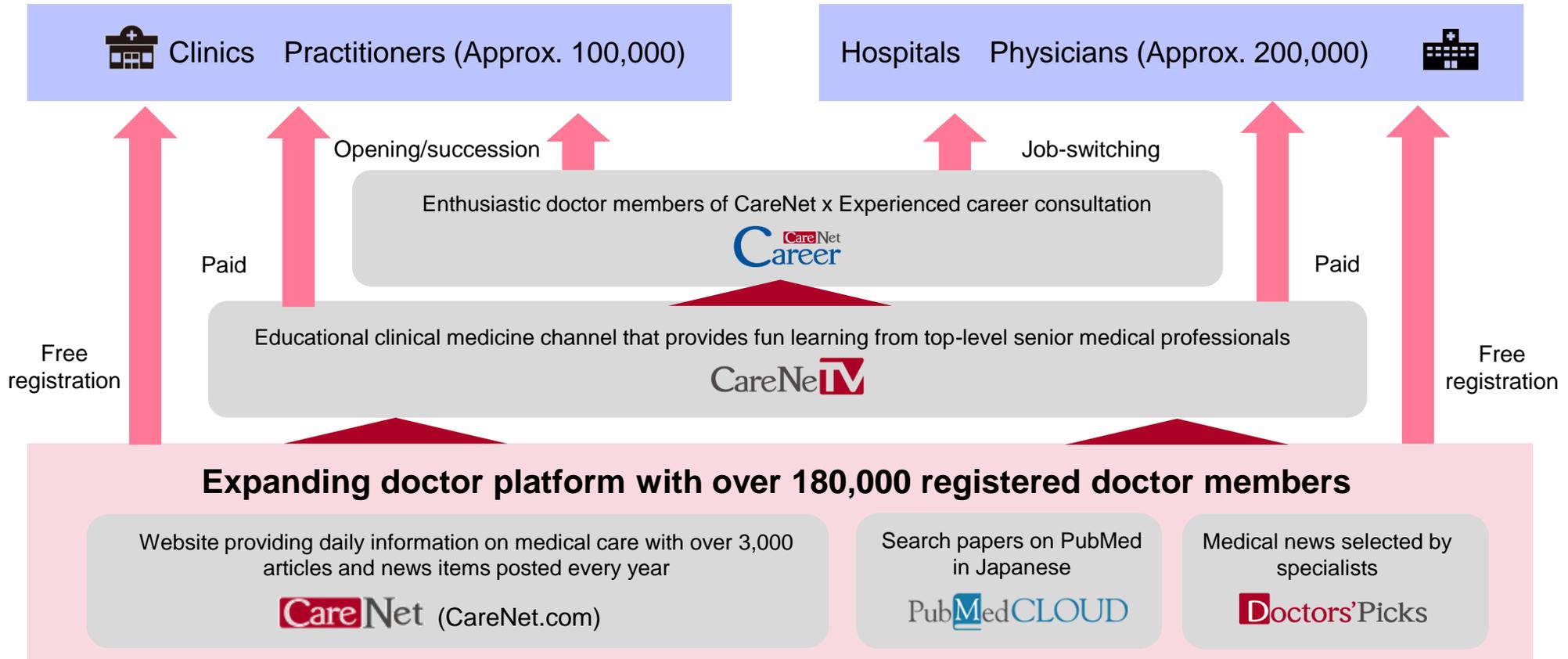
- Conducting trials of online medical treatments through alliances (2020)
 - Online outpatient proxy trials with V-cube and Capital Medica
 - Cooperation agreement with MDV for business development in online medical treatments, etc.
- Creating content on successful models for online medical treatment and actively distributing it to doctor members
- Acquired AD Medica, which operates "Doctors Me," a service for "health consultations through telemedicine" (online medical consultations) by medical specialists (February 2021)

CareNet's advantages

- CareNet has more than 50,000 doctor members who are currently practicing at clinics.
- Many physicians at hospitals who are primarily in their 40s and aiming to open their own clinics have been watching our medical education content since their internship days.

Medical Platform Business - Results to Date

Since our founding, our website has grown into one of the leading platforms for doctors in Japan, with more than 180,000 registered doctors, through our efforts to support lifelong education for doctors.



Due to the background of harsh medical settings and a management environment that has further deteriorated due to the COVID-19 crisis, centered around clinics, there is a growing need for support for medical treatment and management through DX.

4. Management Strategies by Business

Medical Platform Business - Direction of Future Development (for clinics)

Toward our philosophy of “creating a sustainable healthy society in the digital age”, CareNet is working to encourage smarter clinics where there is room for improving the efficiency of medical treatment and business operations through digitalization.

New development of the “smart clinic” (SC) service line-up

Attracting patients

Remote reservations

- Online reservations for medical treatment



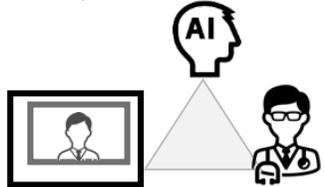
Advisory contracts with companies

- Proposing corporate support to solve employee health management issues

Diagnostics (medical interview)

Hybrid medical interviews

- In-person, remote, AI medical interviews
- Diagnostic support



Treatment

Specialist counseling



Online specialist consultation
Non-covered treatment support

- Anti-aging
- Cosmetic treatment
- Nutritional consultations etc.

Continuation

Patient monitoring

- Biometric data
- Life logs etc.



Management

Recruiting

- Staff dispatch / introduction
- Staff education

Clinic efficiency support

- Administration
- Electronic records, prescriptions etc.



Educational clinical medicine channel that provides fun learning from top-level senior medical professionals

Expanding doctor platform with over 180,000 registered doctor members

Website providing daily information on medical care with over 3,000 articles and news items posted every year

CareNet (CareNet.com)

Search papers on PubMed in Japanese

Pub**Med**CLOUD

Medical news selected by specialists

Doctors'Picks

4. Management Strategies by Business

Health Data Science Business - Market, Competitive Environment and Advantages

Through strategic alliances, CareNet aims to build a competitive health platform by developing health management programs centered on work settings and linking them with our medical platform.

Health data science business

Outline

Market

- The workplace health management market is worth 1.8 trillion yen, and expenditures by companies and health insurance associations are expected to increase further as companies extend working years for employees.
- While the market majority is dominated by obligatory costs related to laws and regulations, voluntary expenditures by companies aiming for health management is growing.

Competitive environment

- Medical cost optimization support services for health insurance associations are in the initial phases of being adopted by different companies.
- There are many services that support corporate health management in terms of systems and consulting.
- There is insufficient coordination between medical and healthcare intervention services and health insurance associations and companies.

CareNet's advantages

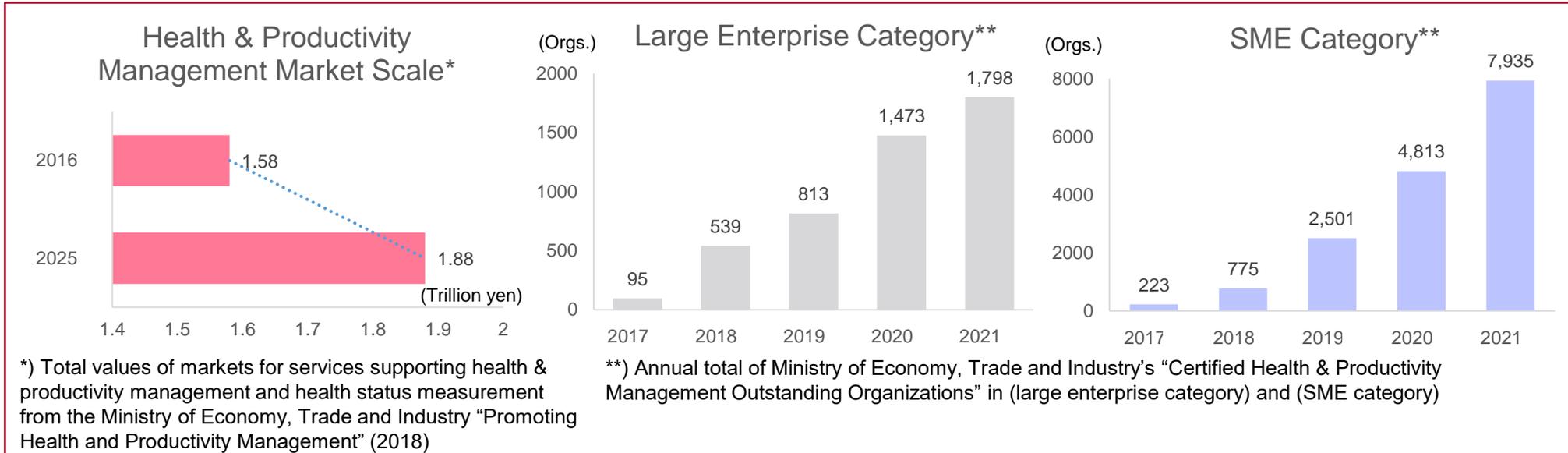
- Analyze health and medical treatment data, etc. through alliances with the Tokio Marine Group, the University of Occupational and Environmental Health, Health Management System LLP, etc.
- CareNet aims to develop more effective health management systems by linking medical platforms (SC ^{*1} / ecosystems) developed by the Company with work settings.

*1: SC refers to smart clinics.

4. Management Strategies by Business

Health Data Science Business - Business Opportunities

Corporate investment in health is increasing year to year (compulsory expenses in regular health screenings, stress checks, industrial physician costs, etc. in addition to services in collaboration with health insurance associations and other health promotion services provided as benefits that aren't required by law). The number of companies recognized as "Certified Health & Productivity Management Outstanding Organizations" has continued to increase with the promotion of work-style reforms.



With increasing corporate investment in health, companies and health insurance associations are promoting further collaboration in data and services. However, there is still a lack of coordination with external intervention services to provide health guidance to pre-disease groups or to prevent aggravating the conditions of employees facing health issues, and this has not led to measurement of the effectiveness of health investments or subsequent improvements.

4. Management Strategies by Business

Health Data Science Business - Direction of Business Development

Service for supporting the promotion of corporate health management through individual health management centered on work settings

Development of a health platform that provides a one-stop access point for a variety of functions ranging from data analysis to necessary medical and health care services and verifications of effectiveness

Insurance providers



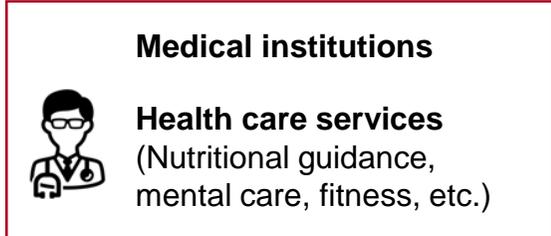
Collabo-health

Workplaces



Advisory contracts

Medical care / health care



Prescriptions / health screening data

Attendance data
Mental health checkups

Biometric data / life logs

Medical examination history / service history

Health management platform provided for companies and individuals

Data analysis

Algorithms

Advice

Intervention services

Effectiveness measurement

Optimization of health insurance finances

Increased productivity

Enhanced health

ROI

We will promote data analysis and algorithm development through our alliance with the Health Management System of the University of Occupational and Environmental Health and the Tokio Marine Group concluded in FY2020. By linking the medical platform developed by CareNet with the services and programs of each partner, we will develop and provide a platform for supporting both corporate and individual health.

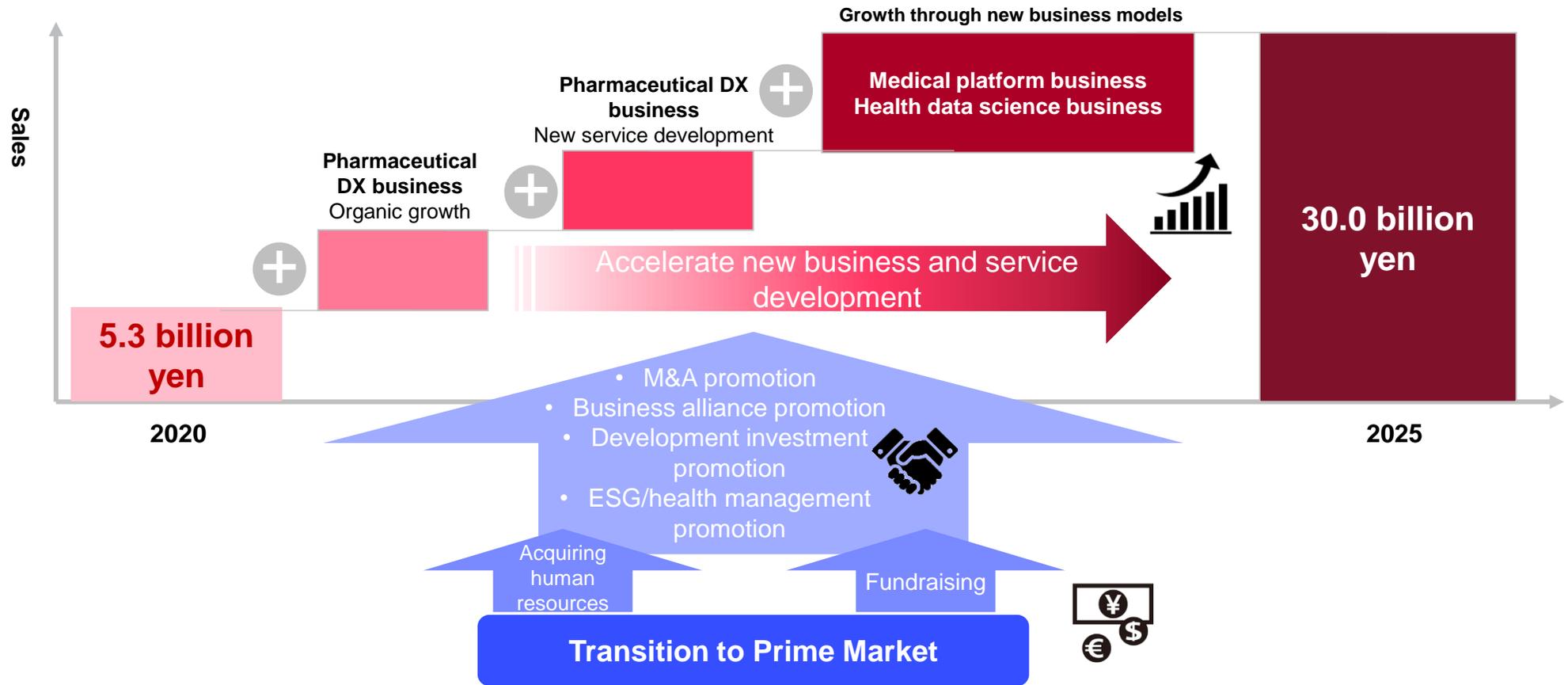


5. Finance and Investment Strategies

5. Finance and Investment Strategies

Fundraising and Investment Policy Aimed at Achieving Management Targets

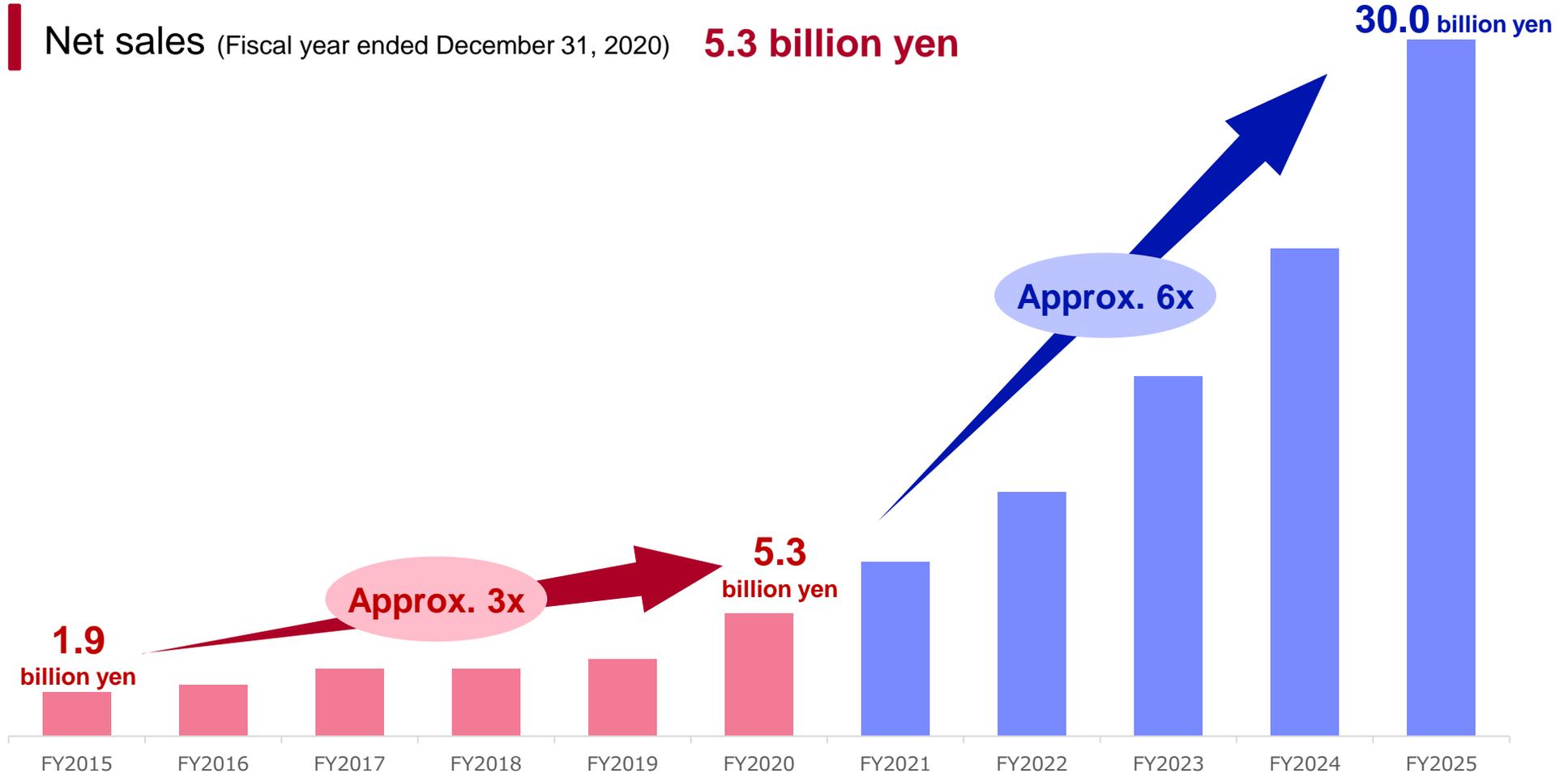
CareNet aims to transition to the Prime Market as one step toward achieving our mid-term management targets.



With our sights set on the future transition to the Prime Market, CareNet will actively promote investment in human resources and businesses and strive to further improve corporate value through continued growth.

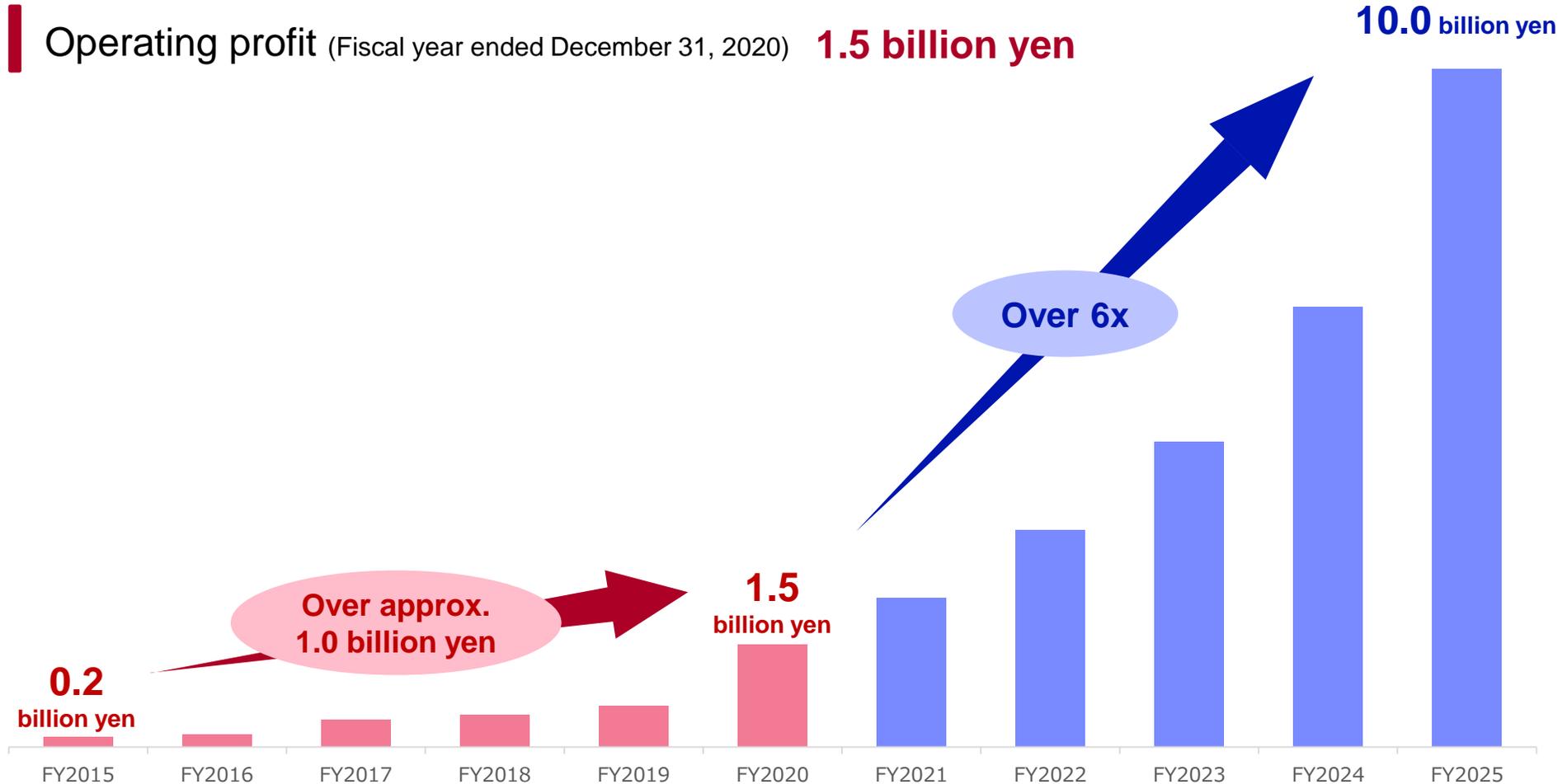
Net Sales

The Company has nearly tripled sales in the five years since 2015. Aiming for further expansion, we will aim to achieve 30.0 billion yen in 2025, approximately six times the current level.



Operating Profit

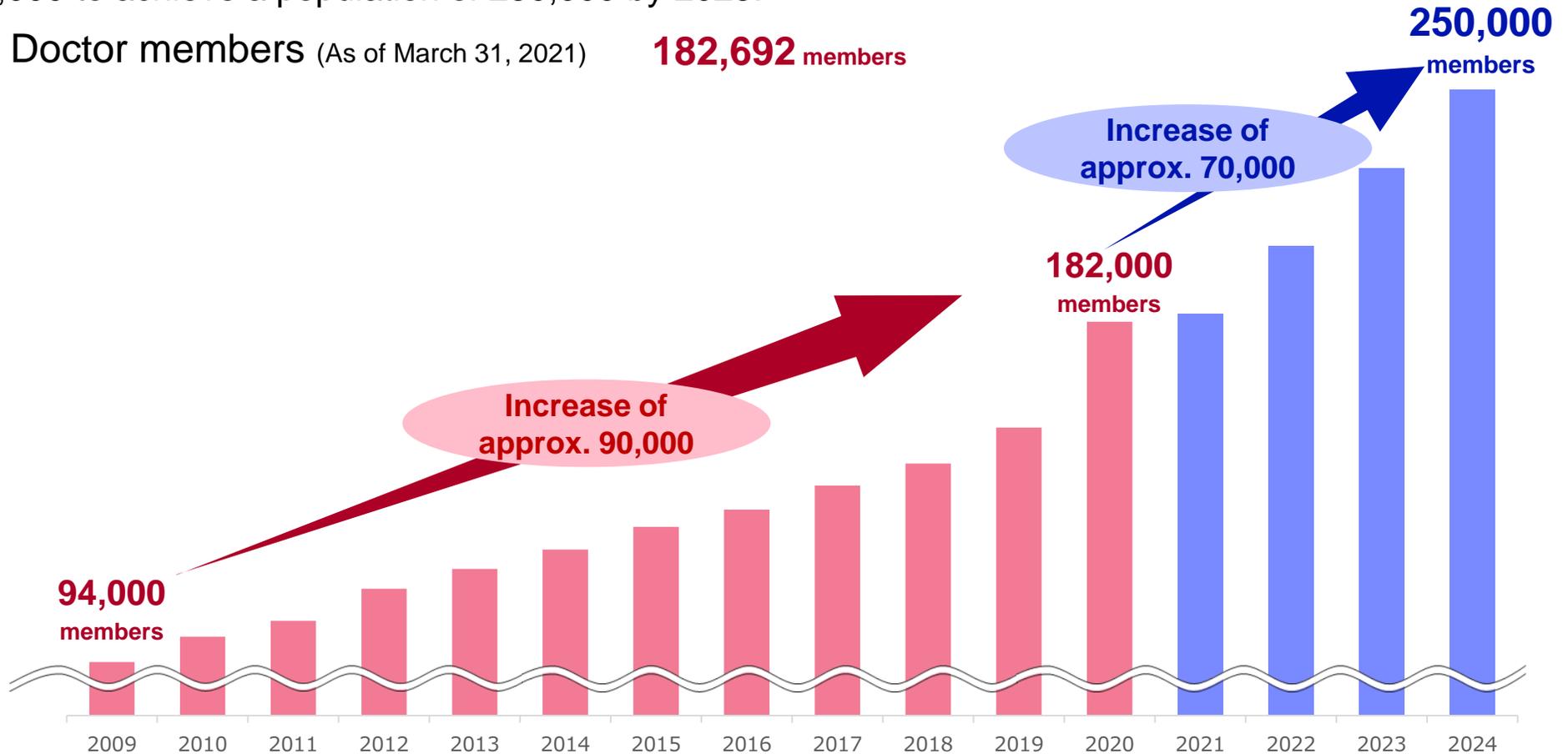
The Company has expanded operating profit by over 1.0 billion yen in the five years since 2015. Aiming for further expansion, we will aim to achieve 10.0 billion yen in 2025, more than six times the current level.



Doctor Members on CareNet

The number of doctor members has increased by approximately 90,000 members since 2009, and has exceeded 180,000 as of the present date. We will aim to increase the number of members by approximately 70,000 to achieve a population of 250,000 by 2025.

Doctor members (As of March 31, 2021) **182,692 members**



The qualifications of doctor members are verified in a strict confirmation process that includes collation with external data and distributing postcards to confirm their affiliations after they have completed registration (99.5% match rate with external data). Duplicate registrations are examined whenever necessary after collation with external data in order to eliminate redundant accounts.

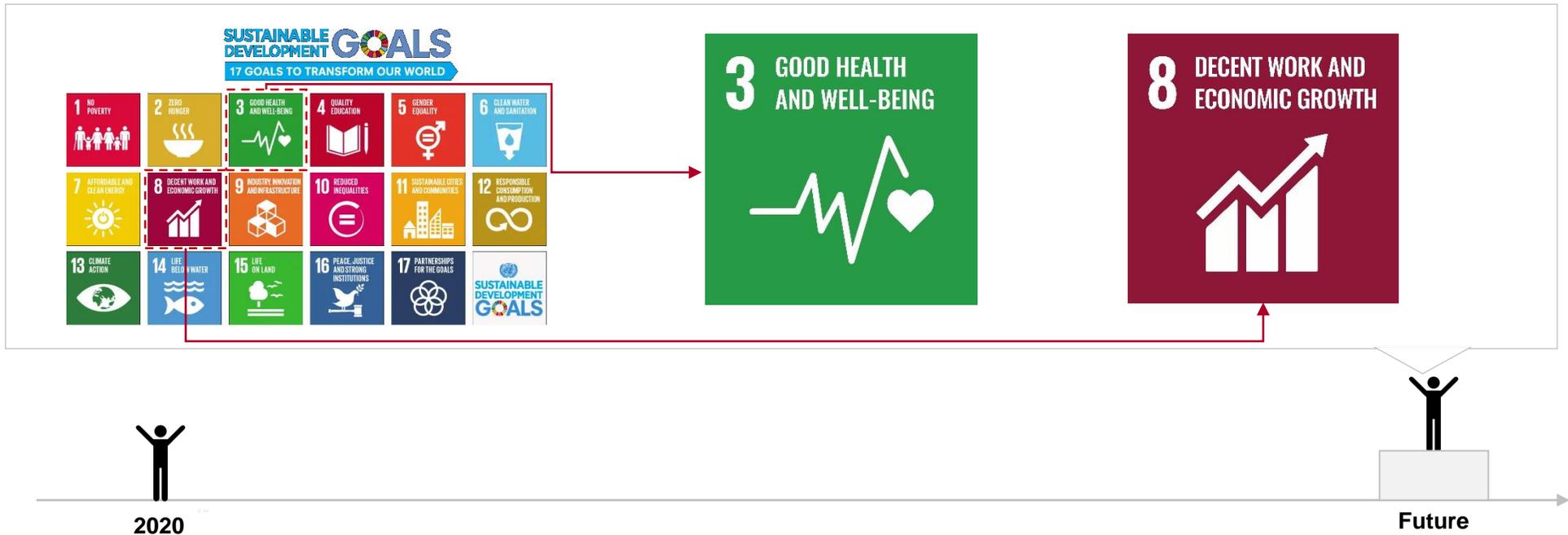


6. ESG-based Management Initiatives

6. ESG-based Management Initiatives

Initiatives Aimed at Achieving SDGs

CareNet intends to promote initiatives particularly aimed at achieving Goal 3, the "Principle of Universal Health Coverage (UHC)," and Goal 8, "Decent Work and Economic Growth" of the SDGs. To this end, the Company will promote ESG-based management.



Promote management that prioritizes ESG, in order to become a company that achieves SDGs and more ambitious targets

Environment

- Cut energy consumption (office electricity usage, etc.) through remote work
- Cut amount of paper purchased for office printers through promotion of paperless processes

Social

- Develop a diverse range of human resources and produce female leaders
- Promote health-based management
- Expand range of available workstyles

Governance

- Ensure thorough awareness of compliance
- Build strong monitoring systems, including Outside Directors
- Fair and active information disclosure

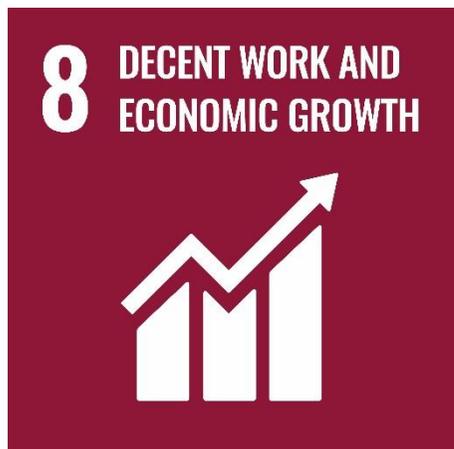
Initiatives Aimed at Achieving SDGs

CareNet will particularly focus on achieving Goal 3, "Good Health and Well-Being," and Goal 8, "Decent Work and Economic Growth."



Good Health and Well-Being

- As we focus particularly on achieving Goal 3 of the SDGs, the principle of UHC (Universal Health Coverage), CareNet intends to contribute to the creation of a society where everyone can enjoy the benefits of high-quality medical services.



Decent Work and Economic Growth

- While working to achieve productive employment for all employees, regardless of gender, and enhance employees' sense of fulfillment at work, CareNet also intends to contribute to sustainable economic growth as a company.



Appendix

Main Service Line-Up

CareNet offers various services to medical professionals and pharmaceutical companies.

For medical professionals



- Websites providing information on medicine and medical care that is useful for routine clinical practice



- Enables searching and management of papers on PubMed in Japanese



- A dedicated center for news that doctors want other doctors to read



- Fun learning from top-level senior medical professionals! Clinical medicine channel



- Specialist job-switching and part-time work recruitment information website for doctors

Medical information with a high level of satisfaction



Increase in members

Doctors and medical professionals



For pharmaceutical companies



- IT solutions connecting doctors and pharmaceutical companies



- Online livestreaming of seminars with information that pharmaceutical companies want many doctors to hear



- Providing content that utilizes the unique characteristics of medical training media

Supporting more productive sales activities



Pharmaceutical companies



Services for Medical Professionals (1) – CareNet.com

CareNet.com provides answers to the information busy clinical physicians need to know immediately



<p>Search for papers</p>	<p>Popular overseas articles in Japanese</p>	<p>Easy-to-understand explanations of areas outside of one's specialism</p>
<p>Lectures and seminars</p>	<p>Clinical conferences</p>	<p>Library of rare diseases</p>

Services for Medical Professionals (2) - Doctors' Picks

It is virtually impossible for medical professionals to find the information that is useful for them from the vast amount of news related to medical care and medicine released on a daily basis.

Doctors' Picks solves that issue.



Collect Information

See at a glance what medical care news is attracting attention!



Aggregating the latest important news related to medical care and medicine in each field, selected by discerning doctors!
You can efficiently collect the information you want.

Pick Articles

Pick and comment on the articles you want to recommend!



Comment on and pick articles you find that you want to share with the community! Plus, you can learn about various interpretations of the latest news from comments by expert doctors.

Follow Peers

Follow and check your favorite doctors!



Follow doctors with the same specialism or close interests to see a list of articles picked by those doctors and their comments! Find only the articles valuable to you from among news scattered around the Internet.

Services for Medical Professionals (3) - CareNetTV

A wonderland for clinical medicine Supporting efficient "learning" by busy doctors and medical professionals with a complete range of programs

Over 2,000 practical programs covering areas such as preparation for medical specialist exams, presentations, and English, designed around improving clinical skills in everything from primary care to specialized fields

Over 500 all-star lecturers active on the frontline of clinical medicine

High-quality lectures made for CareNetTV



High-quality programs where users can view exclusive famous teaching from well-known doctors

Selection of price plans

- "Premium" fixed-fee plan enabling users to stream as many programs as they want from library of 2,000 programs
- Users can also choose price plans tailored to their own needs, including the right to watch a single "series" or "program" for a limited time

Premium plan features a large range of special benefits besides watching programs

- Downloadable to smartphones and tablets with dedicated app
- Invitations to various seminars (live, hands-on, etc.) and conferences
- Invitations to program sets, where users can listen live to lectures from famous lecturers etc.

Services for Medical Professionals (4) – CareNet Career

Search and match with the optimal human resources from a rich range of member panels

CareNet Career is a service that addresses the needs of CareNet members related to switching and finding jobs by introducing potential new workplaces.

- CareNet, Inc. operates a specialist recruitment website for doctors, where users can easily search for full-time and part-time job postings that match their criteria.
- On CareNet Career, we offer consulting services where we collaborate with partner companies to accept questions from doctors about how to advance their career and introduce better job postings.

We have many non-public job postings, including scouting and headhunting at the request of medical institutions, so we help both medical professionals and medical institutions find the optimal match.



Services for Pharmaceutical Companies (1) - MRPlus

MRPlus is a content distribution service for member doctors on CareNet.com.

Stimulating interest in drugs and diseases among doctors

- Attracting viewers from among doctors with polished content
- 90% or more of viewers complete programs

Identifying insights into doctors

- Surveys after watching content
- CareNet has the expertise to identify insights

Real-time information feedback

- Providing results in real-time on the dashboard

Offering a full range of services in a one-stop manner, from content guidance to viewing and survey responses

Solicitation and notifications



Email newsletters

View content



Survey



Finish viewing content

Services for Pharmaceutical Companies (2) – Online Seminars

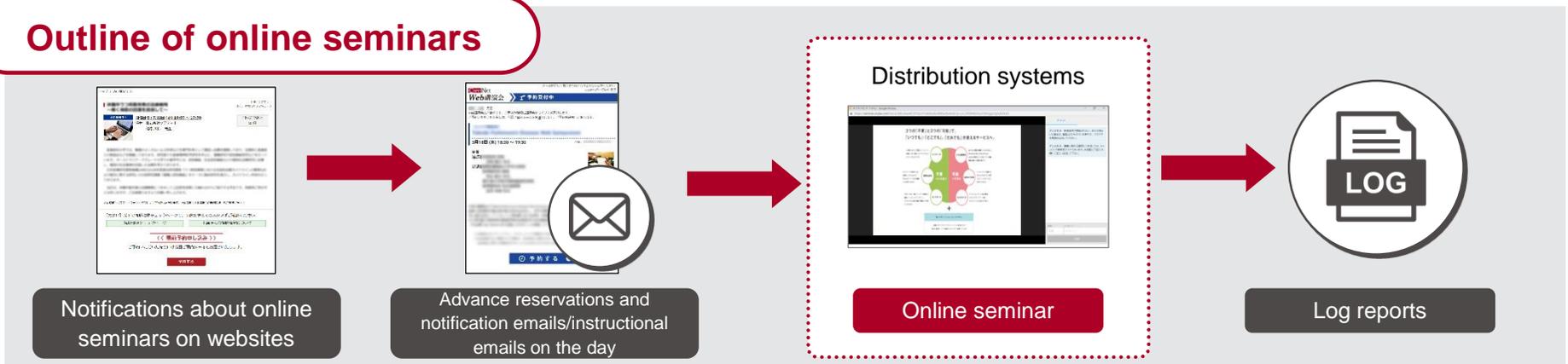
High level of engagement as CareNet can attract users with notifications as educational media

- Dominant track record of holding seminars, stable holding and operation of seminars, and attraction of a broad range of users
 - Highest ever number of viewers: Approximately 5,500 doctors
 - Number of seminars held: 800+ (since 2014)
 - Number of surveys collected: Approximately 90% of viewers

Services packaged with distribution vendors enable the provision of marketing, distribution, and viewing services, together with surveys and log reports in a low-cost and one-stop manner

- Keeping acquisition costs per doctor low to make holding seminars efficient
- One-stop service means preparations do not require large amounts of labor, and relationships can be built with doctors giving seminars in the course of refining plans

Outline of online seminars



Services for Pharmaceutical Companies (3) – Content Production

CareNet utilizes its unique characteristics as a medical education media to provide content that is "popular with doctors."

Creators understand the key points popular with doctors



- Very familiar with content related to medical care through operation of websites
- Creation of stories that resonate with doctors based on **production expertise and accumulated data**, developed over many years of producing educational content

Capable of providing content from a doctor's viewpoint



- Can **identify the penetration of brand and product messages** and doctors' impressions of products, and offer "content that should be provided in a timely manner"

Can be entrusted to content creators by doctors with peace of mind



- CareNet specializes in the production of content related to medical care, and is highly trusted by doctors thanks to our websites, with **many appearances from Key Opinion Leaders (KOLs)**
- Staff with a track record of participating in the production of content for medical care-related demand and working with KOLs will oversee everything in a one-stop manner, from planning, to writing, to video production

Sponsored content production track record

Total number of projects

More than **500** projects

Total number of companies with transactions

Approximately **70** companies

[Areas] Diabetes, high blood pressure, dyslipidemia, circulatory organs, digestive organs, respiratory organs, infectious diseases, urinary organs, mental and neurologic diseases, skin, immune disorders, cancer-related, blood disorders, etc.



Company name: Asclepia Co., Ltd.

Representative: Katsuhiko Fujii

Address: Risona-kudan Building, 1-5-6, Kudan-minami, Chiyoda-ku, Tokyo, Japan

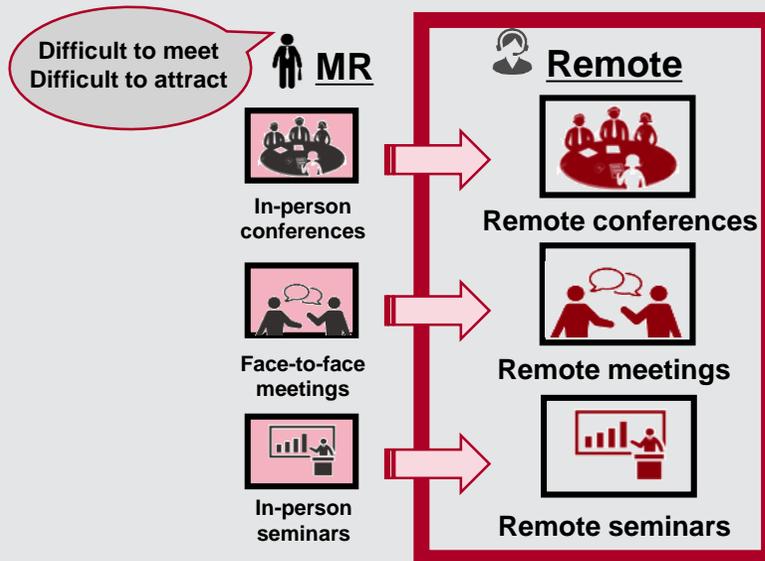
URL: <https://www.asclepia.co.jp/>

Communication service for medical professionals



- Utilizes a proprietary specialist medicine and medical care conference system (FORA) developed by the CareNet Group based on doctors' opinions.
- Holds events such as unique online conferences from the perspective of medical specialists, and has built relationships of trust with medical specialists

Pharmaceutical marketing support service for pharmaceutical companies



- Reach extends to medical specialists, with whom we have strong relationships.
- Compared with traditional in-person and face-to-face communication, the remote exchange of information between doctors facilitates the high-speed and effective spread of appropriate information about drugs.

CareNet Works Design focuses on matching jobseekers with positions in very difficult areas that other companies struggle to enter, with a "membership base of doctors who are passionate about clinical care" and "skilled consultants."

Company name: CareNet Works Design, Inc.
 Representative: Shinya Yamada

Address: We Work KANDA SQUARE, 2-2-1, Kanda-Nishikicho, Chiyoda-ku, Tokyo, Japan
 URL: <https://works-design.carenet.co.jp/>

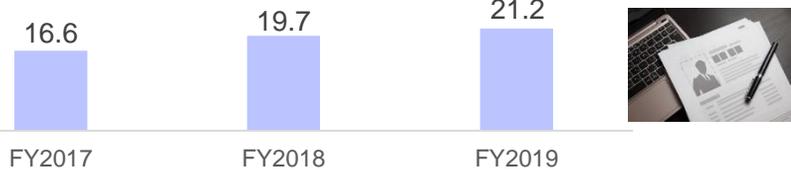
Switching jobs

Characteristics

Specializes in rare, high-level job postings and non-public job postings, and uses scouting methods to match candidates with positions

Current status

Market size of recruitment business for doctors (Billion yen)



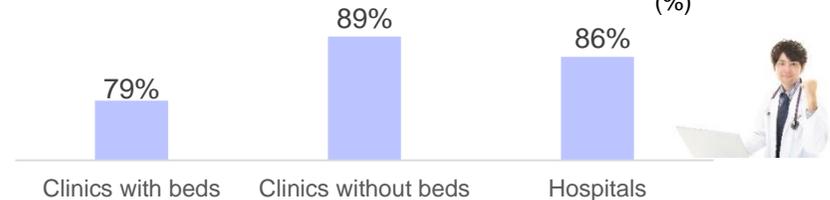
The size of the market is growing

Source: Results of recalculation of employment referral business report [FY2017, FY2018, FY2019]

Starting businesses

Supporting new businesses with specialization in taking over medical businesses, an area that is both "expanding" and "untouched"

Proportion of institutions without a successor (2017) (%)



Deep issue with a lack of successors

Source: "Japan Medical Association Research Institute Working Paper" January 8, 2019

Business overview

Business support

Career support



Company name: Scientific Communication Labo. inc.
 Representative: Yutaro Hara

Address: 5F, Takamura Building, 3-14-7, Yushima, Bunkyo-ku, Tokyo, Japan
 URL: <http://www.sc-labo.co.jp/>

Drugs and medicine support services (medical agency)



- Support for activities promoting the proper use of pharmaceuticals used with prescriptions or guidance and medical devices
- Creating various types of material supporting activities (product information summaries, IF, proper usage guidelines and other basic materials, slides for speakers, texts for internal training, and instructions for patients).

Media consultant services (media and PR)



- Addressing a broad range of needs, including consultation services utilizing digital media, and support for educational activities for patients concerning diseases through digital channels
- Creating new proposals based on close relationship with CareNet.

Development of new scientific communication methods



- Developing effective tools suited to the age of digital transformation (DX) and developing new methods of providing academic information
- Began operating a video streaming studio in April 2021, and utilizing it for producing livestreams and video content of various events, including online seminars and meetings of advisory boards

Company name: AD Medica Inc.

Address: 6F, THE FORME GINZA, 8-18-4, Ginza, Chuo-ku, Tokyo, Japan

Representative: Kazuhiro Kawamura

URL: <https://ad-medi.com/>

"DoctorsMe," a patient media business



- General healthcare media where medical care and health experts provide answers to users' issues regarding health conditions
- It is possible to speak to specialists in different fields for issues that cannot be solved by looking at information alone

Digital advertising agency business



- Online advertising agency business
- With a team whose core members have backgrounds at major digital marketing companies, AD Medica handles all practical operations related to digital marketing in-house, including media buying, production, management, and reporting

Non-pharmaceutical company advertising business



- Non-pharmaceutical company advertising business that utilizes the members benefit page on CareNet.com, released in July 2020
- Utilizes track record of transactions with major agencies and has a rich range of accounts. Takes orders for promotional measures from major clients.

-Inquiries regarding this material-
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