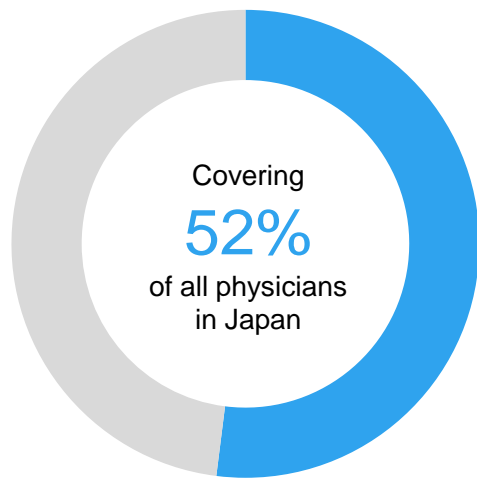
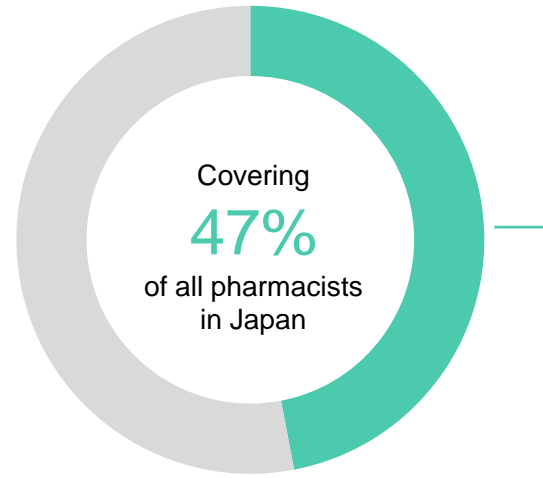


Healthcare professionals panel

360K+ HCPs



Physicians in Japan:
Apx. 330,000*



Pharmacists in Japan
Apx. 310,000*

As of January 2020

* Ministry of Health, Labor and Welfare , "Survey of Physicians, Dentists and Pharmacists 2018"

Member profile

| Doctor 170,249 | | | | | | | |
|----------------|--------------------------------|----------------------------|---------|------------|-----------------------------|---------------------|---------|
| Working doctor | Hospital director and director | Clinic Director / Director | Dentist | Pharmacist | Nurses and associate nurses | Public health nurse | Midwife |
| 137,936 | 6,669 | 25,644 | 7,889 | 147,820 | 42,164 | 2,920 | 1,488 |

Specialty (Doctor)

| | | |
|------------------------------|---------------------------|------------------------|
| Allergology | Endocrinology/ Diabetics | Pediatrics |
| Anesthesiology | Nephrology | Plastic surgery |
| Breast oncology | Neurology | Proctology |
| Cardiology | Neurosurgery | Psychiatry |
| Cardiovascular surgery | Obstetrics and gynecology | Psychosomatic medicine |
| Dermatology | Ophthalmology | Radiology |
| Emergency / ICU | Oral surgery | Rehabilitation |
| Experimental medicine system | Orthopedics | Respiratory medicine |
| Gastroenterology | Other internal medicine | Respiratory surgery |
| Gastrointestinal surgery | Other surgery | Rheumatology |
| General medicine | Others | Surgery |
| Geriatrics | Otolaryngology | Urology |
| Hematology | Palliative care | Venereology |
| Internal medicine | Pathology | |
| Medical oncology | Pediatric surgery | |

Number of beds (Working doctor)

| | |
|-----------------------------|--------|
| Clinic (no bed) | 14,220 |
| Clinic (1 to 19 beds) | 2,700 |
| Hospital (20-99 beds) | 6,127 |
| Hospital (100-199 beds) | 11,954 |
| Hospital (200-299 beds) | 12,756 |
| Hospital (300-499 beds) | 27,372 |
| Hospital (500 beds or more) | 55,413 |
| Other | 5,660 |

As of January 2020

Research topics based on each marketing phase

| Phase | | Research Topic Examples |
|-------------|------------------------------|---|
| Pre-launch | R&D | <ul style="list-style-type: none"> • Understand the state of clinical studies, treatment policies, and needs • Grasp market size and product potential • Check concepts of new drug candidates |
| | Market Launch Preparation | <ul style="list-style-type: none"> • Profile of patients targeted by the drug under development, estimated prescription volume • Product profile evaluation • Positioning and key message review • Understand medical device (CT and MRI among others) uptake and utilization |
| Post-launch | Immediately after the launch | <ul style="list-style-type: none"> • Measure product awareness, adoption, usage or intent to use, usability (pharmaceutical, clinical lab, pathological fields) • Evaluation of Message penetration |
| | After the launch | <ul style="list-style-type: none"> • Follow trends in product awareness, adoption, usage trends, product evaluation, and message penetration • Evaluation and review of positioning • Use intent for additional indications/dosage forms |

Other research topics

- Pharma company evaluation (MR, MSL, Corporate/product brand image)
- Customer satisfaction survey on testing equipment
- Understand key issues of importance among hospital management, such as IT investment in hospitals (targeting hospital directors and board of trustees chairs)
- Learn how and where physicians seek medical information
- Lifestyle and workstyle of healthcare workers
- Career development (changing jobs) of healthcare workers
- Interviews with medical policy officials and opinion leaders

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