

**VIDAL Group Acquires Agence C.C.C., a Quality French Medical Events Agency  
~ M3 Group Expands into Medical Events Sector for General Practitioners ~**

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/en/>; "M3" below) has announced the acquisition via M3's European subsidiary VIDAL Group ("Vidal" below), of Agence C.C.C. (officially registered as SAS C.C.C.; Headquarters: Paris, France; URL: <https://www.agencececc.fr/>; "Agence C.C.C." below), a prominent medical events and communications agency that organizes training and informational events for general practitioners throughout France.

■ **Background and Overview of the Acquisition**

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare-related information to its 330,000+ 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 6.5 million physicians across its global platforms.

In France, M3 acquired Vidal in 2016, which provides prescription management software solutions. The drug database managed by Vidal is used by 75% of the physicians in France. In 2019, through Vidal, M3 also completed the acquisition of Weda, now a market leader for cloud-based practice management software for the ambulatory care market. Over 20,000 healthcare professionals, including 13,000 physicians, use Weda on a daily basis.

Agence C.C.C. is positioned as a multi-channel events and communications agency. It is unique in that it integrates all the skills required for the organization of medical events: a scientific advisory team, a logistics organization department, a registration management department and a specialized computer graphics department. In particular, it organizes the Preuves & Pratiques medical congress series, which each year brings together over 6,500 general practitioners and residency general practitioners to discuss patient care matters, thanks to its presence in 26 French cities. In addition, the agency organizes medical conferences on specialized topics and publishes medical journals and digital newsletters. Known for its evidence-based educational and training events, Agence C.C.C. is highly regarded among general practitioners. With over 20 years of experience, the company has firmly established itself as a trusted service provider for pharmaceutical companies and medical associations.

■ **Expected Synergies**

With this acquisition, the M3 Group is set to expand into the comprehensive medical events and publishing sectors in France. Agence C.C.C. is expected to benefit from enhanced value through increased event participation and publication reach via the Vidal platform, along with expanded distribution opportunities through the digitization of event content. For Vidal, the acquisition presents opportunities for service expansion by leveraging Agence C.C.C.'s expertise and attracting new physician members. As a leading provider of solutions in the medical field, the M3 Group is committed to addressing medical challenges and pursuing further growth.

## Overview of Agence C.C.C.

Company name: SAS C.C.C. (Congres, Colloque, Convention)

Established: 2002

Headquarters: Paris, France

URL: <https://www.agenceccc.fr/>

CEO: Renaud Samakh

Business: Organization of medical events for general practitioners and medical publishing services

