

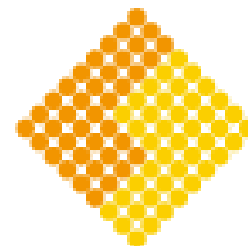
SMS Co., Ltd.

(Securities Code: 2175 / TSE1 )

## Additional Presentation Materials for acquisition of MIMS Group

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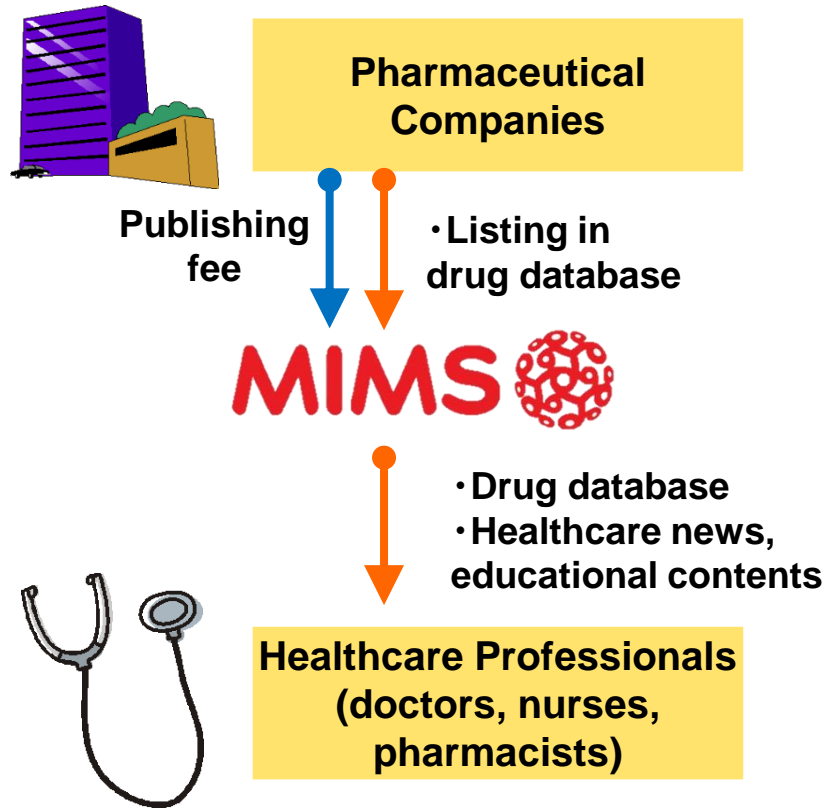
**October 7, 2015**



**SMS**  
Best matching Best value

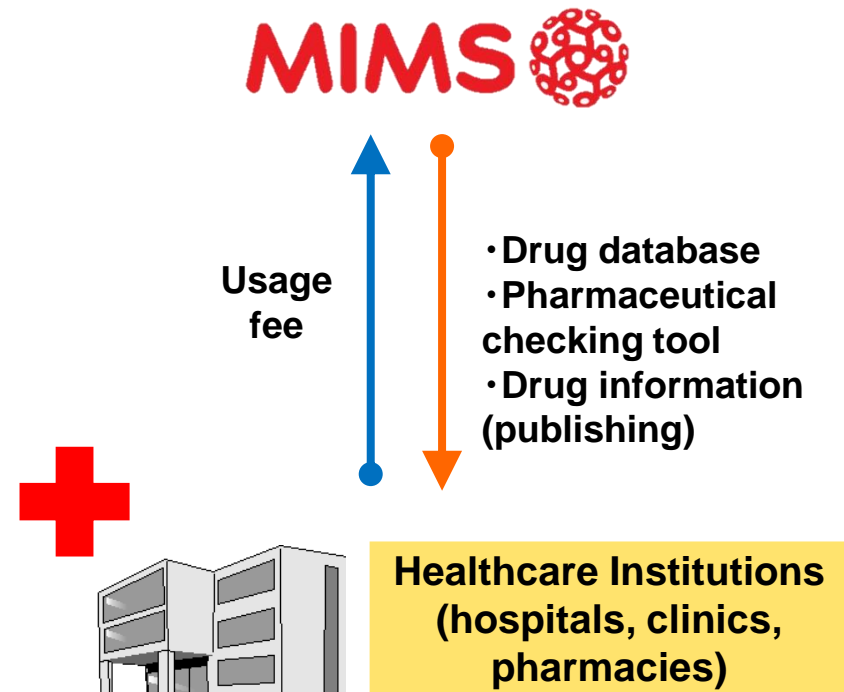
# 1. MIMS Group Business

**1.** Organizing and summarizing detailed drug information provided by pharmaceutical companies individually in various formats into formats easily readable by healthcare professionals, and providing this to them through a variety of media including print media, websites, and mobile applications.



**Service Provision Area:** Singapore, China, Hong Kong, South Korea, India, Indonesia, Malaysia, Philippines, Thailand, Myanmar, Vietnam

**2.** Providing drug information to healthcare professionals through online and print media, and providing verification tools to hospital core systems necessary to increase the accuracy of pharmaceutical prescriptions



**Service Provision Area:** Australia, New Zealand, South Korea, Singapore

## 2. Strength of SMS, Mitsui and MIMS

SMS Co., Ltd.



**SMS**  
Best matching Best value

**Know-how of  
developing and operating  
information services**

Career-related  
services



ナース専科 求人ナビ



ナース専科 就職ナビ

Management support  
services



Online communities

栄養士の知恵が詰まったコミュニティ



ケアマネドットコム

けあとも

ナース専科

じむコム

**MIMS Group**



**Brand value**

**Business  
relationship  
with  
pharmaceutical  
companies**

**Membership  
base of  
healthcare  
professionals**

Mitsui & Co., Ltd.



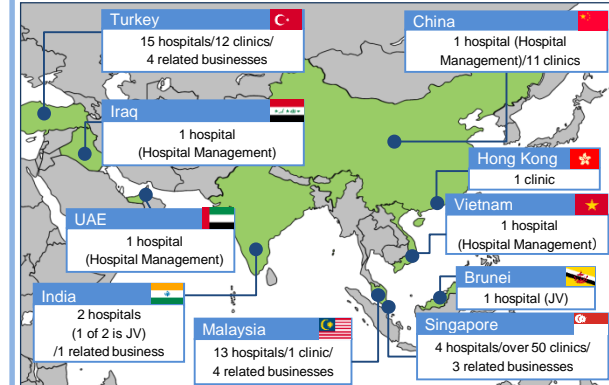
MITSUMI & CO.

**Medical/Healthcare  
Network in Asia**

IHH Healthcare

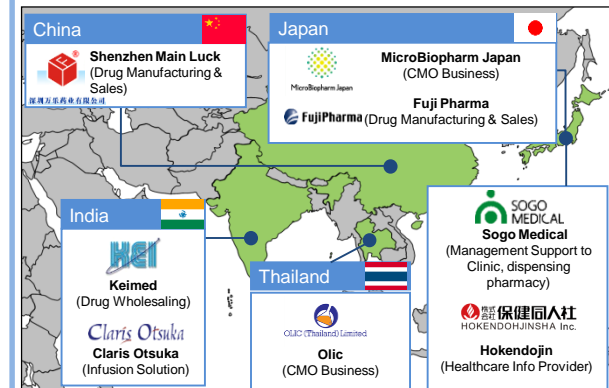


(One of the Largest Private Healthcare Group in Asia)



※Macedonia located in the Balkan Peninsula: 1 hospital

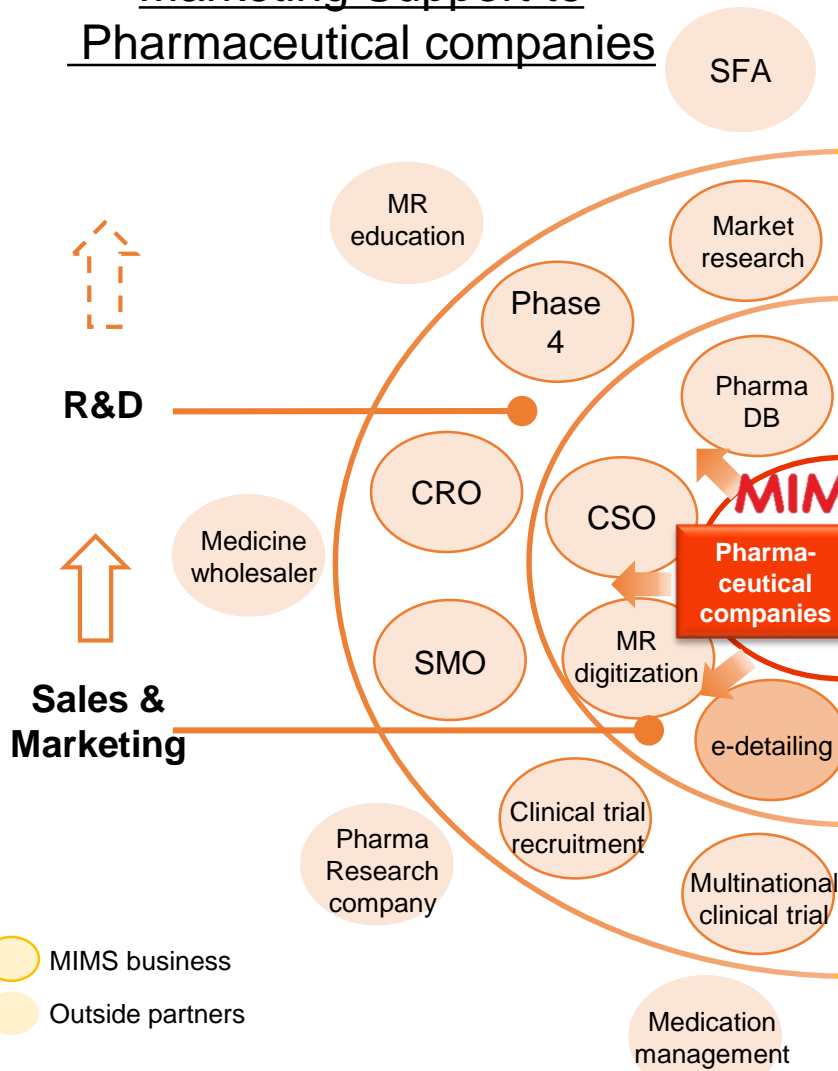
**Hospital-related and Pharmaceutical Business**



### 3. MIMS growth strategy

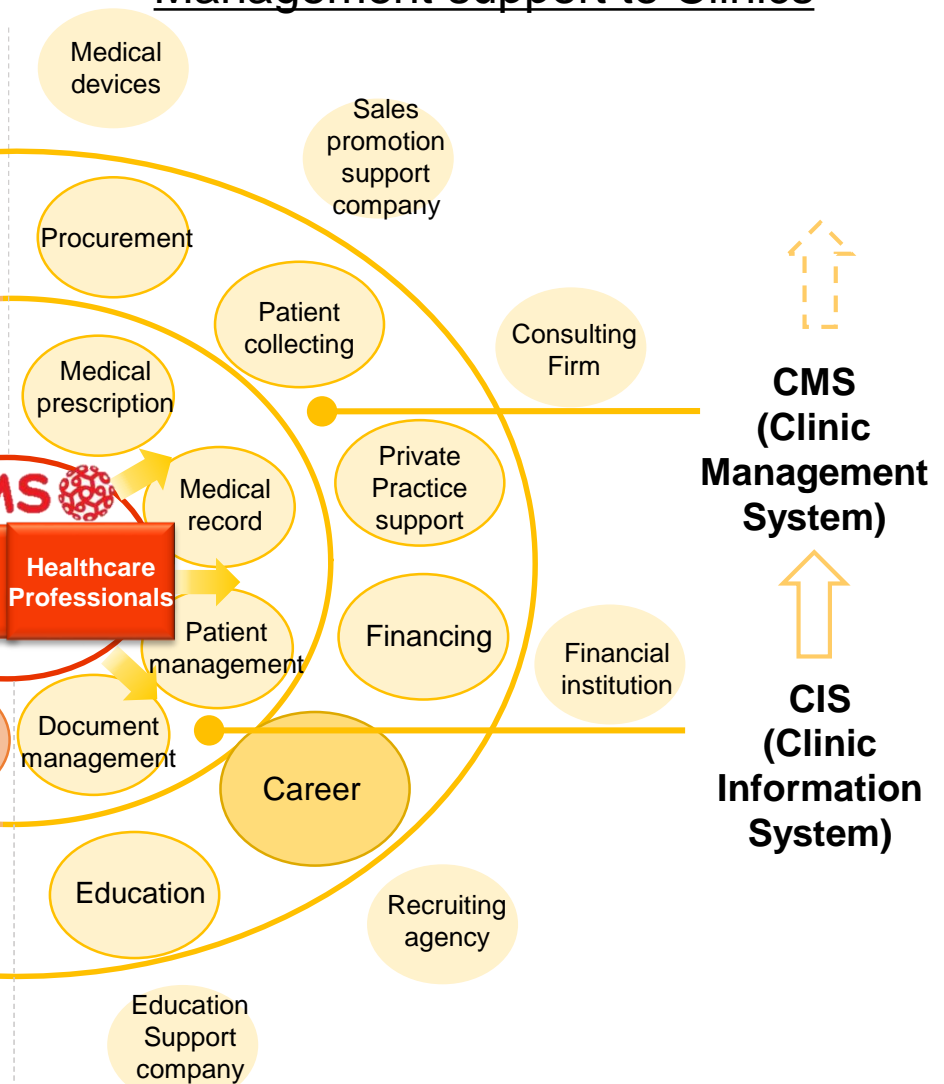
#### Pharmaceutical field

##### Marketing Support to Pharmaceutical companies



#### Clinic field

##### Management support to Clinics



## 4. Investment Diagram



60%



Mitsui

40%



Medica Asia (Holdco) Limited  
(U.K)

MIMS PTE. LTD.  
(Singapore)

MIMS (Hong Kong) Limited  
(Hong Kong)

MIMS Medica Sdn Bhd  
(Malaysia)

... + 16 companies

※ 19 companies covering 12 countries

# 5. MIMS Group Profile

## MIMS Group Business Territories



## MIMS Group



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|               |      |
|---------------|------|
| Establishment | 1963 |
|---------------|------|

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|              |                              |
|--------------|------------------------------|
| Sales Amount | US\$47.4 million (FY12/2014) |
|--------------|------------------------------|

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|           |                           |
|-----------|---------------------------|
| Employees | 468 (as of December 2014) |
|-----------|---------------------------|

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|                      |   |
|----------------------|---|
| Business Territories | Singapore, China, Hong Kong, South Korea, India, Indonesia, Philippines, Thailand, Malaysia, Vietnam, Myanmar, Australia, New Zealand |
|----------------------|---|

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|                   |  |
|-------------------|--|
| Number of Members | 1.7 million memberships (including 400 thousand doctors) |
|-------------------|--|

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## Caution on Forward-Looking Statements

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These materials contain forward-looking statements, including estimates, projections, and statements related to business operations of SMS CO., LTD. (hereinafter referred to as the “Company”).

The forward-looking statements are based on current expectations and assumptions in light of the information available to the Company as of October 7, 2015 and are subject to significant risks and uncertainties. The results or events predicted in these forward-looking statements may differ materially from actual results or events.

As a result, we cannot guarantee that any forward-looking statements will materialize nor do we undertake any obligation to update or revise publicly any of these forward-looking statements.

For any inquiries on the materials, please contact below:

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