



## M3 GLOBAL RESEARCH ACQUIRES EKAS

*Global Healthcare Market Research Leader Continues Expansion of Global Portfolio With Australian Acquisition*

**SYDNEY, DECEMBER 9, 2021** – M3 Global Research announced today the acquisition of Ekas Marketing. Ekas, celebrating their 50<sup>th</sup> year of operation this year, are Australia’s leading fieldwork provider, with a strong focus on healthcare, and the addition of their ISO certified panel further strengthens M3’s proprietary healthcare panel, the world’s largest. The acquisition further consolidates M3’s position in APAC markets following the successful onboarding of Asia’s m-panels in 2020.

Headquartered in Sydney, Australia, and founded in 1971, Ekas are proudly Australian (their tagline is ‘We are Australians, We know Australians’), with deep sector knowledge, and vast healthcare experience. Under the leadership of brothers Matthew and Jaxon Thomas, the Ekas team will continue to deliver powerful insights to their roster of leading global research agencies across healthcare, consumer, and B2B studies.

“We’re delighted to welcome Ekas to the M3 family,” said M3 Global Research’s CEO Anton Richter. “Their market-leading position and strong provenance in healthcare, combined with local expert knowledge is synonymous with M3’s global proposition, and we look forward to the opportunities a truly global presence will present to our client base. Since the acquisition of QQFS in 2017, and m360 Research in 2020 our growth has been unparalleled, and we anticipate that Ekas’s contributions will only magnify our continued aspirations for 2022 and beyond.”

Ekas’s Matthew Thomas, Managing Director on the acquisition: “We’re excited about the opportunities that this investment represents for the business and for our clients. We are fiercely proud of our heritage and company culture and are looking forward to seeing in the next chapter in Ekas’s future supported by M3’s commitment to innovation in market research technologies and panel growth.

With the acquisition, Ekas becomes M3’s first Australasian business, and the inward investment represents significant opportunities for continued growth and expansion. As a wholly-owned subsidiary of the M3 Group, Ekas remain focused on uninterrupted delivery of market-leading services to their partners, whilst exploring future opportunities for synergies with other M3 businesses, to offer expanded product and service propositions to partners.

About the M3 Group: The M3 Group operates in the US, Asia, and Europe with over 6 million physician members globally via its physician websites which include mdlinx.com, m3.com, research.m3.com, doctors.net.uk, medigate.net, medlive.cn, and m3india.in. M3 Inc. is a publicly

traded company on the Tokyo Stock Exchange (jp:2413) with subsidiaries in major markets including USA, UK, France, Japan, China, and India. The M3 Group provides services to healthcare and the life science industry. In addition to market research, these services include medical education, ethical drug promotion, clinical development, job recruitment, and clinic appointment services. M3 has offices in Japan, UK, France, Germany, Spain, USA, Sweden, China, South Korea, and India.

About Ekas: Servicing the Market Research Industry since 1971, Ekas is Australia's largest and most experienced fully independent fieldwork and data analysis agency. We provide a full spectrum of market and social research services and conduct research in almost any industry across a broad range of methodologies. While our core business is data collection, we also partner with a range of market researchers to offer a full service package – from research design to report writing.

For more information on the acquisition and what it means for you, please contact Matthew Thomas, Managing Director, Ekas, Tel: +61 2 8415 7407, Email: [matt@ekas.com.au](mailto:matt@ekas.com.au)