

Supplementary Materials (business overview)

Medical Data Vision Co.,Ltd.

(Code : 3902)

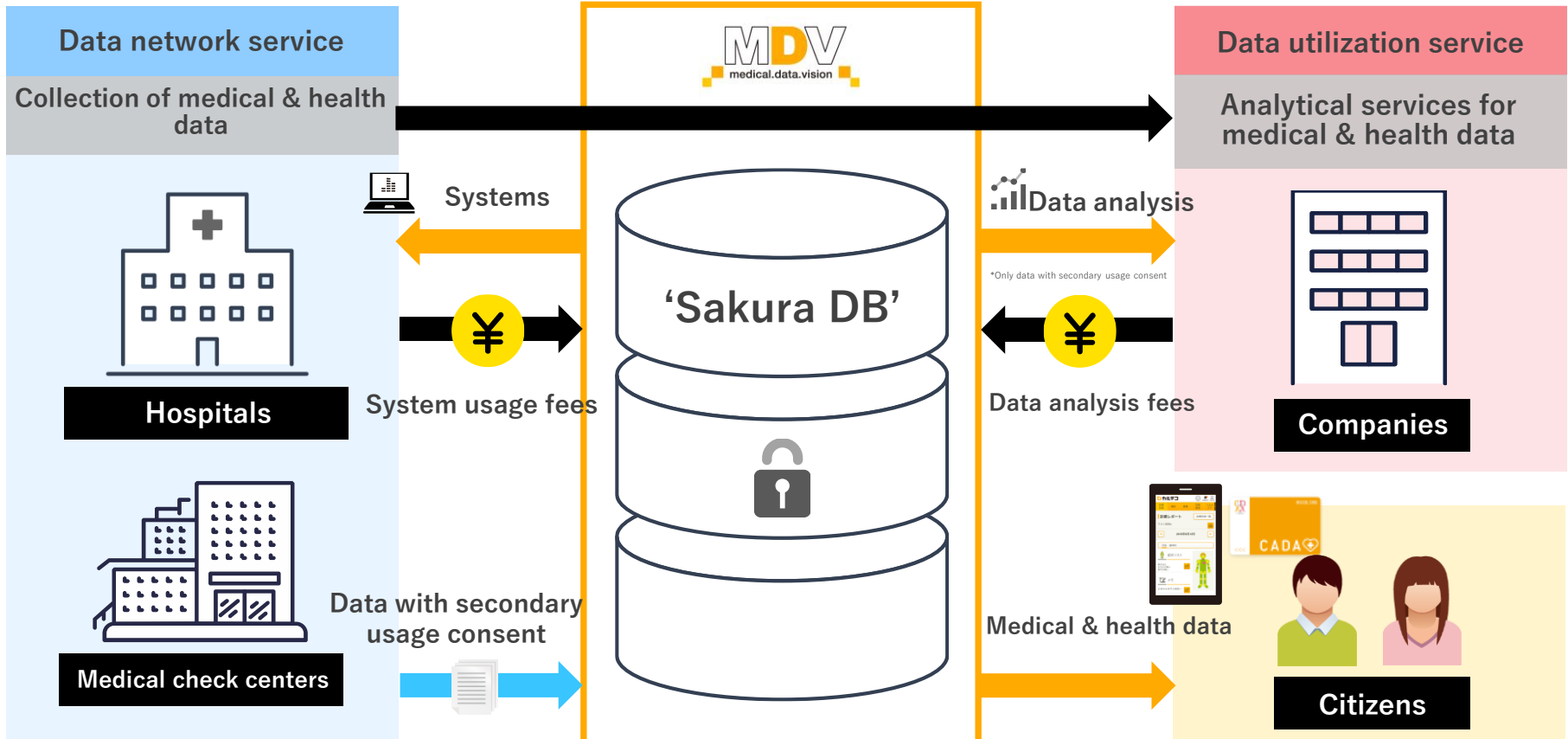
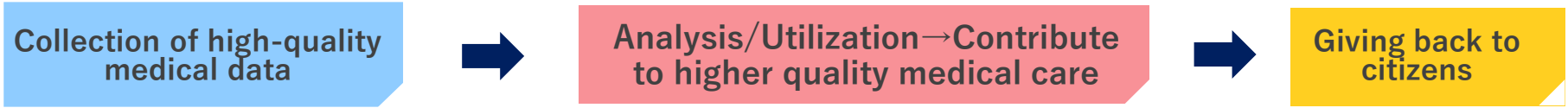
November 14, 2022

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About Our Business



business model



Our business journey

Steadily expanding business fields, sales, and scale in line with our corporate vision



Data utilization service to embark on a growth path

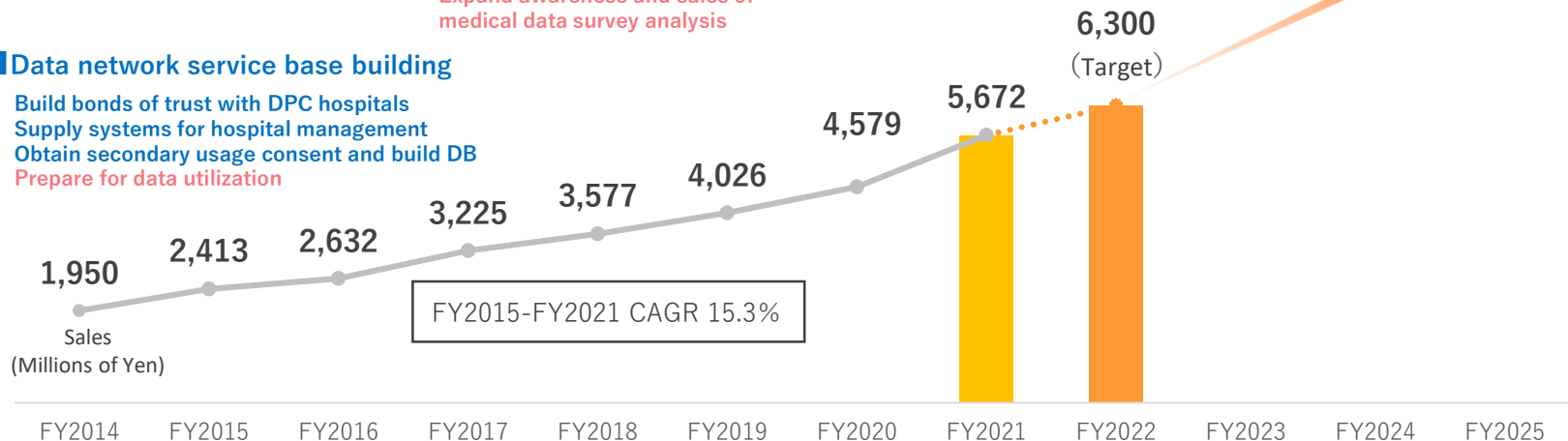
Start of data utilization service

- Develop new market for data utilization
- Expand 'Sakura DB' (create pathway to secure data from data network)
- Expand awareness and sales of medical data survey analysis

- Business growth amid market expansion
- Begin further strengthening data and DB
- M&A to accelerate growth
- Consider scheme to return information to citizens

Data network service base building

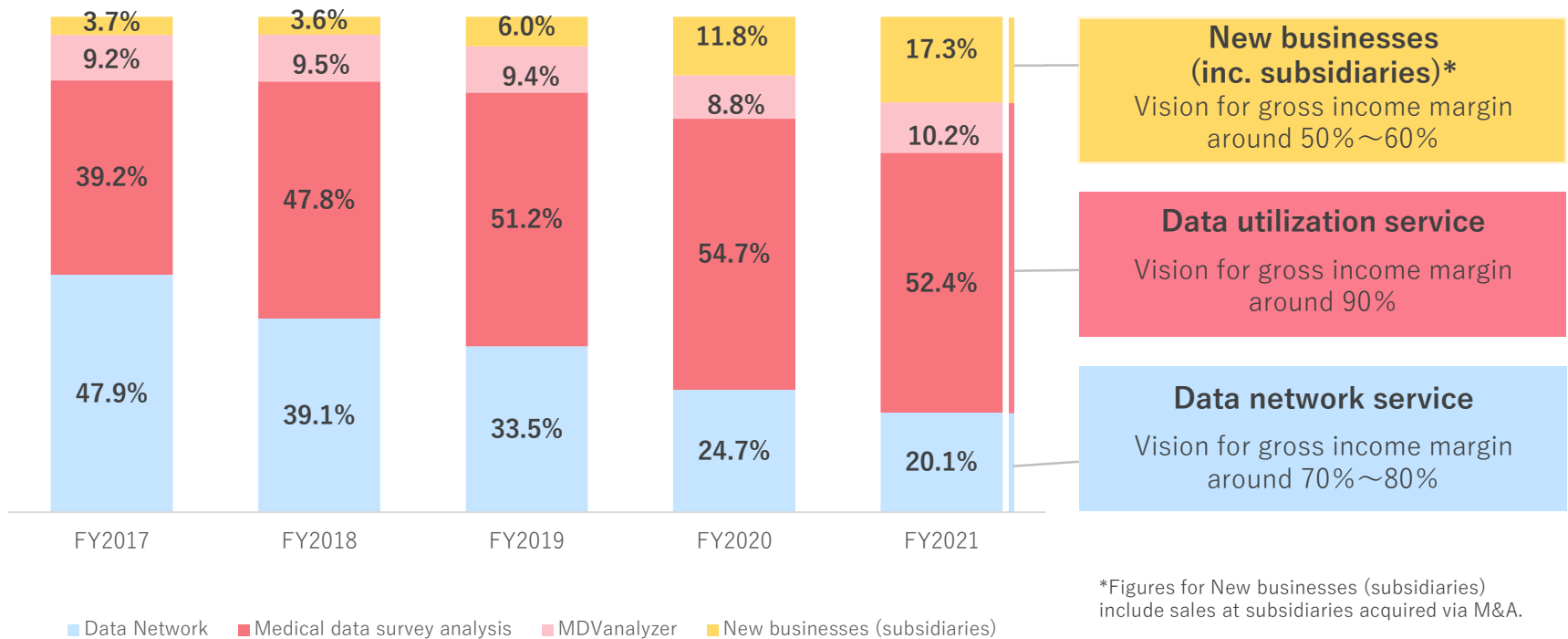
- Build bonds of trust with DPC hospitals
- Supply systems for hospital management
- Obtain secondary usage consent and build DB
- Prepare for data utilization



Change in sales weighting by service

Data network crucial to data collection, turn data utilization into sales

Weighting of new businesses rising in part due to M&A



We possess the largest domestic stock of high-quality medical data in the rapidly growing medical big data market

Business conditions

- Valuable **big data (41.2mn patients) being collected** from the Japanese medical frontline
- Aiming to raise medical care quality by **building bonds of trust with major hospitals**
- Alliance with DeNA to create **the largest DB in Japan for insurers data (about 18m patients)**
- Expect further rapid market growth for the data utilization service

Business model

- A **hybrid model** rooted in marketing capabilities as well as IT
- A **business field with barriers to entry** that are not easy to overcome
- Significant growth potential from expansion into data utilization services

Earnings structure

- Main business model **has strong profitability**
- Data network service mostly a recurring revenue business, but a mixed recurring and non-recurring business model in data utilization service gives the earnings structure balance

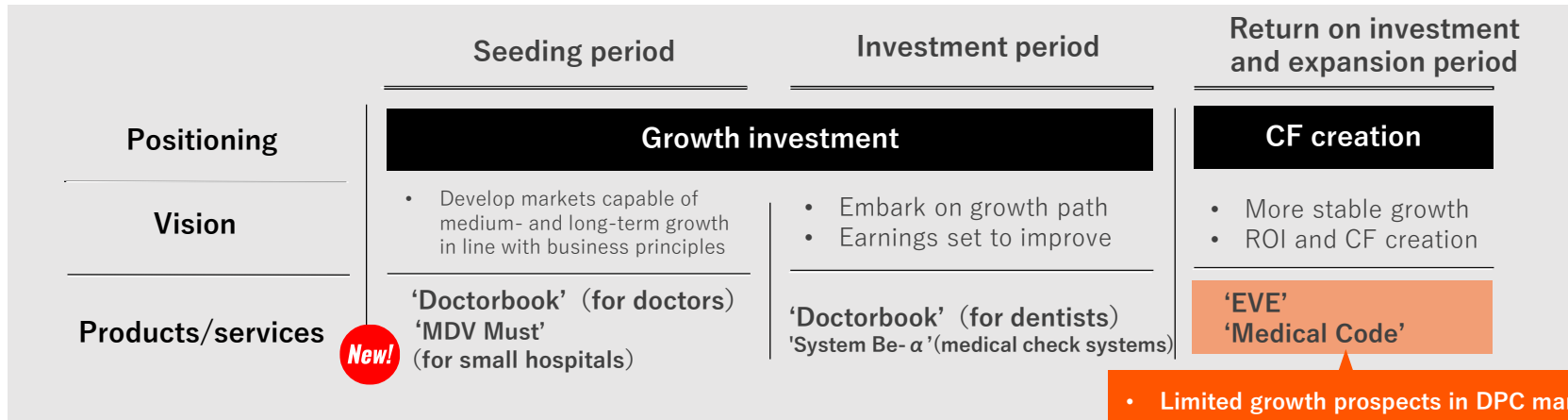
Current business opportunities/challenges and the direction of growth

Raise speed of business development by strengthening alliances
Pursue investment in B2C business to realize our future vision

	Opportunities	Challenges
Data network service	<ul style="list-style-type: none">• Grow sales partners via shift to cloud• Nationwide medical check system sales• Room to expand the scope of subsidiary operations	<ul style="list-style-type: none">• Sluggish on-premises services• Slow growth in new services
Data utilization service	<ul style="list-style-type: none">• Market expansion, promote awareness of the benefits of data utilization• Promote use outside the pharmaceutical sector• Acquire largest insurer data stock via alliance with DeNA	<ul style="list-style-type: none">• Maintaining and improving the speed of growth• Hire more data analysis staff and expediting training
New businesses	<ul style="list-style-type: none">• Lack of large-scale healthcare DB for citizens• Growth prospects for BtoC healthcare business• New technologies such as BlockChain, AI	<ul style="list-style-type: none">• Establish business model for BtoC services• Accelerate links with SBI Group and others

Direction of data network service

- ① Focus on ongoing acquisition of data and expansion scope in DPC data business
- ② Key to sales expansion in this service is the focus on new businesses



Basic policies for this service

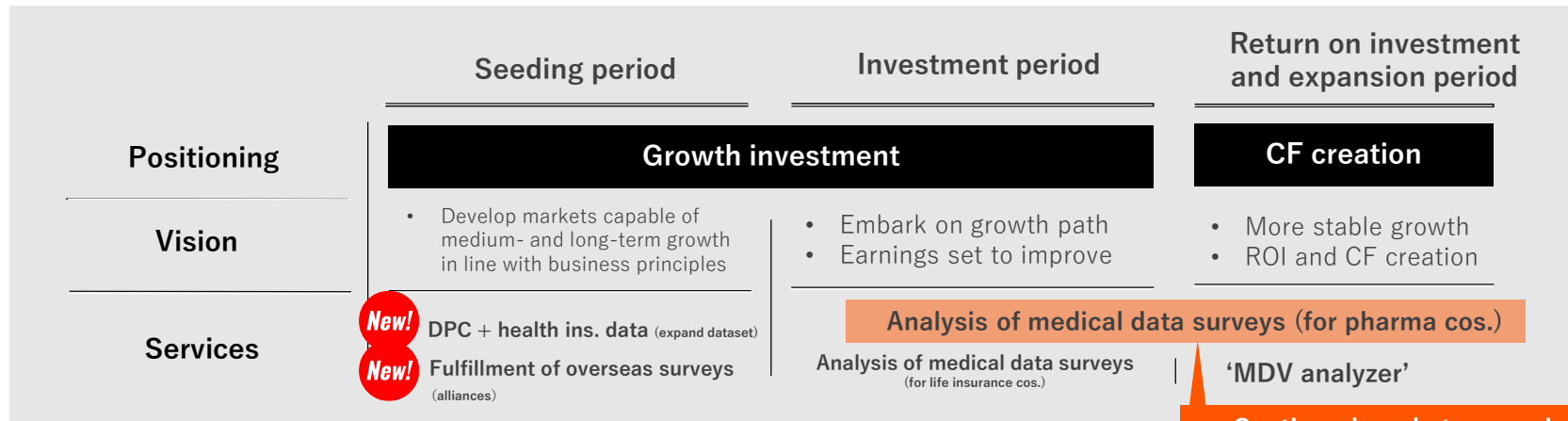
「Maintain and expand data which can be used in the data utilization service」
 → Actively invest in non-DPC markets rather than in growing DPC sales and market share

How can we develop the service?

- Maintain and develop links with medical institutions which can provide useful DPC data for the data utilization service
- Gradually expand scope to real-time data via system upgrades to continually refresh and strengthen database
- Proactively challenge sizable markets as new business opportunities

Direction of data utilization service

- ① Focus on growth rate due to expectations for market expansion
- ② Expand pipeline as market awareness of MDV's data strength increases



- Continued market expansion
- Growing awareness of MDV's data strength

Basic policies for this service

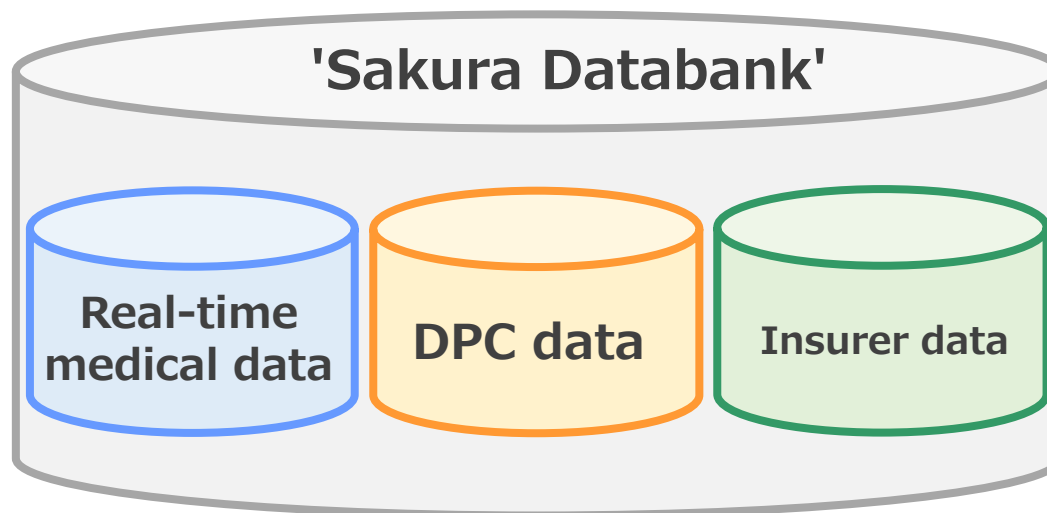
「Keep growth rate to at least the speed of market expansion or higher」
 → Continue to advance in the pharmaceutical sector, and proactively move into other spheres to compete with peers

How can we develop the service?

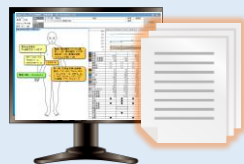
- Make the market aware of MDV's data strengths and the superiority of our model that uses an expanded dataset through newly-launched data unification
- Grow net client adds through pipeline expansion and expand services by increasing headcount
- Strengthen services not only for pharmaceutical companies' marketing, but also for drug discovery and life insurance companies

Medical data held by MDV





Real-time medical data



Features

All types of hospital data inc. test results, images, appointment info

Immediacy

DPC data



Features

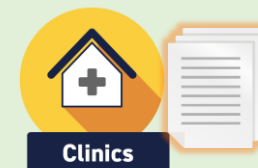
Data focus on treatment/surgery of acute diseases

Extensive patient data (all ages, ins. types)

Data on disease severity (tumor stage, etc.)

Analytical extensibility (e.g. combination with test data)

Insurer data



Features

Data focus on chronic and light disease stages

Useful for individual tracking

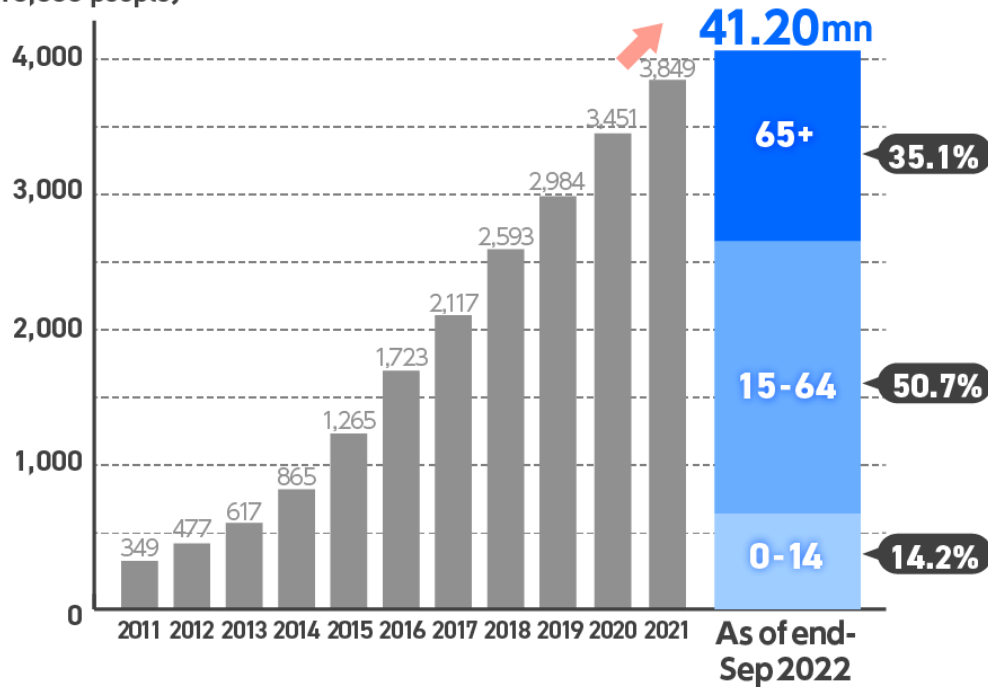
Medical database that has both quality and volume

No. of patients in medical database exceeds 40mn (41.20mn at end-Sep 2022)

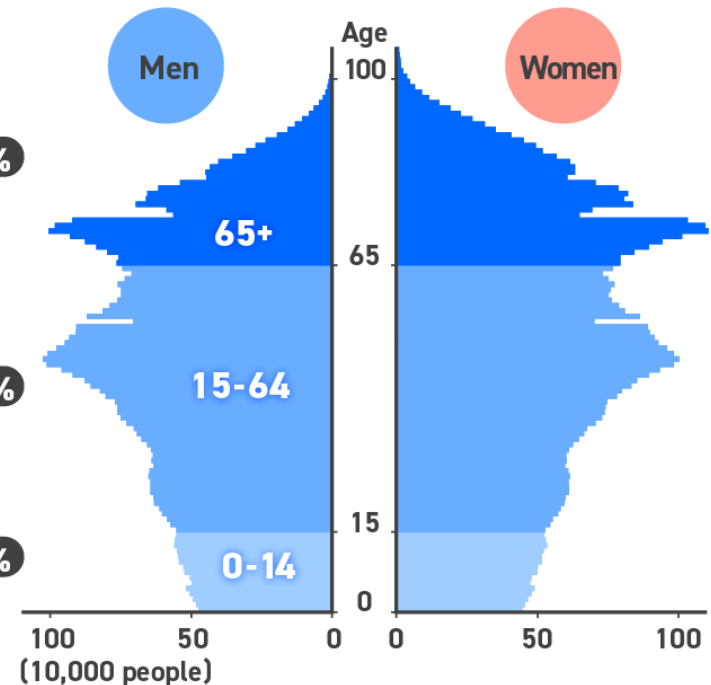
Age distribution of database roughly matches Japan's population pyramid

No. of patients in medical database

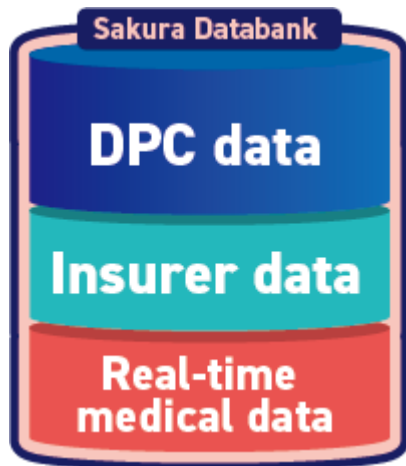
(10,000 people)



Population pyramid (2020)



Source: Based on the Population Projection for Japan (2017 survey), National Institute of Population and Social Security Research



■ Main users



Pharma cos.



Medical device &
materials makers



Academia



Research
institutions

■ Example uses

- Post-marketing database studies
- Survey of drug prescription trends (by disease, by treatment department)
- Collection of promotional information, evidence extraction
- Target identification and analysis
- Analysis of disease onset factors
- Safety and efficacy validation, evidence extraction
- Feasibility studies
- Research-use data
- Expanding drug applications etc.

Company Profile



Company Profile (As of the end of June 2022)

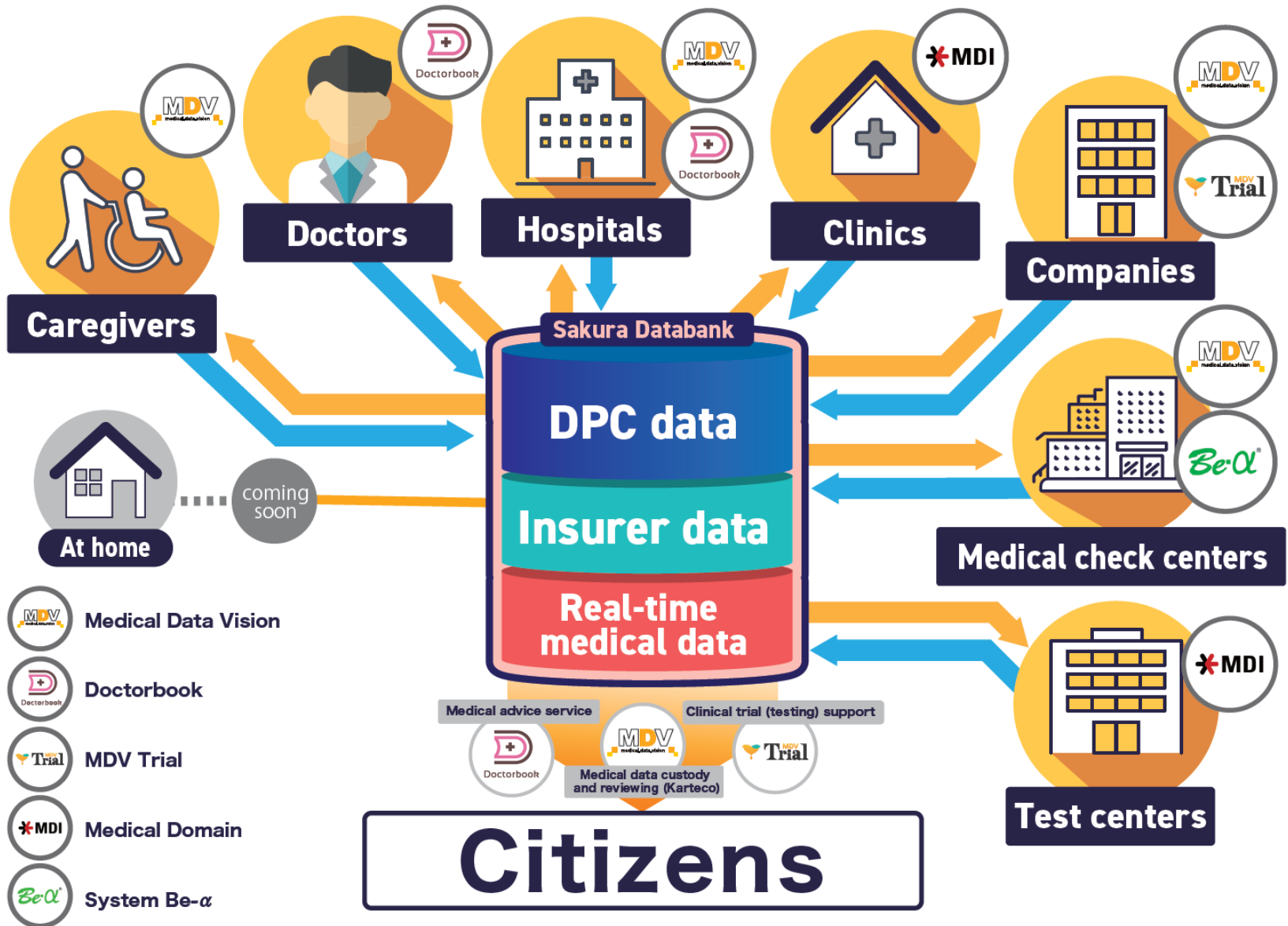


Company Name	Medical Data Vision Co.,Ltd.								
Established	August 20 , 2003								
Head Office	Sumitomo Fudosan Kanda Building 10F, 7 KandaMitoshirocho,Chiyoda-ku,Tokyo								
Number of Employees	255 employees(Number of employees in the group, As of the end of September 2022)								
Capital	JPY 992,661,739								
President and CEO	Hiroyuki Iwasaki								
TSE code / TSE market	3902 / Tokyo Stock Exchange Prime Market (Listed on Mothers market in December 16, 2014)								
Major Shareholders	<table> <tr> <td>SBI Holdings, Inc.</td> <td>(24.63%)</td> </tr> <tr> <td>MEDIPAL HOLDINGS CORPORATION</td> <td>(8.41%)</td> </tr> <tr> <td>Hiroyuki Iwasaki (President and CEO)</td> <td>(2.09%)</td> </tr> <tr> <td>CMIC HOLDINGS Co., Ltd.</td> <td>(1.59%)</td> </tr> </table> <p>※Shareholding ratio excluding treasury shares</p>	SBI Holdings, Inc.	(24.63%)	MEDIPAL HOLDINGS CORPORATION	(8.41%)	Hiroyuki Iwasaki (President and CEO)	(2.09%)	CMIC HOLDINGS Co., Ltd.	(1.59%)
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MEDIPAL HOLDINGS CORPORATION	(8.41%)								
Hiroyuki Iwasaki (President and CEO)	(2.09%)								
CMIC HOLDINGS Co., Ltd.	(1.59%)								
Major Subsidiaries	<p>Doctorbook Inc. System Be Alpha Co., Ltd. MDV Trial Co., Ltd Medical Domain Co., Ltd.</p>								

Main group companies and business fields

Company	Business
 Medical Data Vision	<ul style="list-style-type: none"> • Development, sale & maintenance of management analysis systems • Medical data analysis, surveys, consulting
 System Be Alpha	<ul style="list-style-type: none"> • Development, sale & maintenance of software including health consulting systems • Agency sales for electronic medical records, etc.
 Doctorbook	<ul style="list-style-type: none"> • Creation & operation of medical info video website
 MDV Trial	<ul style="list-style-type: none"> • Data-based clinical trial business • SMO business
 Medical Domain	<ul style="list-style-type: none"> • Consultation support system • Development, sale & maintenance of various data converters

Group strategy: unification and utilization of medical and health data



Services overview

【Data network service】

Product	Overview	Price
EVE	<p>Analysis of charges/DPC fee gap, patient #s/stay length/resources by disease/condition, and benchmarking with other hospitals</p> <p>Uses benchmarks to identify user hospital's trends/strengths & weaknesses, helps with detailed investigation of treatment policy as core of hospital management</p>	<p>Installation: Y4mn</p> <p>Maintenance: Y50,000/mth.</p>
Medical Code	<p>Uses standardized format for DPC/elec. receipt data to support hospital management in areas like costing, raising treatment prices</p> <p>Unlimited user registration promotes smooth internal data sharing, change in awareness/actions to help improve management</p>	<p>Installation: Y8.2mn</p> <p>Maintenance: Y100,000/mth.</p>
MDV Act	<p>A cloud-based application that is the analytical gateway for existing products 'EVE' and 'Medical Code' and offers an at-a-glance view of key indicators for hospital management.</p> <p>Allows benchmarking against other institutions on various indicators for DPC hospitals, regional integrated community care facilities, and convalescent facilities</p>	<p>Free (rollout of paid functionality planned)</p>

【Data utilization service】

Product	Overview	Price
MDV analyzer	<p>Online analysis tool allowing clients to easily examine data on patient numbers, prescription lengths/volumes using Japan's largest medical database</p> <p>Enables multifaceted analysis based on actual medical practice (surgery, testing) as well as disease and drug regimen</p>	<p>Y20mn/yr.</p>
Medical data survey analysis	<p>Provision of tailored reports in line with client's wishes</p>	<p>Avg. Y3.5-4mn per survey</p>

Financial Results · Financial Statements



Sales breakdown by service, sales progress (cumulative)

(Millions of Yen)	FY2019				FY2020				FY2021				FY2022			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Data utilization service total sales	509	1,053	1,612	2,511	638	1,283	2,017	2,977	877	1,628	2,450	3,610	1,020	1,885	2,821	
MDV analyzer	88	185	282	377	96	191	289	400	114	245	403	578	186	372	549	
Medical data survey analysis	401	827	1,271	2,060	509	1,048	1,670	2,506	738	1,345	1,998	2,972	826	1,494	2,240	
Subsidiaries	19	40	59	73	31	44	56	69	23	36	49	59	7	18	30	
Data network service total sales	359	733	1,144	1,514	404	762	1,136	1,602	552	1,007	1,501	2,061	490	971	1,506	
Non-recurring	105	221	342	407	65	109	145	220	68	107	151	252	67	135	168	
Recurring	232	468	704	940	236	463	685	909	220	443	665	886	222	443	664	
Subsidiaries	21	43	97	166	102	189	304	472	262	455	684	922	200	393	673	

Business indicators

Main business indicators	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021	3Q FY2022
Net sales (Ymn)	2,632	3,225	3,577	4,026	4,579	5,672	4,327
Net sales growth (%)	9.1	22.5	10.9	12.5	13.7	23.9	9.5
Operating income (Ymn)	430	569	351	809	1,146	1,594	1,168
Ordinary income (Ymn)	415	565	351	804	1,148	1,592	1,159
Ordinary income margin (%)	15.8	17.5	9.8	20.0	25.1	28.1	26.8
Net income attributable to owners of parent (Ymn)	178	354	69	554	700	1,087	776
Net income per share (Y)	4.67	8.86	1.74	13.85	17.72	27.74	20.30
Net assets (Ymn)	2,809	3,164	3,278	4,023	4,136	4,205	3,530
Total assets (Ymn)	3,194	3,752	3,865	4,948	5,321	5,534	4,726
Net assets per share (Y)	70.22	79.08	81.91	99.68	104.00	106.69	90.20
ROA (%)	13.7	16.3	9.2	18.3	22.4	29.3	22.6
ROE (%)	6.7	11.9	2.2	15.3	17.3	26.3	21.8
Equity-to-asset ratio (%)	88.0	84.3	84.8	80.6	77.0	75.1	72.9
CoGS (Ymn)	458	619	797	662	697	1,028	777
SG&A (Ymn)	1,743	2,037	2,428	2,554	2,736	3,049	2,381

※Per-share data adjusted for past stock splits.

Sales breakdown, other indicators, cash flow statement

Sales breakdown (Ymn)	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021	3Q FY2022
Data network services	1,438	1,571	1,467	1,514	1,602	2,061	1,506
Data utilization services	1,194	1,654	2,110	2,511	2,977	3,610	2,821

Other indicators	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021	3Q FY2022
No. of hospital using 'EVE'	791	799	801	802	772	770	748
No. of hospitals using 'Medical Code'	224	265	274	281	260	250	237
No. of patients in MDV large-scale medical database (10,000)	1,723	2,117	2,593	2,984	3,451	3,849	4,120

Cash flow statement (Ymn)	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021
Cash and cash equivalents at beginning of period	1,751	1,959	1,697	1,574	2,944	3,177
CF from operating activities	196	486	120	1,202	964	1,082
CF from investing activities	-144	-739	-271	-31	-142	-26
CF from financing activities	139	-7	28	199	-589	-1,030
Net increase(decrease) in cash and cash equivalents	191	-261	-123	1,370	232	25
Cash and cash equivalents at end of period	1,959	1,697	1,574	2,944	3,177	3,202

Balance sheet

Balance sheet (Ymn)	End-FY2016	End-FY2017	End-FY2018	End-FY2019	End-FY2020	End-FY2021	3Q FY2022
Current assets	2,797	2,864	2,773	3,872	4,319	4,525	3,184
Cash and deposits	1,959	1,797	1,674	2,944	3,194	3,221	1,934
Accounts receivable - trade	770	794	949	757	867	1,058	650
Raw materials	9	13	15	12	34	11	5
Merchandise	–	142	–	–	–	–	–
Other	57	116	134	179	224	235	596
Allowance for doubtful accounts	-0	-0	-0	-22	-1	-2	-3
Non-current assets	394	888	1,091	1,076	1,002	1,009	1,542
Property, plant and equipment	105	173	224	233	177	140	139
Intangible assets	127	476	368	356	303	227	639
Investments and other assets	161	238	498	486	521	641	763
Deferred assets	2	–	–	–	–	–	–
Total assets	3,194	3,752	3,865	4,948	5,321	5,534	4,726
Current liabilities	363	550	543	852	1,099	1,243	1,111
Accounts payable - trade	39	40	28	33	76	97	94
Income taxes payable	80	188	164	138	298	400	6
Other	243	321	350	679	725	746	1,011
Non-current liabilities	20	37	43	71	84	85	84
Asset retirement obligations	18	33	38	71	72	72	71
Other	1	4	4	–	12	12	12
Total liabilities	384	588	587	924	1,184	1,328	1,196
Shareholders' equity	2,809	3,164	3,278	3,989	4,100	4,156	3,441
Share capital	981	981	992	992	992	992	992
Capital surplus	1,565	1,565	1,599	1,756	1,763	1,763	1,838
Retained earnings	263	617	687	1,241	1,934	2,879	2,951
Treasury shares	-0	-0	-0	-0	-590	-1,479	-2,341
Total net assets	2,809	3,164	3,278	4,023	4,136	4,205	3,530
Total liabilities and net assets	3,194	3,752	3,865	4,948	5,321	5,534	4,726

Contacts

<https://en.mdv.co.jp/application/contactus/form.php?TOP->

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