Supplementary Materials （business overview）

Medical Data Vision Co.,Ltd.
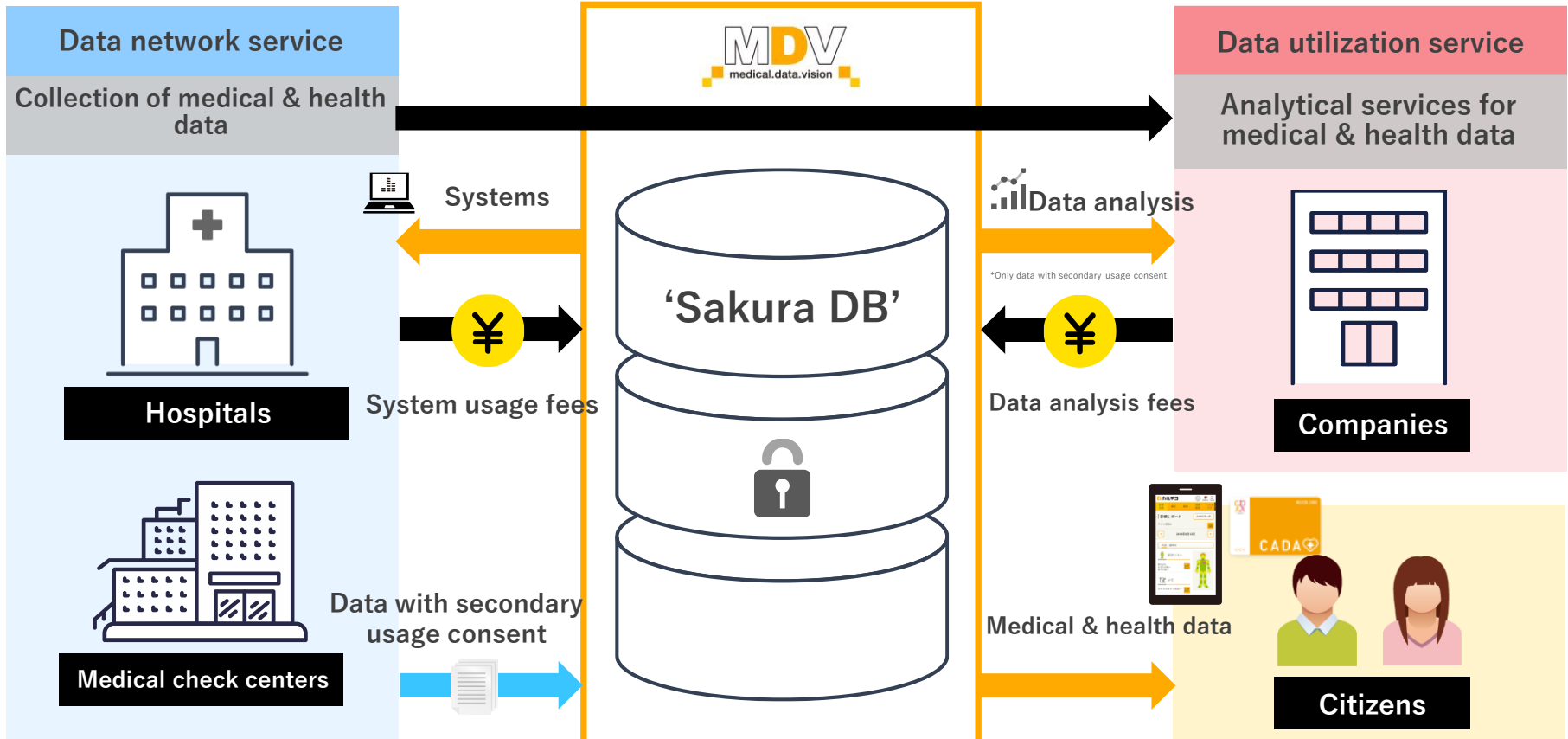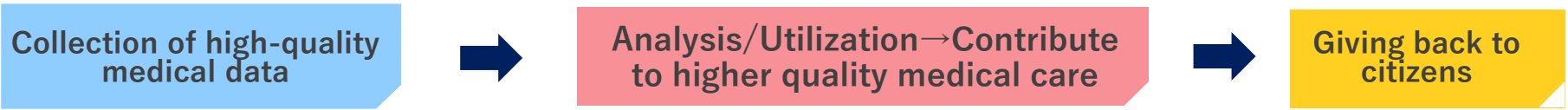 （**Code：3902**）
November 11, 2024

Contents

About Our Business

business model

| Collection of high-quality medical data | → | Analysis/Utilization→Contribute to higher quality medical care | → | Giving back to citizens |

Data network service

Collection of medical & health data

Data utilization service

Analytical services for medical & health data

Systems

'Sakura DB'

Data analysis

*Only data with secondary usage consent

Hospitals

System usage fees

Companies

Data analysis fees

Medical check centers

Data with secondary usage consent

Medical & health data

Citizens

Our business journey

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

FY2016 ○ FY2019 ○ ------------------------------→ **FY2025** ○

Seeding period **Investment period** **Expansion period**

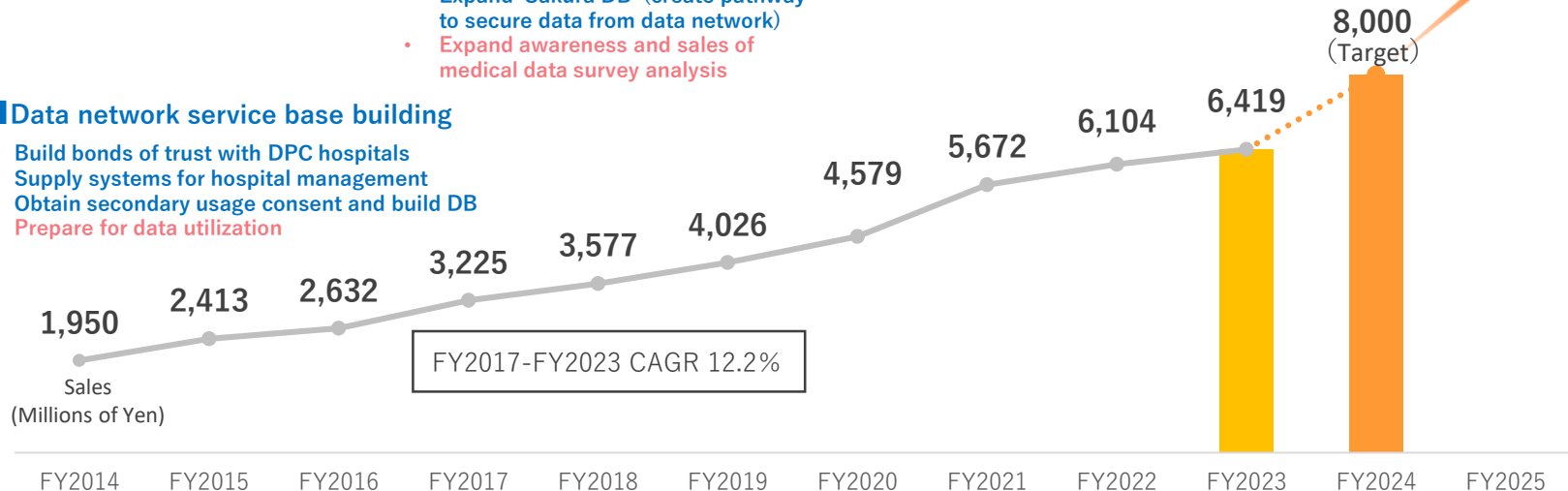■ **Data utilization service to embark on a growth path**
- Business growth amid market expansion
- Begin further strengthening data and DB
- M&A to accelerate growth
- Consider scheme to return information to citizens

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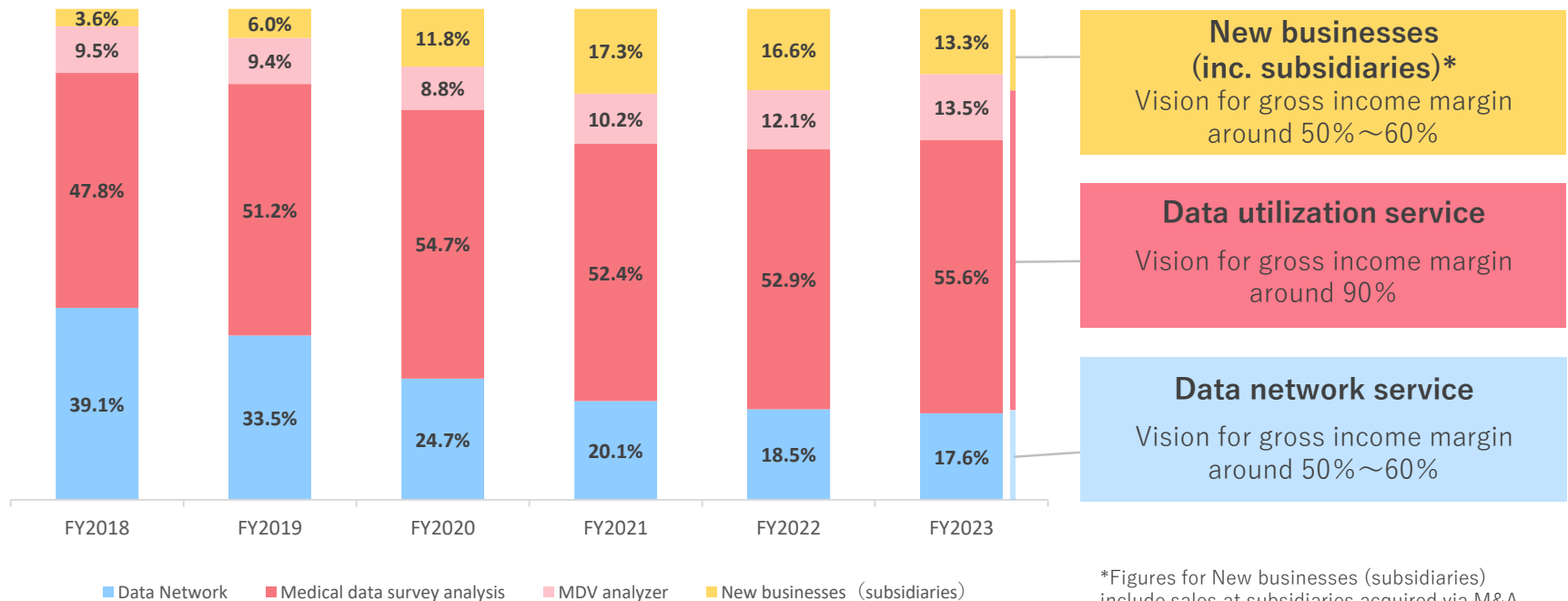- Expand awareness and sales of medical data survey analysis

■ **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

8,000
（Target)

6,419

6,104

5,672

4,579

4,026

3,577

3,225

2,632

2,413

1,950

Sales
(Millions of Yen)

FY2017-FY2023 CAGR 12.2%

| FY2014 | FY2015 | FY2016 | FY2017 | FY2018 | FY2019 | FY2020 | FY2021 | FY2022 | FY2023 | FY2024 | FY2025 |

Change in sales weighting by service

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

	FY2018	FY2019	FY2020	FY2021	FY2022	FY2023
New businesses (subsidiaries)	3.6%	6.0%	11.8%	17.3%	16.6%	13.3%
MDV analyzer	9.5%	9.4%	8.8%	10.2%	12.1%	13.5%
Medical data survey analysis	47.8%	51.2%	54.7%	52.4%	52.9%	55.6%
Data Network	39.1%	33.5%	24.7%	20.1%	18.5%	17.6%

New businesses (inc. subsidiaries)*
Vision for gross income margin around 50%〜60%

Data utilization service
Vision for gross income margin around 90%

Data network service
Vision for gross income margin around 50%〜60%

■ Data Network　■ Medical data survey analysis　■ MDV analyzer　■ New businesses（subsidiaries）

*Figures for New businesses (subsidiaries) include sales at subsidiaries acquired via M&A.

Our strengths

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

Business conditions
- Valuable big data (48.95mn 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 (23.13m 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 consumer business to realize our future vision

	Opportunities	Challenges
Data network service	• Grow sales partners via shift to cloud • Nationwide medical check system sales • Room to expand the scope of subsidiary operations	• Sluggish on-premises services • Slow growth in new services
Data utilization service	• 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	• Maintaining and improving the speed of growth • Hire more data analysis staff and expediting training
New businesses	• Lack of large-scale healthcare DB for citizens • Growth prospects for consumer healthcare business • New technologies such as BlockChain, AI	• Establish business model for consumer services • Accelerate links with SBI Group and others

Medical data held by MDV

Medical data held by MDV

'Sakura Databank'

Real-time medical data	DPC data	Insurer data
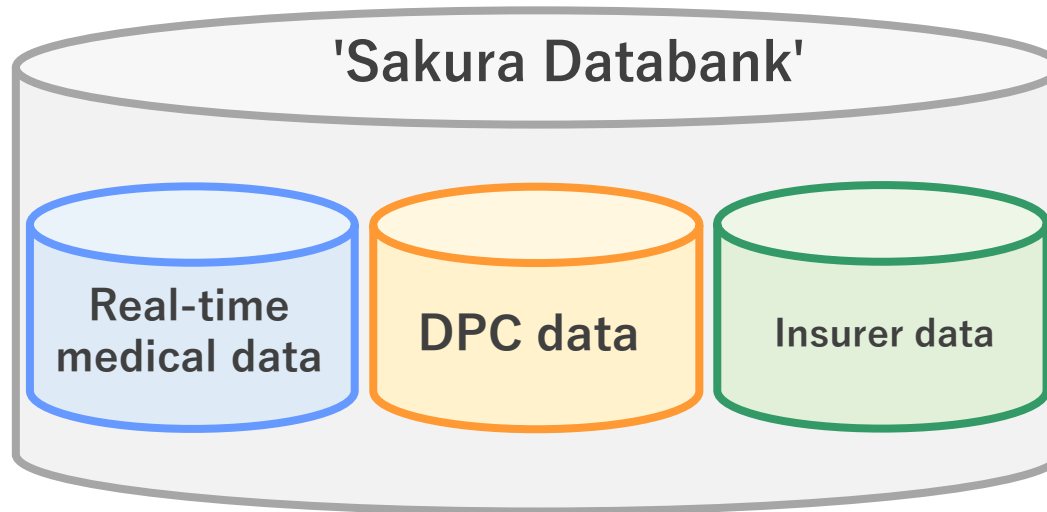
Real-time medical data
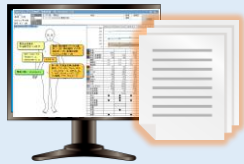
Features

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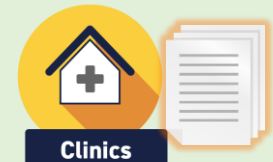
Immediacy

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
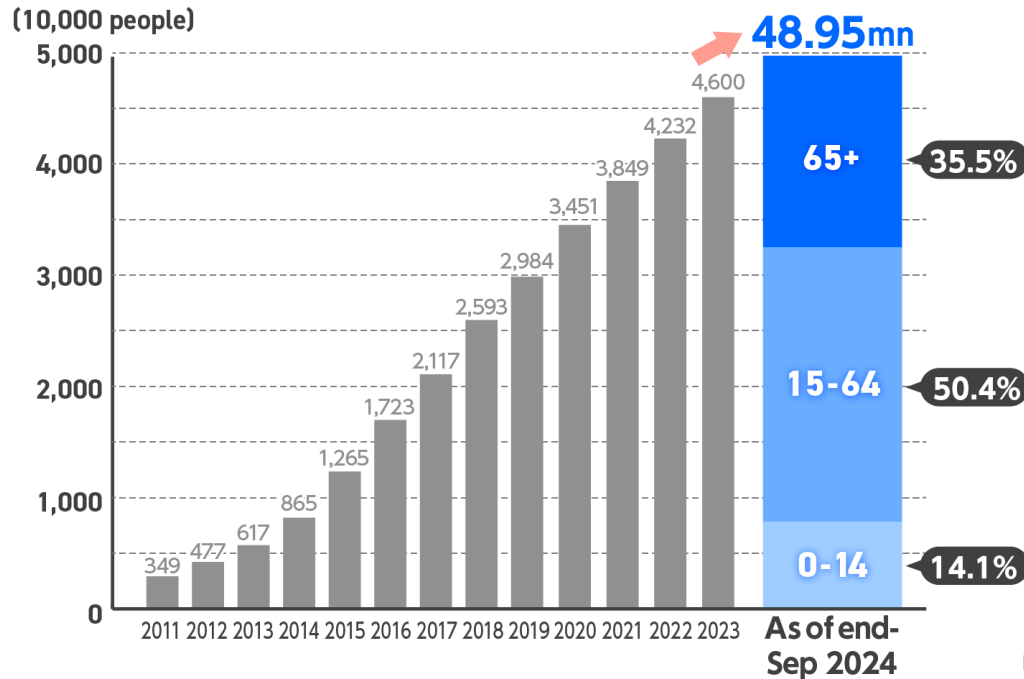
Useful for individual tracking

Elderly Data
（National Health Ins.＋Elderly in the Latter Stage of Life）

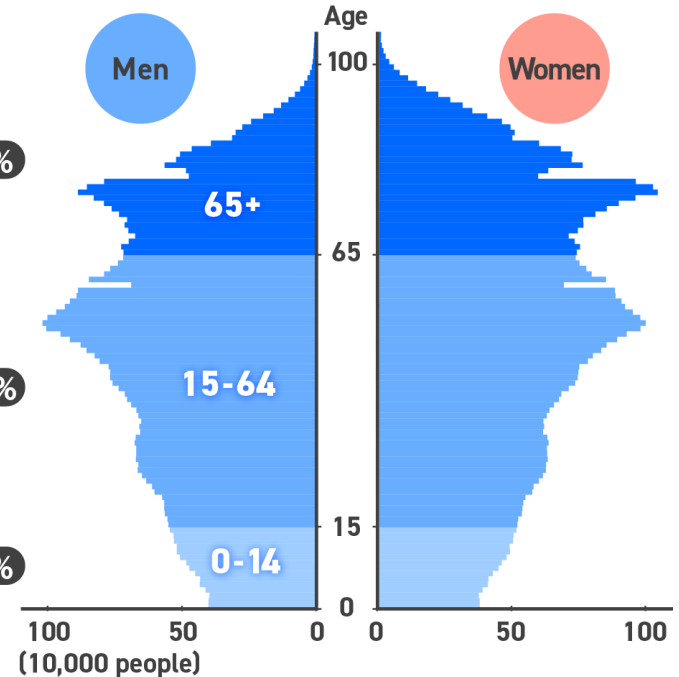# Medical database that has both quality and volume

> **No. of patients in medical database exceeds 48mn** (48.95mn at end-Sep 2024)
>
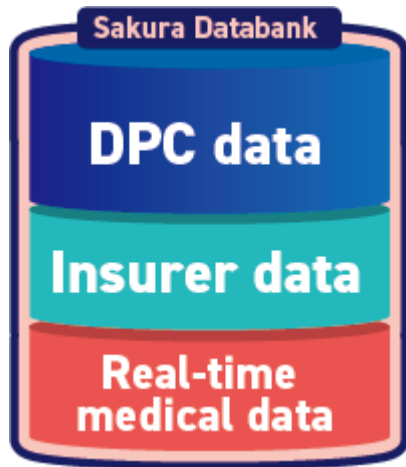> **Age distribution of database roughly matches Japan's population pyramid**

No. of patients in medical database

(10,000 people)

- 2011: 349
- 2012: 477
- 2013: 617
- 2014: 865
- 2015: 1,265
- 2016: 1,723
- 2017: 2,117
- 2018: 2,593
- 2019: 2,984
- 2020: 3,451
- 2021: 3,849
- 2022: 4,232
- 2023: 4,600

48.95mn (As of end-Sep 2024)

- 65+: 35.5%
- 15-64: 50.4%
- 0-14: 14.1%

Population pyramid (2025)

Men / Women

- 65+
- 15-64
- 0-14

Age

Source: Based on the Population Projection for Japan [2023 survey], National Institute of Population and Social Security Research

Data users and example uses

MDV
medical.data.vision

Sakura Databank

- DPC data
- Insurer data
- Real-time medical data

■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
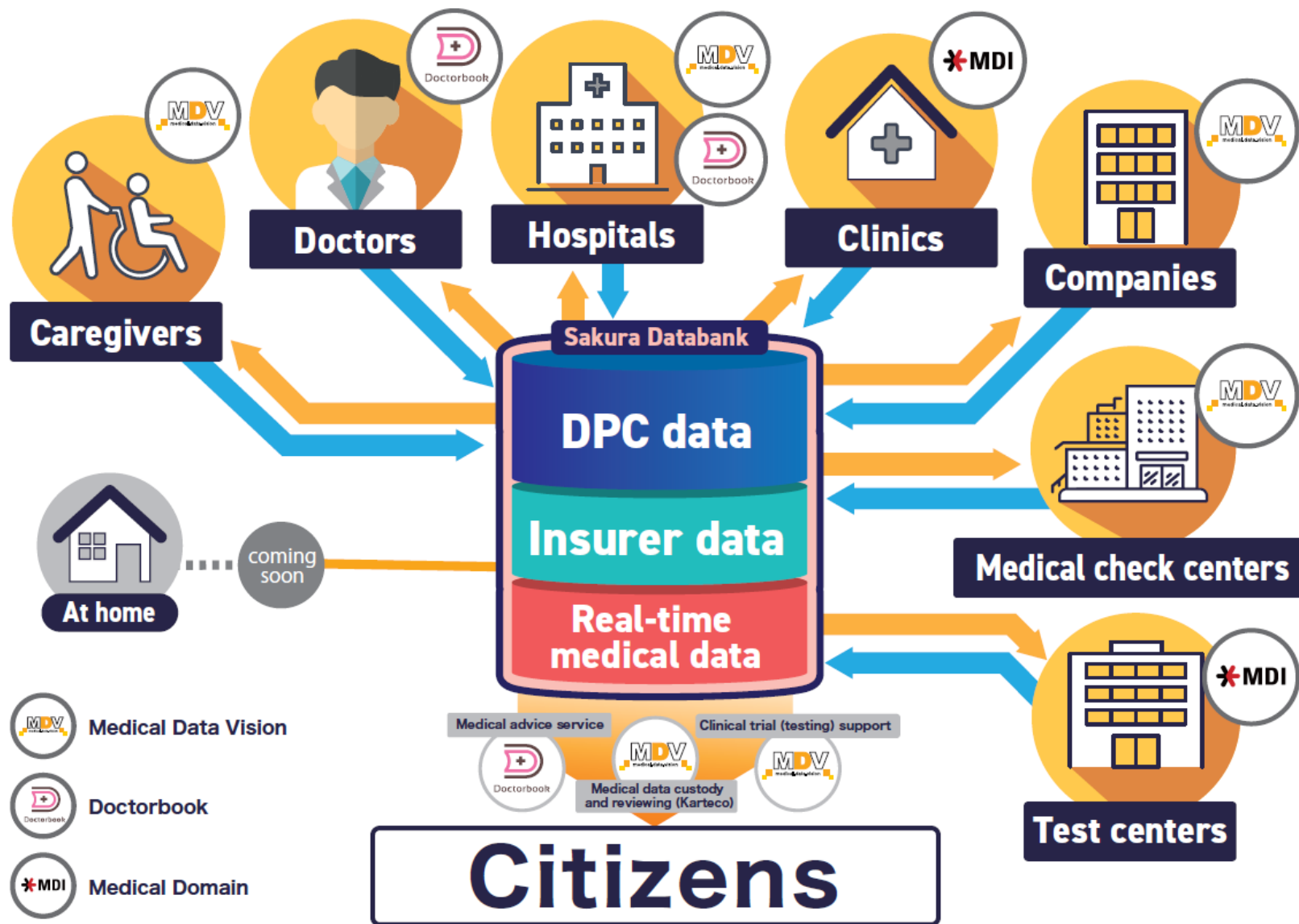
etc.

Company Profile

Company Profile （As of the end of September 2024）

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	309 employees(Number of employees in the group)
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 (As of the end of June 2024)	SBI Holdings, Inc.　　　　　　　　　　　　　（33.66％） MEDIPAL HOLDINGS CORPORATION　　　（8.41％） Hiroyuki Iwasaki （President and CEO）　（2.09％） CMIC HOLDINGS Co., Ltd.　　　　　　　　（1.59％） ※ Shareholding ratio excluding treasury shares
Major Subsidiaries	Doctorbook Inc. Medical Domain Co., Ltd. AIR BIOS Co., Ltd

Main group companies and business fields

Company	Business
Medical Data Vision	• Development, sale & maintenance of management analysis systems • Medical data analysis, surveys, consulting
Doctorbook	• Creation & operation of medical info video website
Medical Domain	• Consultation support system • Development, sale & maintenance of various data converters
AIR BIOS	• Development of new treatments and medical services

Services overview

【Data network service】

Product	Overview	Price
MDV Act	'Main story' of the free-function can list indicators required for hospital management analysis. In addition, allows benchmarking against other institutions on various indicators for DPC hospitals, regional integrated community care facilities, and convalescent facilities. 'Medical analysis package', a paid function, enables data analysis necessary for acute hospitals and care mix hospitals, such as clinical analysis functions and case retrieval functions.	Main story Free Medical analysis package Y50,000/mth.
EVE	Analysis of charges/DPC fee gap, patient #s/stay length/resources by disease/condition, and benchmarking with other hospitals Uses benchmarks to identify user hospital's trends/strengths & weaknesses, helps with detailed investigation of treatment policy as core of hospital management	Installation: Y4mn Maintenance: Y50,000/mth.
Medical Code	Uses standardized format for DPC/elec. receipt data to support hospital management in areas like costing, raising treatment prices Unlimited user registration promotes smooth internal data sharing, change in awareness/actions to help improve management	Installation: Y8.2mn Maintenance: Y100,000/mth.

【Data utilization service】

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

Financial Results ・Financial Statements

Sales breakdown by service, sales progress（cumulative）

(Millions of Yen)	FY2021				FY2022				FY2023				FY2024			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Data network service total sales	552	1,007	1,501	2,061	490	971	1,506	2,100	388	723	1,053	1,462	332	625	900	
Non-recurring	68	107	151	252	67	135	168	237	72	133	158	256	48	50	88	
Recurring	220	443	665	886	222	443	664	890	230	442	655	875	220	428	646	
New Business (Subsidiaries)※1	262	455	684	922	200	393	673	973	86	146	239	330	63	146	161	
Karteco	–	–	–	–	–	–	–	–	–	–	–	0	0	0	4	
Data utilization service total sales	877	1,628	2,450	3,610	1,020	1,885	2,821	4,003	1,022	2,007	3,030	4,434	928	1,904	2,836	
MDV analyzer	114	245	403	578	186	372	549	735	217	443	657	865	225	453	678	
Medical data survey analysis ※2	762	1,382	2,047	3,032	833	1,512	2,271	3,268	805	1,563	2,373	3,569	702	1,451	2,157	
Other service total sales	–	–	–	–	–	–	–	–	147	271	402	521	127	249	389	

※1　As of 2024 Q3, sales of System Be Alpha previously classified as New business (subsidiaries), has been reclassified as 'Recurring', 'Non-recurring'.
※2　Owing to the absorption of MDV Trial on 1 January 2023, its sales, previously listed under "New businesses (subsidiaries)", are now included in Medical data survey analysis.

Business indicators

Main business indicators	FY2021	FY2022	FY2023	FY2024 Q3
Net sales（Ymn）	5,672	6,104	6,419	4,125
Net sales growth（%）	23.9	7.6	5.2	-8.1
Operating income （Ymn）	1,594	1,758	1,770	-140
Ordinary income（Ymn）	1,592	1,750	1,700	-229
Ordinary income margin （%）	28.1	28.7	26.5	-5.6
Net income attributable to owners of parent (Ymn)	1,087	870	979	-314
Net income per share （Y）	27.74	22.77	25.63	-8.24
Net assets （Ymn）	4,205	3,606	4,317	3,789
Total assets （Ymn）	5,534	4,897	6,221	5,228
Net assets per share （Y）	106.69	92.04	111.21	97.44
ROA （%）	29.3	34.0	30.6	-4.0
ROE （%）	26.3	24.2	25.2	-7.9
Equity-to-assent ratio （%）	75.1	71.8	68.3	71.2
CoGS （Ymn）	1,028	1,074	1,388	1,070
SG&A （Ymn）	3,049	3,271	3,260	3,195

※Per-share data adjusted for past stock splits.

Sales breakdown, other indicators, cash flow statement

Sales breakdown（Ymn）	FY2021	FY2022	FY2023	FY2024 Q3
Data network services	2,061	2,100	1,462	900
Data utilization services	3,610	4,003	4,434	2,836
Other services	—	—	521	389

Other indicators	FY2021	FY2022	FY2023	FY2024 Q3
No. of hospitals with paid contracts for 'MDV Act'	—	—	638 ※	683 ※
No. of hospitals using 'EVE'	770	741	718 ※	633 ※
No. of hospitals using 'Medical Code'	250	233	207	201
No. of patients in MDV large-scale medical database（10,000）	3,849	4,232	4,600	4,895
No. of patients in insurer database（10,000）	762	1,797	2,102	2,313

※　Includes hospitals that subscribe to and use 'EVE' and 'MDV Act' paid contracts.

Cash flow statement（Ymn）	FY2021	FY2022	FY2023
Cash and cash equivalents at beginning of period	3,177	3,202	2,264
CF from operating activities	1,082	910	1,616
CF from investing activities	-26	-868	-437
CF from financing activities	-1,030	-979	-225
Net increase(decrease) in cash and cash equivalents	25	-937	953
Cash and cash equivalents at end of period	3,202	2,264	3,218

Balance sheet

Balance sheet（Ymn）	End-FY2021	End-FY2022	End-FY2023	FY2024 Q3
Current assets	4,525	3,524	4,662	3,352
Cash and deposits	3,221	2,264	3,218	1,871
Accounts receivable - trade, and contract assets	1,058	983	1,124	665
Raw materials	11	13	6	5
Other	235	265	318	821
Allowance for doubtful accounts	-2	-2	-4	-13
Non-current assets	1,009	1,372	1,558	1,876
Property, plant and equipment	140	137	158	267
Intangible assets	227	259	90	71
Investments and other assets	641	975	1,309	1,538
Total assets	5,534	4,897	6,221	5,228
Current liabilities	1,243	1,206	1,805	1,290
Accounts payable – trade	97	93	140	122
Income taxes payable	400	95	478	4
Contract liabilities	–	755	769	904
Other	746	262	417	259
Non-current liabilities	85	84	98	148
Asset retirement obligations	72	71	85	135
Other	12	12	12	12
Total liabilities	1,328	1,291	1,904	1,439
Shareholders' equity	4,156	3,535	4,285	3,721
Share capital	992	992	992	992
Capital surplus	1,763	1,838	1,838	1,838
Retained earnings	2,879	3,045	3,795	3,232
Treasury shares	-1,479	-2,341	-2,341	-2,342
Total accumulated other comprehensive income	–	-19	-37	–
Share acquisition rights	–	–	3	4
Non-controlling interests	49	90	65	62
Total net assets	4,205	3,606	4,317	3,789
Total liabilities and net assets	5,534	4,897	6,221	5,228

Disclaimer

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

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