

# Supplementary Materials (business overview)

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Medical Data Vision Co.,Ltd.

( Code : 3902 )

May 12, 2025

**1**

## About Our Business

-----

3

**2**

## Medical data held by MDV

-----

9

**3**

## Company Profile

-----

13

**4**

## Financial Results ・ Financial Statements

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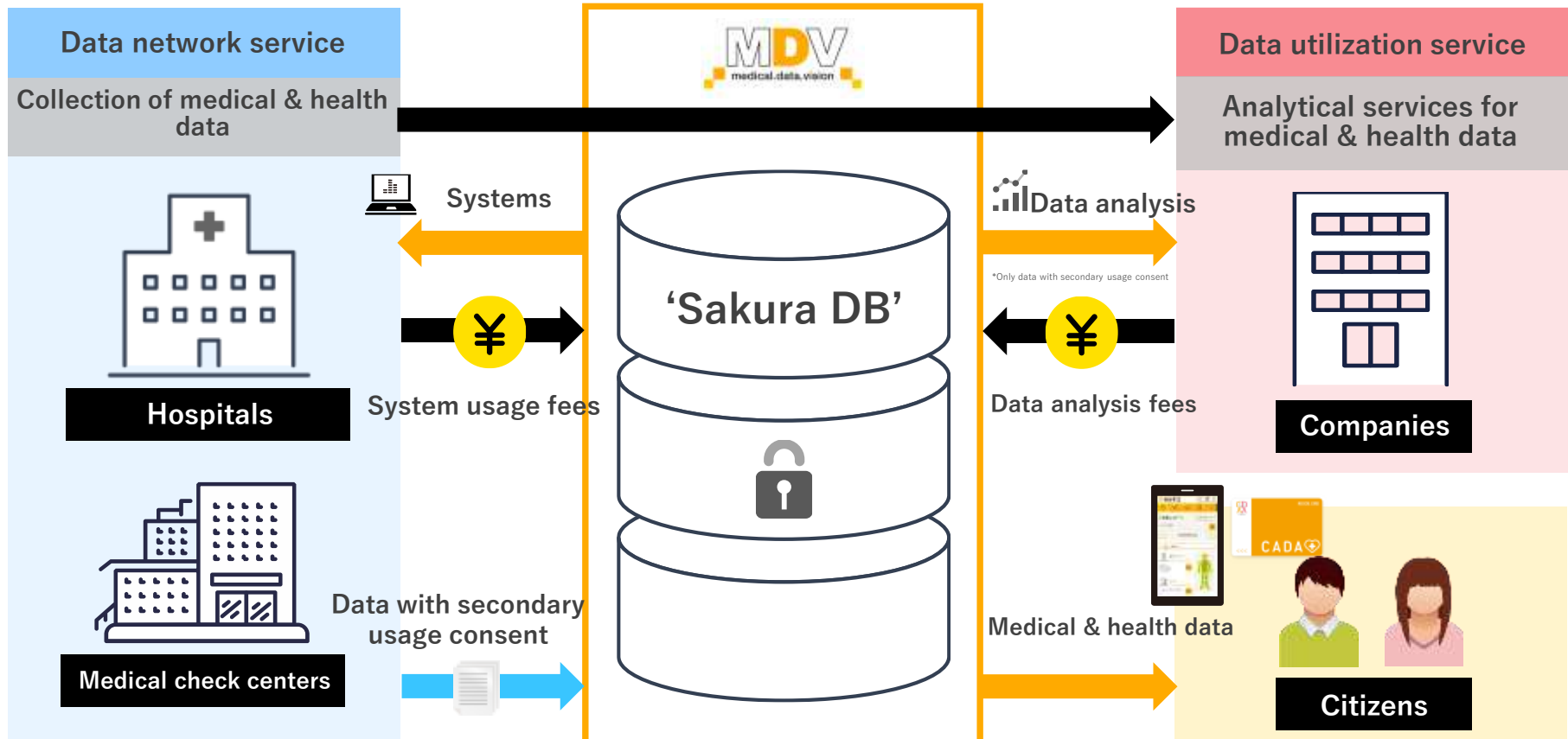
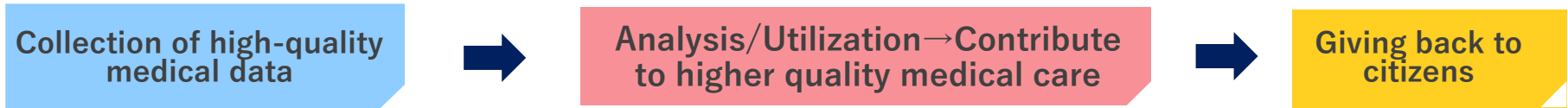
18

# About Our Business

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# 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

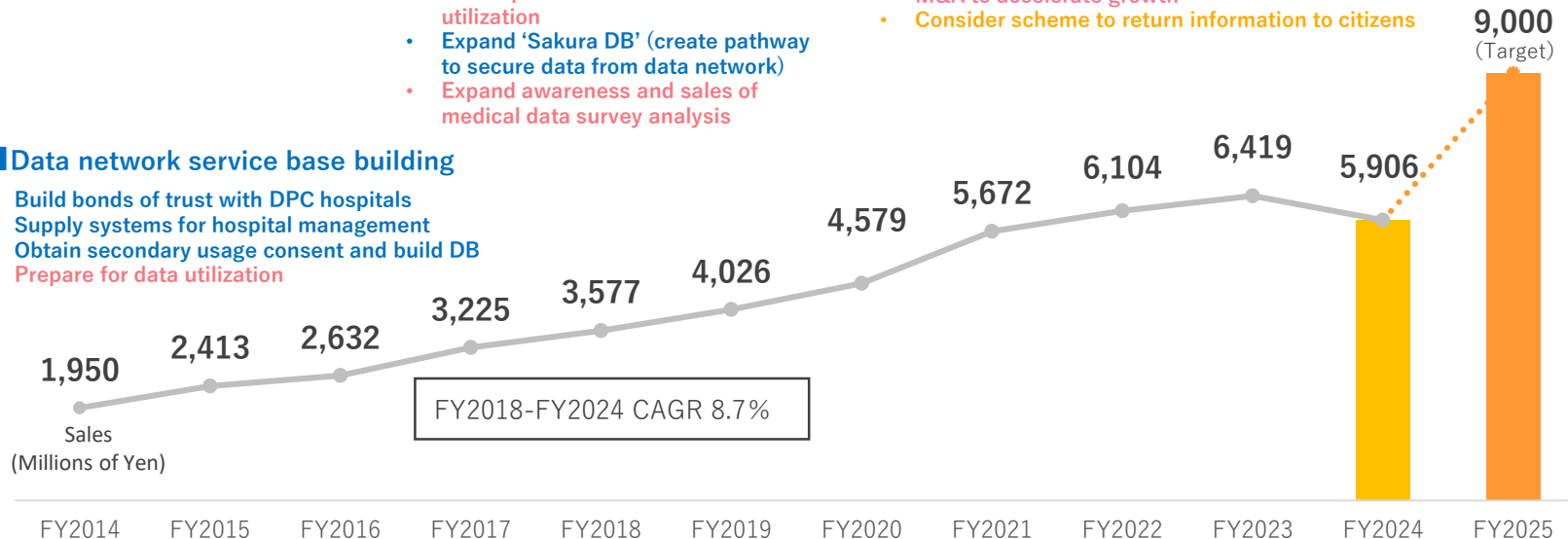
- Business growth amid market expansion
- Begin further strengthening data and DB
- M&A to accelerate growth
- Consider scheme to return information to citizens

## ■ 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

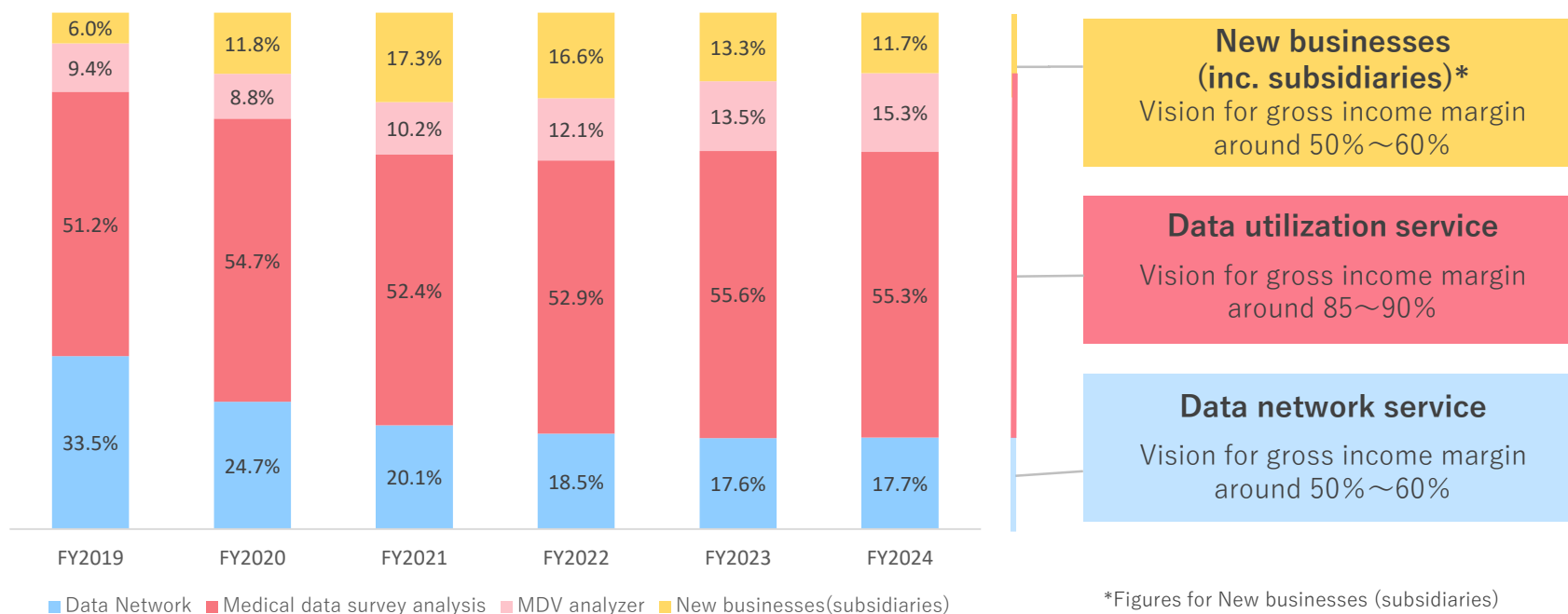
## ■ Data network service base building

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



# Change in sales weighting by service

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



\*Figures for New businesses (subsidiaries) include sales at subsidiaries acquired via 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 (51.53mn 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 (24.87m 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**

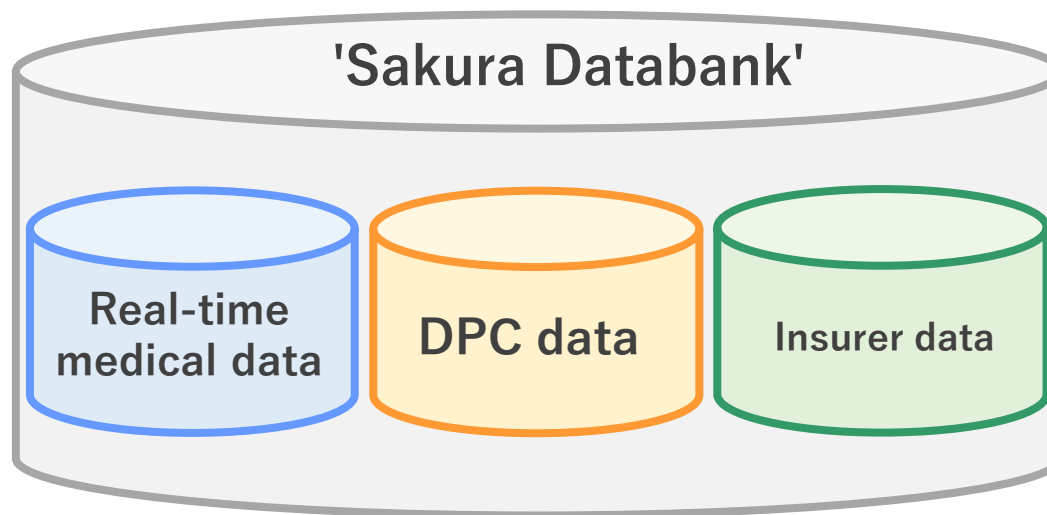
	Opportunities	Challenges
<b>Data network service</b>	<ul style="list-style-type: none"><li>• Grow sales partners via shift to cloud</li><li>• Nationwide medical check system sales</li><li>• Room to expand the scope of subsidiary operations</li></ul>	<ul style="list-style-type: none"><li>• Sluggish on-premises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



# Medical data held by MDV

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## Real-time medical data

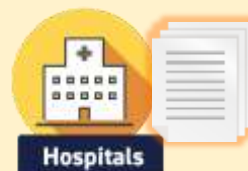


### Features

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

Immediacy

## DPC data



### Features

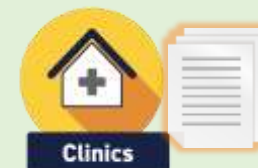
Data focus on treatment/surgery of acute diseases

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

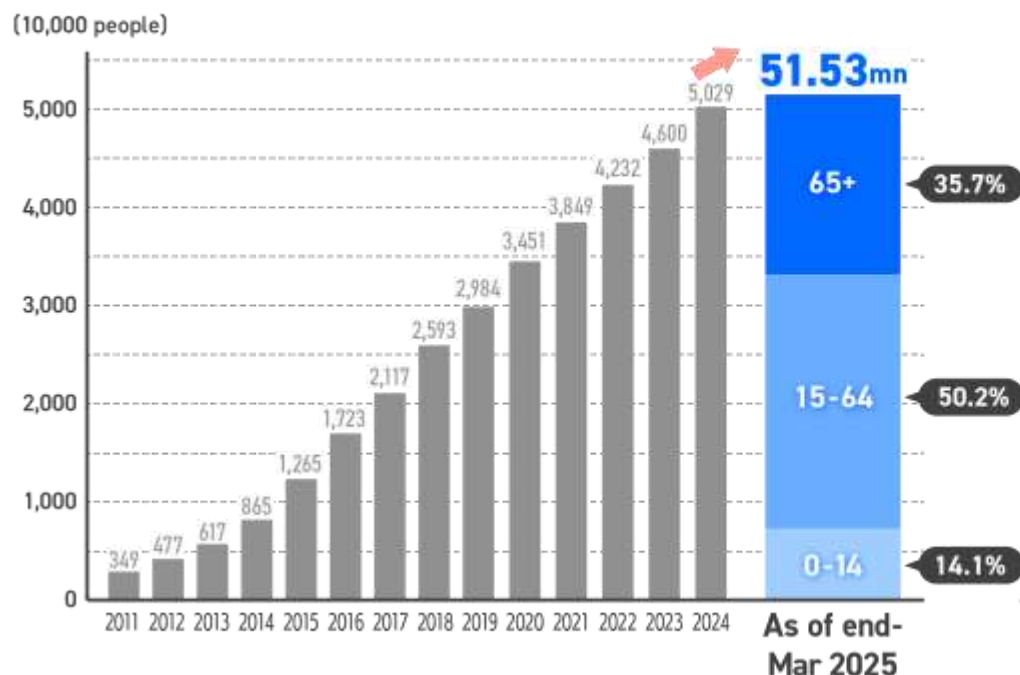
Elderly Data  
(National Health Ins. + Elderly in the Latter Stage of Life)

# Medical database that has both quality and volume

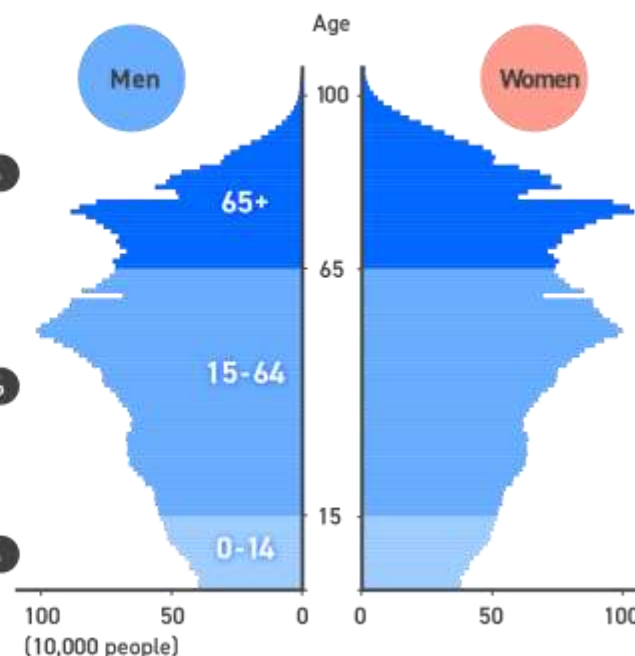
No. of patients in medical database exceeds 50mn (51.53mn at end-Mar 2025)

Age distribution of database roughly matches Japan's population pyramid

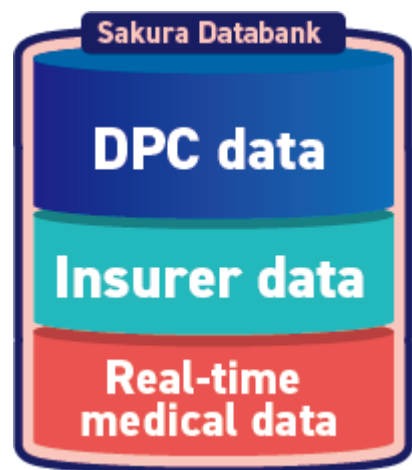
No. of patients in medical database



Population pyramid (2025)



Source: Based on the Population Projection for Japan [2023 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

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# Company Profile (As of the end of March 2025)

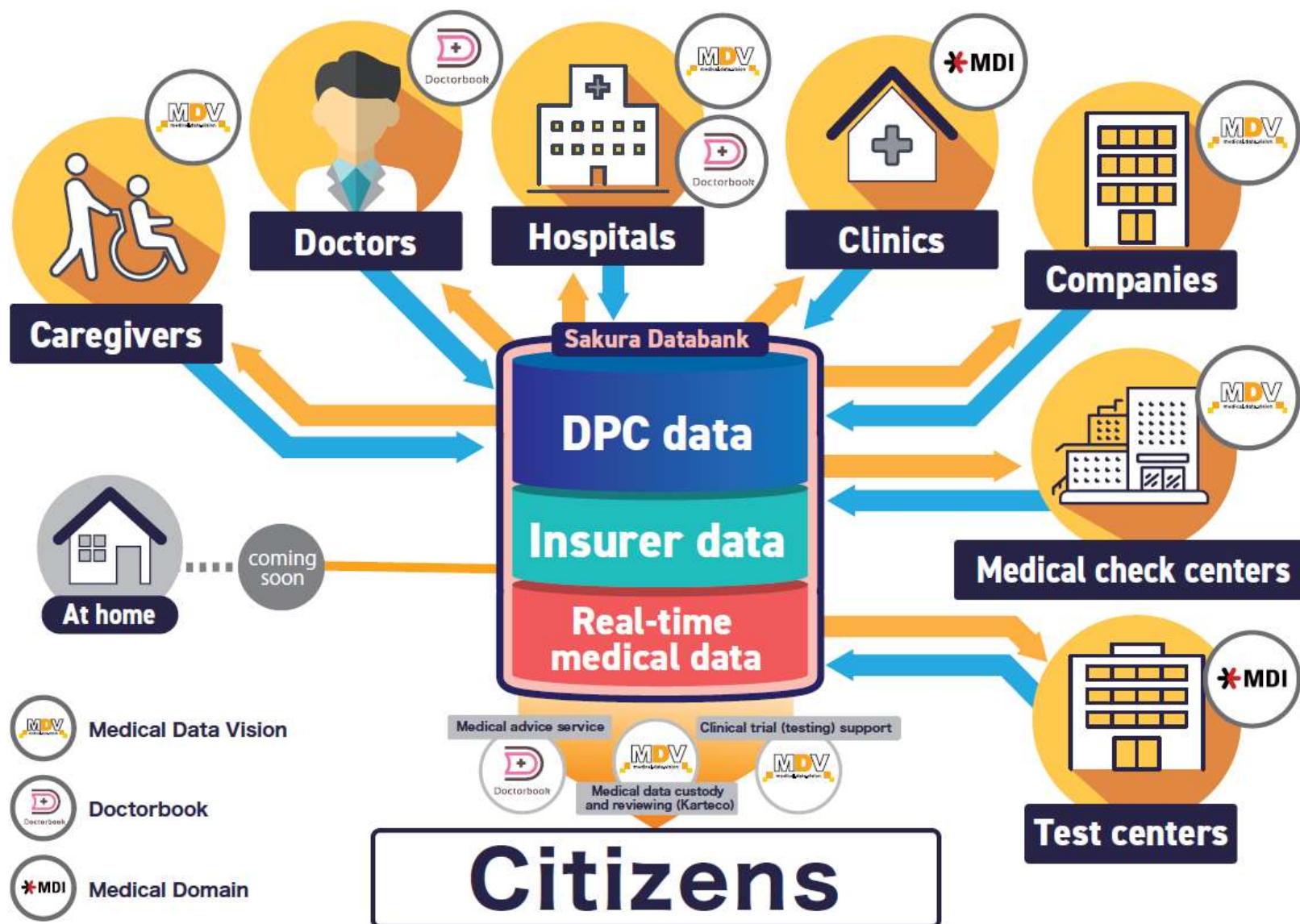


Company Name	Medical Data Vision Co.,Ltd.
Established	August 20 , 2003
Head Office	Sumitomo Fudosan Kanda Building 10F, 7 KandaMitoshirocho,Chiyoda-ku,Tokyo
Number of Employees	317 employees(Number of employees in the group)
Capital	JPY 992,661,739
President and CEO	Hiroyuki Iwasaki
TSE code / TSE market	3902 / Tokyo Stock Exchange Prime Market (Listed on Mothers market in December 16, 2014)
Major Shareholders (As of the end of December 2024)	<div> SBI Holdings, Inc. (38.32%)  MEDIPAL HOLDINGS CORPORATION (8.48%)  Hiroyuki Iwasaki (President and CEO) (2.11%)  CMIC HOLDINGS Co., Ltd. (1.61%)  ※ Shareholding ratio excluding treasury shares </div>
Major Subsidiaries	Doctorbook Inc. Medical Domain Co., Ltd. AIR BIOS Co., Ltd

# Main group companies and business fields

Company	Business
 Medical Data Vision	<ul style="list-style-type: none"><li>• Development, sale &amp; maintenance of management analysis systems</li><li>• Medical data analysis, surveys, consulting</li></ul>
 Doctorbook	<ul style="list-style-type: none"><li>• Creation &amp; operation of medical info video website</li></ul>
 Medical Domain	<ul style="list-style-type: none"><li>• Consultation support system</li><li>• Development, sale &amp; maintenance of various data converters</li></ul>
 AIR BIOS	<ul style="list-style-type: none"><li>• Development of new treatments and medical services</li></ul>

# Group strategy: unification and utilization of medical and health data





# Services overview

## 【Data network service】

Product	Overview	Price
MDV Act	<p>'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.</p> <p>'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.</p>	<p>Main story Free</p> <p>Medical analysis package ¥50,000/mth.</p>
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 &amp; weaknesses, helps with detailed investigation of treatment policy as core of hospital management</p>	<p>Installation: ¥4mn</p> <p>Maintenance: ¥50,000/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: ¥8.2mn</p> <p>Maintenance: ¥100,000/mth.</p>

## 【Data utilization service】

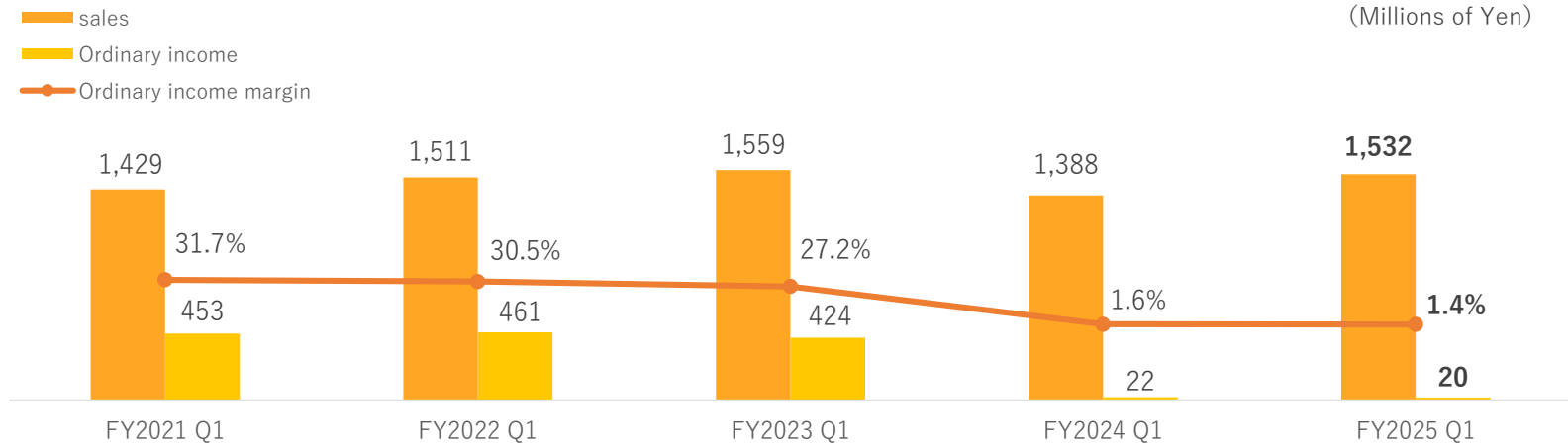
Product	Overview	Price
MDV analyzer	<p>Online analysis tool allowing clients to easily examine data on patient numbers, prescription lengths/volumes using Japan's largest medical database</p> <p>Enables multifaceted analysis based on actual medical practice (surgery, testing) as well as disease and drug regimen</p>	¥20mn/yr.
Medical data survey analysis	Provision of tailored reports in line with client's wishes	Avg. ¥3.5-4mn per survey

# Financial Results • Financial Statements

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# Q1 results by fiscal year, Q1 earnings by service

## ■ Q1 results by fiscal year



## ■ Q1 earnings by service

(Millions of Yen)	Data Network Service	Data Utilization Service	Other Service	All-company total
Sales YoY	321 -3.2%	1,053 +13.5%	157 +23.0%	1,532 +10.4%
Gross income YoY	47 -57.5%	907 +9.8%	130 +22.0%	1,085 +3.8%
Ordinary income YoY	—	—	—	20 -8.6%

# Sales breakdown by service, sales progress (cumulative)

(Millions of Yen)	FY2022				FY2023				FY2024				FY2025			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Data network service total sales	490	971	1,506	2,100	388	723	1,053	1,462	332	625	900	1,222	321			
Non-recurring	67	135	168	237	72	133	158	256	48	50	88	171	82			
Recurring	222	443	664	890	230	442	655	875	220	429	650	874	222			
Karteco	—	—	—	—	—	—	—	0	0	0	4	9	4			
New Business (Subsidiaries)※1	200	393	673	973	86	146	239	330	63	146	161	176	17			
Data utilization service total sales	1,020	1,885	2,821	4,003	1,022	2,007	3,030	4,434	928	1,904	2,836	4,168	1,053			
MDV analyzer	186	372	549	735	217	443	657	865	225	453	678	903	238			
Medical data survey analysis ※2	833	1,512	2,271	3,268	805	1,563	2,373	3,569	702	1,451	2,157	3,265	814			
Other service total sales	—	—	—	—	147	271	402	521	127	249	389	515	157			

※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	FY2022	FY2023	FY2024	FY2025 Q1
Net sales (Ymn)	6,104	6,419	5,906	1,532
Net sales growth (%)	7.6	5.2	-8.0	10.4
Operating income (Ymn)	1,758	1,770	3	17
Ordinary income (Ymn)	1,750	1,700	-509	20
Ordinary income margin (%)	28.7	26.5	-8.6	1.4
Net income attributable to owners of parent (Ymn)	870	979	-791	12
Net income per share (Y)	22.77	25.63	-20.73	0.33
Net assets (Ymn)	3,606	4,317	3,154	2,939
Total assets (Ymn)	4,897	6,221	4,749	4,767
Net assets per share (Y)	92.04	111.21	81.71	76.02
ROA (%)	34.0	30.6	-9.3	0.4
ROE (%)	24.2	25.2	-21.6	0.4
Equity-to-assent ratio (%)	71.8	68.3	65.1	60.4
CoGS (Ymn)	1,074	1,388	1,575	446
SG&A (Ymn)	3,271	3,260	4,327	1,068

※Per-share data adjusted for past stock splits.

# Sales breakdown, other indicators, cash flow statement

Sales breakdown (Ymn)	FY2022	FY2023	FY2024	FY2025 Q1
Data network services	2,100	1,462	1,222	321
Data utilization services	4,003	4,434	4,168	1,053
Other services	—	521	515	157

Other indicators	FY2022	FY2023	FY2024	FY2025 Q1
No. of hospitals with paid contracts for 'MDV Act'	—	638	689 ※	681 ※
No. of hospitals using 'EVE'	741	718	628 ※	595 ※
No. of hospitals using 'Medical Code'	233	207	197	193
No. of patients in MDV large-scale medical database (10,000)	4,232	4,600	5,029	5,153
No. of patients in insurer database (10,000)	1,797	2,102	2,379	2,487

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

Cash flow statement (Ymn)	FY2022	FY2023	FY2024
Cash and cash equivalents at beginning of period	3,202	2,264	3,218
CF from operating activities	910	1,616	-877
CF from investing activities	-868	-437	-592
CF from financing activities	-979	-225	-399
Net increase(decrease) in cash and cash equivalents	-937	953	-1,870
Cash and cash equivalents at end of period	2,264	3,218	1,347

# Balance sheet

Balance sheet (Ymn)	End-FY2022	End-FY2023	End-FY2024	FY2025 Q1
Current assets	3,524	4,662	3,111	3,168
Cash and deposits	2,264	3,218	1,347	1,540
Accounts receivable - trade, and contract assets	983	1,124	1,038	854
Raw materials	13	6	9	13
Other	265	318	729	771
Allowance for doubtful accounts	-2	-4	-13	-11
Non-current assets	1,372	1,558	1,637	1,598
Property, plant and equipment	137	158	238	229
Intangible assets	259	90	64	58
Investments and other assets	975	1,309	1,334	1,310
Total assets	4,897	6,221	4,749	4,767
Current liabilities	1,206	1,805	1,438	1,671
Accounts payable – trade	93	140	218	177
Income taxes payable	95	478	13	10
Contract liabilities	755	769	807	1,131
Other	262	417	398	352
Non-current liabilities	84	98	156	156
Asset retirement obligations	71	85	142	142
Other	12	12	13	13
Total liabilities	1,291	1,904	1,594	1,827
Shareholders' equity	3,535	4,285	3,092	2,859
Share capital	992	992	992	992
Capital surplus	1,838	1,838	1,838	1,838
Retained earnings	3,045	3,795	2,756	2,522
Treasury shares	-2,341	-2,341	-2,494	-2,494
Total accumulated other comprehensive income	-19	-37	0	18
Share acquisition rights	–	3	7	7
Non-controlling interests	90	65	53	53
Total net assets	3,606	4,317	3,154	2,939
Total liabilities and net assets	4,897	6,221	4,749	4,767

## Contacts

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

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