SMS Co., Ltd.
(Securities Code: 2175 / TSE1)

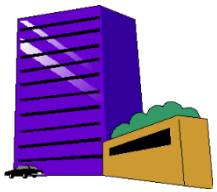
Additional Presentation Materials for acquisition of MIMS Group

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.



Pharmaceutical Companies

Publishing fee

・Listing in drug database

MIMS

・Drug database
・Healthcare news, educational contents

Healthcare Professionals (doctors, nurses, pharmacists)

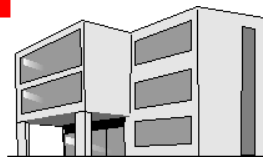
Service Provision Area: Singapore, China, Hong Kong, South Korea, India, Indonesia, Malaysia, Philippines, Thailand, Myanmar, Vietnam

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

MIMS

Usage fee

・Drug database
・Pharmaceutical checking tool
・Drug information (publishing)



Healthcare Institutions (hospitals, clinics, pharmacies)

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

Human resource services

介護の求人情報サイト カイゴジョブ http://www.kaigojob.com/

ナース専科 求人ナビ

福祉・介護業界専門の就職サイト カイゴジョブ 学生版

ナース専科 就職ナビ

Management support services

カイポケ

Online communities

栄養士の知恵が詰まったコミュニティ エイチエ

ケアマネドットコム

けあとも

ナース専科

じむコム

MIMS Group

MIMS

Brand value

Business relationship with pharmaceutical companies

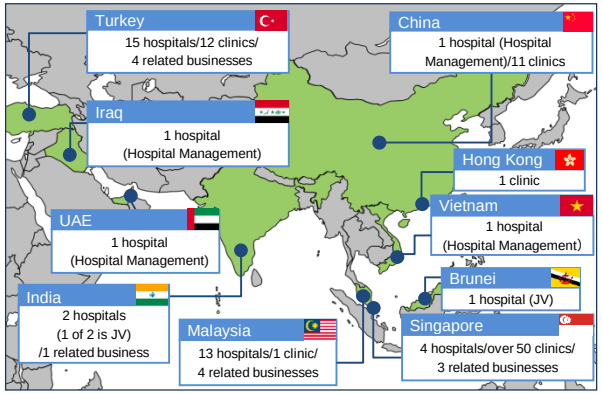
Membership base of healthcare professionals

Mitsui & Co., Ltd.

MITSUI&CO.

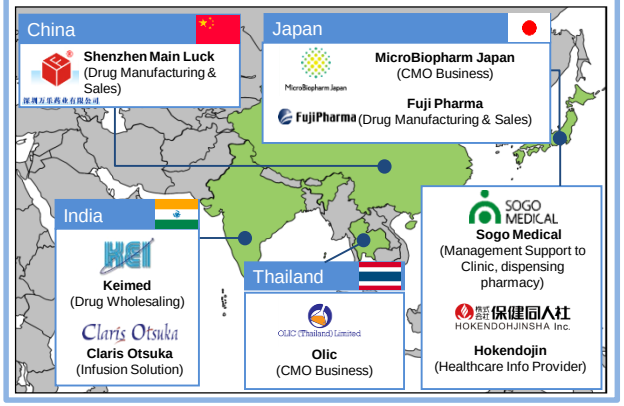
Medical/Healthcare Network in Asia

IHH Healthcare
(One of the Largest Private Healthcare Group in Asia)

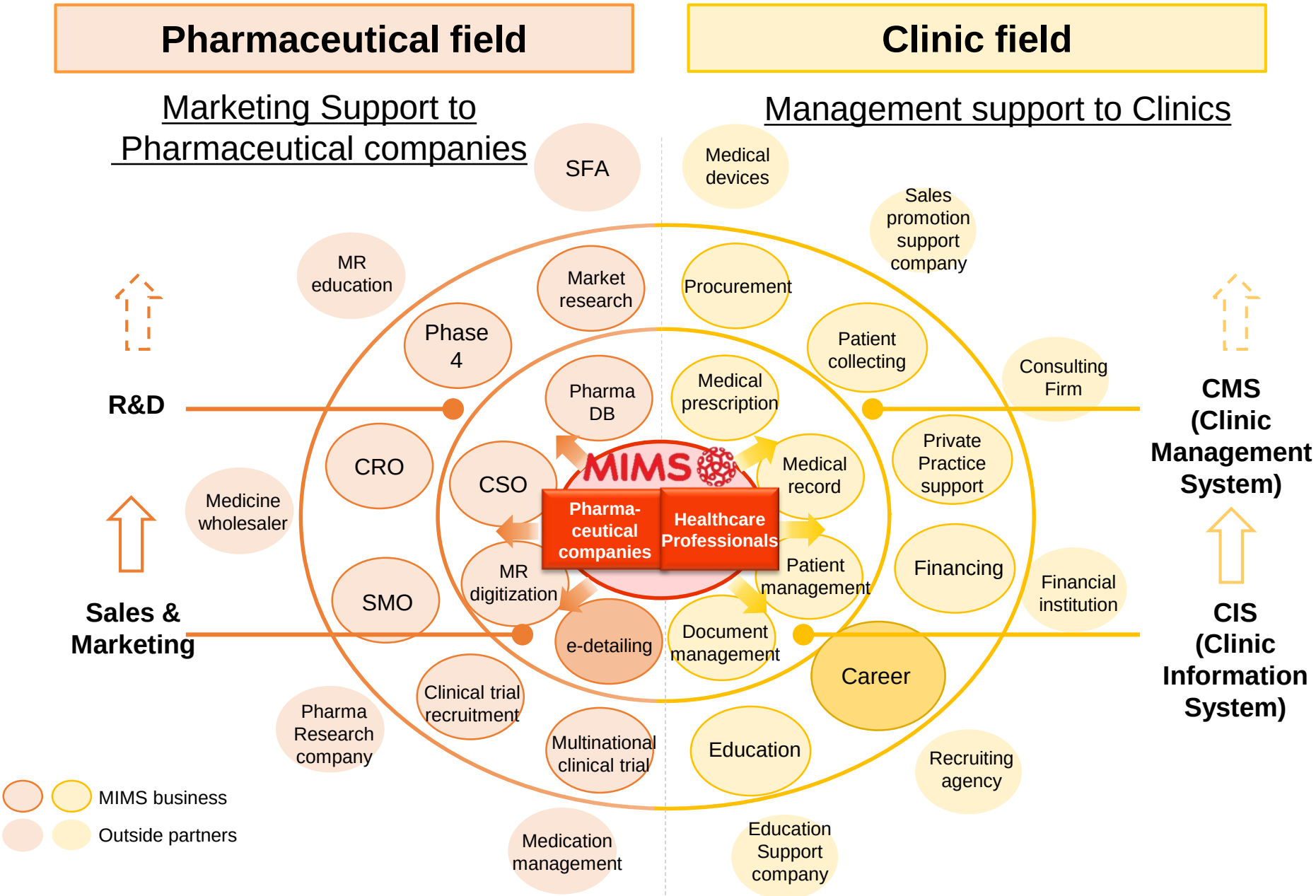


※Macedonia located in the Balkan Peninsula: 1 hospital

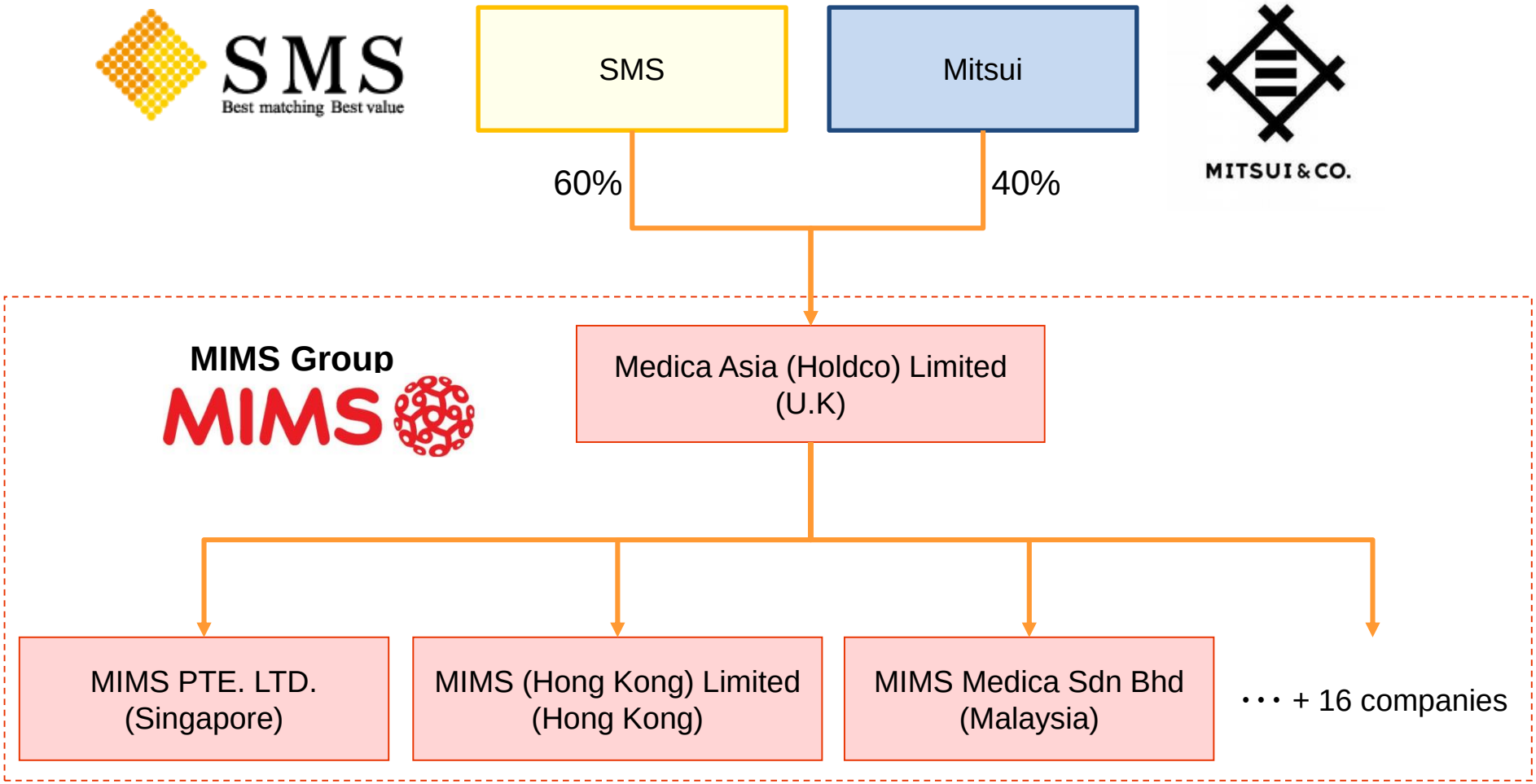
Hospital-related and Pharmaceutical Business



3. MIMS growth strategy



4. Investment Diagram



※ 19 companies covering 12 countries

5. MIMS Group Profile

MIMS Group
Business Territories

MIMS Group

Establishment	1963
Sales Amount	US$47.4 million（FY12/2014）
Employees	468（as of December 2014）
Business Territories	Singapore, China, Hong Kong, South Korea, India, Indonesia, Philippines, Thailand, Malaysia, Vietnam, Myanmar, Australia, New Zealand
Number of Members	1.7 million memberships (including 400 thousand doctors)

Caution on Forward-Looking Statements

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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