

November 20, 2014



## **News Release**

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To whom it may concern:

**CareNet signed the Business Partnership Agreement with Indegene with an aim to reinforce the solutions for pharmaceutical companies.**

Corporate name: CareNet, Inc.

Representative: Motoyasu Ohno

Title: President

(Code: 2150, listed in the Tokyo Stock Exchange Mothers)

We are pleased to announce that CareNet, Inc. (headquartered in Chiyoda-ku, Tokyo; President & CEO Motoyasu Ohno; <http://www.carenet.co.jp>) entered into the Business Partnership Agreement with Indegene Lifesystems Pvt. Ltd. (headquartered in Bangalore, India; CEO Manish Gupta; <http://www.indegene.com>; hereinafter “Indegene”).

### ■ Purpose of the Agreement

Nowadays, the environment surrounding pharmaceutical companies is changing significantly. Most of the drugs for lifestyle related disease are going off-patent while the pharmaceutical companies are overloaded with highly-specialized drugs such as Orphan Drugs (OD). Also, because of the tightening of regulations such as the restriction of visitation to medical institutions, the prohibition of business entertainment, etc., the MRs are losing opportunities for visiting physicians. As a consequence, the pharmaceutical companies started to seek the new media for communicating with the physicians by offering the quality informative contents, mobilizing the human resources with expertise into sales activities and using alternate methods to contact physicians other than visitation.

By entering into the foresaid Business Partnership Agreement, we are confident that we may offer diversified solutions in order to tackle with a variety of issues faced by pharmaceutical companies. Indegene's comprehensive MCM (Multi Channel Marketing) solutions will be offered via our sales network to solve challenges around physician engagement, MR education and patient support. With regard to the design of contents, the quality medical contents attracting the physicians are offered swiftly at low prices for pharmaceutical companies by

combining our knowhow in the design of medical contents with Indegene's ability to design the specialized contents.

Furthermore, from now on, we are going to cooperate with Indegene in the development of new solutions to respond to the pharmaceutical companies' needs in a more finely-tuned manner.

#### ■ About Indegene Lifesystems Pvt. Ltd.

Indegene is a leading provider of Clinical, Commercial and Marketing solutions to global pharmaceutical and healthcare organizations. Indegene partners with clients to drive both productivity and revenues by optimizing cost; enhancing R&D agility and improving sales and marketing effectiveness. Indegene also applies deep scientific knowledge, proprietary technology, and a client-centric approach to drive transformational initiatives. With offices in US, UK, China, India, and Australia, Indegene can partner widely with global pharmaceutical and healthcare organizations.

#### ■ About CareNet, Inc.

CareNet has more than 120,000 physician members and runs its portal site, CareNet.com (<https://www.carenet.com/>), which provides practical and useful information to such physicians and healthcare professionals. By taking advantage of such members, CareNet is engaged in providing the services in Japan which support the sales and marketing activities of pharmaceutical companies in Japan. CareNet also has more than 18 years experience in production of medical contents.

#### ■ Future prospects

The influence brought by the business partnership on our business performance during the current term is expected to be insignificant. From now on, we are ready to swiftly disclose the data as soon as any significant influence is expected to occur on our business performance.

#### ■ Corporate profile of Indegene

Corporate name: Indegene Lifesystems Pvt. Ltd.

Headquartered in: Bangalore, India

CEO: Manish Gupta

Founded in: 1997

Business places: Indegene has offices in 14 countries including US, UK, China, India, and Australia.

If you become a registered member at the following website, you will receive the information on this release as well as future seminars. Please feel free to use that.

<http://www.carenet.co.jp/info/event/>

■ If you have any inquiries about this release, please contact the following department.

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