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Menicon Co., Ltd.

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Securities Code: 7780

TSE, 1st section, NSE, 1st section

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Daily Disposable Color Contact Lens “1DAY FRUTTIE”

Launch in China following Japan

Menicon Co., Ltd. (Menicon) hereby announces that daily disposable color contact lenses “1DAY FRUTTIE,” which had already been marketed in Japan, would be launched in the continental region of China from October 2020, through the local agencies in China.

For details, please refer to the follows.

End.

Daily Disposable Color Contact Lens “1DAY FRUTTIE”

Launch in China following Japan

Menicon Co., Ltd. (Headquarters: 21-19, Aoi 3, Naka-ku, Nagoya; Hidenari Tanaka, CEO) announced that daily disposable color contact lenses “1DAY FRUTTIE,” which had already been marketed in Japan, would be launched in the continental region of China from October 2020, through the local agencies in China. Menicon will introduce color contact lenses in China for the first time.

The retail market for disposable lenses, including daily disposable and frequent replacement contact lenses, is about 150 billion yen with an average annual growth rate of 15% in the continental region of China. In this market with a remarkable growth, the popularity of color contact lenses is markedly high, particularly among young users. It is believed that the color contact lenses have already accounted for 50% of the retail market for disposable lenses. (Both data are calculated from the survey in the second half of 2019 by Euromonitor, a British market research firm. The market size is for 2019, partially converted to JPY. The annual growth rate (CAGR) is for the period of 2019 to 2023.). Adding a design lineup for the Chinese market to the circle lenses “1DAY FRUTTIE” launched in Japan last month, we will sell color contact lenses, including circle lenses, with the product name “Guo zhi tong,” in the continental region of China.

The brand concept of “Guo zhi tong” is “energetic and fresh eyes,” the same as that of “1DAY FRUTTIE” sold in Japan, with the image of round, lovely, and fresh fruit-like eyes. Also, considering that people in China tend to markedly change their way of makeup between weekdays and holidays, we will launch five types of products, adding the colors exclusive to China “Blue Berry” and “Lime Green” to three colors of the circle lenses “Sweet Berry,” “Bright Orange,” and “Glossy Cherry” sold in Japan.

“Guo zhi tong” is characterized by “3-tone gradation” in which three colors overlap each other. For the colors of the products also sold in Japan, we emphasized “large eyes” that fit naturally; and for the colors exclusive to China, we have added a lineup that creates “more gorgeous eyes,” preferred for holidays by people in China. These products are carefully designed for eyes so that the colored area of contact lenses does not come into direct contact with the eyes because of the sandwich structure; they have an ultraviolet (UV) ray cutting function; and a high-moisture material is used to achieve a comfortable sense of wearing.

1. Features of circle lenses for China, “Guo zhi tong”

(1) 3-tone gradation

We use 3-tone gradation that will energize your eyes and your everyday life. The three colors overlap each other to create natural big eyes while creating a soft, natural, and glossy atmosphere.

(2) These lenses protect eyes with the UV cut function, which reduces the effects of UV rays that may cause eye disorders.



UV-A wave: Cut rate 50%

UV-B wave: Cut rate 95% (when measured with a -3.00D lens)

- (3) The lenses contain a high-moisture material with water content of 58%. They are soft and comfortable to wear, and fit nicely into the eyes.



- (4) The lens storage solution contains “MPC polymer,” a macromolecule moisturizing ingredient, to gently enclose the lenses. Thus, you can comfortably wear contact lenses with moisture retained throughout the day.



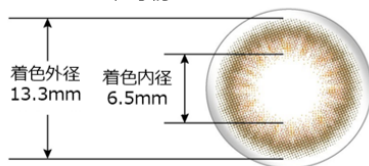
- (5) The sandwich structure covers the colored area containing the pigment and prevents the area from coming in direct contact with the eyes.



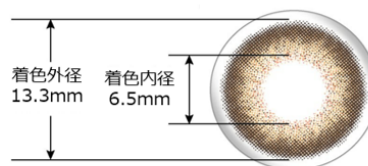
2. Five color variations



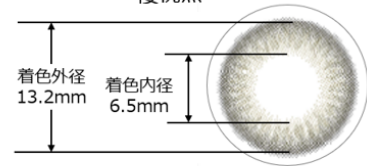
草莓粉



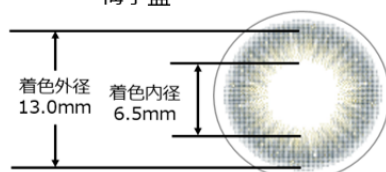
亮橙橘



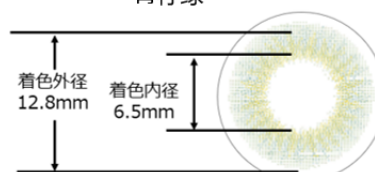
樱桃黑



梅子蓝



青柠绿



Limited color for China

Limited color for China

3. Prodi

Medical device approval number	国械注许 20173220356
Number of lenses	10 lenses/box
Water content	58%
UV protection	UV-A wave: Cut rate 50%; UV-B wave: Cut rate 95% (–3.00D)
Base curve (mm)	8.70
Lens diameter (mm)	14.2
Spherical power (D)	±0.00D, –0.25D–6.00D (–0.25 steps) 6.50D–10.00D (–0.50 steps)

4. Sales promotion “Guo zhi tong” for China

Similar to Japan, we will promote our products with our image character Niki.

◆ Domestic “1DAY FRUTTIE” brand site

https://www.menicon.co.jp/products/lense/1day_fruttie/

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