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Menicon Co., Ltd.

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Securities Code: 7780

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**Launch of the “Menicon Bloom™” Treatment Plan for Myopia Control  
in the United Kingdom, France, Spain, Italy, Austria, Australia, and Singapore**

Menicon Co., Ltd. (“the Company”) hereby announces the launch of “Menicon Bloom™”, a holistic treatment plan for myopia control in seven additional markets worldwide together with a marketing campaign titled “See Their Imagination Bloom”.

For details, please refer to the followings.

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## **Menicon Announces the Launch of the “Menicon Bloom™” Treatment Plan for Myopia Control in the United Kingdom, France, Spain, Italy, Austria, Australia, and Singapore**

*The launch demonstrates the company’s continued commitment to offering on-label, approved products specifically for myopia control management to patients and eye care practitioners worldwide.*

Menicon Co., Ltd. **is pleased to announce the launch of Menicon Bloom™, a holistic treatment plan for myopia control in seven additional markets worldwide** together with a powerful and impressive marketing campaign titled “See Their Imagination Bloom”.

Myopia, also known as near- or short-sightedness, is a common refractive error and one of the major causes of vision impairment worldwide. It affects approximately 30% of the world’s population and its prevalence has been forecast to affect about 50% of the world’s population by 2050. The prevalence of myopia in young adolescents has been increasing in recent decades to about 30% in industrialized societies of the West and epidemic levels of over 90% in some parts of Far East Asia. Globally, it is recognized as a significant public health concern associated with increased ocular-related morbidity and considerable healthcare costs.

Concerned with the growing incidence of myopia and its health consequences worldwide, Menicon Co., Ltd. has developed Menicon Bloom™, a comprehensive treatment plan for childhood myopia that features two contact lenses that are CE-approved specifically for myopia control: Menicon Bloom Night™, a specially designed orthokeratology contact lens, and Menicon Bloom Day™, an extended depth of focus soft daily disposable contact lens. Combined with specially formulated Menicon Bloom™ lens care solutions, state-of-the-art fitting software and an innovative Menicon Bloom™ app, this holistic treatment plan helps slow down the progression of childhood myopia while providing all the tools for a successful myopia journey.



Menicon Bloom™ was first introduced in the Netherlands in 2019. With this additional release, Menicon will launch across the United Kingdom, France, Spain, Italy, Austria, Australia, and Singapore starting March 2022. The launch demonstrates the company's continued commitment to offering on-label, approved products specifically for myopia control management to patients and eye care practitioners worldwide.

The launch is being enhanced with an exciting marketing campaign titled “**See Their Imagination Bloom**” to raise awareness of childhood myopia and its possible treatment options. With a rich and vibrant visual world of imagination, the campaign aims to make it reassuringly easy for parents and eye care professionals around the world to incorporate the Menicon Bloom™ treatment plan into children's daily routines.

SEE THEIR  
IMAGINATION  
BLOOM

Menicon  
BLOOM™

Please contact your local Menicon representative to get more information on the availability of Menicon Bloom™ in your country.

### **About Menicon Co. Ltd.**

Menicon Co., Ltd. (7780: Tokyo), founded by Mr. Kyoichi Tanaka in 1951, is Japan's first and largest contact lens manufacturer, and is represented in over 80 countries. Menicon is a manufacturer dedicated to all areas of soft and gas-permeable contact lens-related businesses including manufacturing, sales, export and import of contact lenses and other medical goods; manufacturing and sales of medical instruments; sales of medical supplies; and research and development of intraocular lenses. For more information, please visit: <https://www.menicon.com/>