

April 1, 2022

Menicon Co., Ltd.

President and CEO: Hidenari Tanaka

Securities Code: 7780

TSE, 1st section, NSE, 1st section

Contact:

Motonari Watanabe

Senior Executive Officer,

Corporate Management, CFO

Phone: +81-52-935-1646

Launch of “Miru 1day UpSide toric” in Europe

Menicon Co., Ltd. hereby announces the launch of “Miru 1day UpSide toric”, a silicon-hydrogel daily disposable contact lens for users with astigmatism, in Europe from April 1, 2022.

For details, please refer to the follows.

End

Announcement of the launch of Miru 1day UpSide toric in Europe

Menicon Co., Ltd. is pleased to announce the launch of [Miru 1day UpSide toric](#) in Europe, a daily disposable contact lens for users with astigmatism.



In Europe, the Miru 1day UpSide family of products with Smart Touch™ technology has been used by many satisfied customers since the launch of the spherical lens in 2018 and of the multifocal lens in 2020. With the launch of the toric lens, the Miru 1day UpSide family of products now includes spherical, multifocal, and toric lenses.

It has been found that approximately 47% of people who need vision correction have astigmatism in at least one eye¹. However, the share of toric lenses in soft contact lens prescriptions is only 32% worldwide². If astigmatism is left untreated, the visual function of a person's eye may deteriorate further, causing discomfort and dissatisfaction, and may also result in eye strain, headaches, and stiff shoulders³.

On the other hand, the overall drop-out rate in new toric wearers is higher than in spherical lens wearers⁴. Discontinuation in toric lens wear could be due to increased likelihood of visual problems related to rotational stability and so on⁵.

In response to these issues, UpSide toric has the following features that are based on Menicon's original technology.

(1) Enhanced Visiostable Design™ for greater stability

Visiostable Design™ used in Miru 1month Menicon toric, which takes into account the shape

of the eye, has been further developed. Enhanced Visiostable Design™ is more stable, comfortable to wear, and gentle on the eyes. Also, it naturally orientates the lens on eye no matter which way it is applied.

(2) Smart Touch™ for easy handling and cleanliness

The product comes in a package that enables the user to take out the lens without requiring to check which side is the front or back and without touching the inner surface of the lens. Users will find it easy to apply the lens onto their eyes. Therefore, the product meets the requirement of the increasing hygiene awareness of people amid the COVID-19 pandemic.

(3) Materials for Comfortable Wear

These lenses are made from the latest Menicon materials that are common to the UpSide family of products, and have excellent oxygen permeability, high water content, and softness.

In general, prescribing toric lenses requires more experience and time than prescribing spherical lenses. Therefore, Menicon offers a free online [Menicon toric calculator](#) to assist eye care practitioners in selecting the optimum UpSide toric lenses.

We hope that this daily disposable contact lens that encapsulates Menicon's ethos will contribute to a better lifestyle for many users.

References

- 1 Young G, et al.: Eye Contact Lens 37(1): 20-25, 2011
- 2 Morgan PB, et al.: Contact Lens SPECTRUM 37: 32-38, 2022
- 3 Higuchi H: Journal of the Eye 38(7): 783-790, 2021 [Japanese]
- 4 Sulley A, et al.: Eye Contact Lens 44 Suppl 1:S273-S282, 2018
- 5 Tan J, et al.; Optom Vis Sci 84(5): 422-428, 2007

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/>