

May 22, 2023

Menicon Co., Ltd.

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Announcement of launch of “Miru 3C PLAN”
flat-rate contact lens subscription system at Menicon’s direct sales stores

Menicon Co., Ltd. (“the Company”) providing the “MELS PLAN” service to enable safe use of our contact lenses at a flat monthly fee at our direct sales stores Menicon Miru and Miru⁺. The Company are pleased to announce that it will launch the “Miru 3C PLAN” service to provide contact lenses other than the Company’s products at a flat monthly fee from May 22, 2023.

For details, please refer to the followings.

End

News Release

May 22, 2023

**“More fun to the selection of contact lenses.
Joy to the daily life of customers.”
Menicon will launch the “Miru 3C PLAN”
flat-rate contact lens subscription system !**

Miru 3C PLAN

Menicon Co., Ltd. (head office: 21-19 Aoi 3, Naka-ku, Nagoya, Japan; President and COO: Koji Kawaura) will start the “Miru 3C PLAN”, a flat-rate contact lens subscription system, at Menicon Miru and Miru+ stores nationwide on May 22, 2023.

The Menicon Miru and Miru+, direct sales stores of Menicon providing the “MELS PLAN” system to enable safe use of Menicon’s contact lenses at a flat monthly fee, will now launch the “Miru 3C PLAN” system to provide contact lenses other than Menicon’s products at a flat monthly fee.

The “Miru 3C PLAN” offers contact lenses carefully selected by Miru stores. Customers can select contact lenses that suit them from among a wide range of designs and powers. They can also receive contact lenses at home via a direct delivery service (Courier Service).

The Menicon Miru and Miru+ stores will thus offer two flat-rate contact lens subscription systems, “MELS PLAN” and “Miru 3C PLAN.”

All the Menicon Miru and Miru+ stores are committed to providing customers with a comfortable life with contact lenses and helping them live exciting daily life. By introducing the “Miru 3C PLAN” and staying close to each customer’s lifestyle and needs, we will continue to provide “more fun to the selection of contact lenses and joy to the daily life of customers.”

Miru 3C PLAN Main Product Lineup

They are available from 1,980 yen per month for both eyes (consumption tax included). The flat rate subscription system supports customers without additional fees.

Contact lenses that suit each customer's needs can be selected from among the popular products of various manufacturers.

The rich product lineup includes color and bifocal contact lenses.

Special selection of contact lenses You can select from a wide variety of contact lenses!

Main Contact Lens Lineup		
 <p>1DAY</p> <p>クーパービジョン プロクリア®ワンデー</p> <p>医療機器承認番号：22000BZX01462000</p>	 <p>1DAY</p> <p>クーパービジョン マイデイ®</p> <p>医療機器承認番号：22700BZX00920000</p>	 <p>1DAY</p> <p>アルコン デイリーストータルワン®</p> <p>医療機器承認番号：22400BZX00407000</p>
 <p>1DAY カラコン</p> <p>シード アイコフレワンデー-UV M<全4色></p> <p>医療機器承認番号：23000BZX00077000</p>	 <p>1DAY カラコン</p> <p>アルコン フレッシュルック® デイリーズ®イルミネート® <全5色></p> <p>医療機器承認番号：21000BZY00068000</p>	 <p>1DAY 遠近両用</p> <p>シード 1dayPure マルチステージ</p> <p>医療機器承認番号：22100BZX00759000</p>
 <p>2WEEK</p> <p>シード 2WeekPure うるおいプラス</p> <p>医療機器承認番号：22500BZX00276000</p>	 <p>2WEEK</p> <p>アルコン エアオプティクス®プラスハイドラグライド®</p> <p>医療機器承認番号：22800BZX00370000</p>	 <p>2WEEK</p> <p>クーパービジョン バイオフィニティ®</p> <p>医療機器承認番号：22200BZX00714A01</p>

*Many other products are available for the Miru 3C PLAN.

*Please note that the applicable products are subject to change without notice.

Merits of Miru 3C PLAN

The budget-friendly flat rate subscription system requires no additional fee. It is also safe and secure for your eyes, as you will no longer have to worry about lens costs and use them beyond the allotted usage period.

If your contact lenses run out earlier owing to issues such as loss and damage, additional contact lenses will be provided.

If the contact lenses have unremovable scratches and dirt, do not use them as they are; use new, clean contact lenses.

We look forward to serving you with a reliable nationwide service network.

MERIT 01

Reasonable monthly fee.

The Miru 3C PLAN is a service to help you use the contact lenses safely. The PLAN offers a reasonable monthly fee for use of the contact lenses.

*The monthly fee may differ depending on the type of contact lenses.



MERIT 02

Products can be exchanged at any time.

If the contact lenses no longer fit your eyes due to your physical growth or change in lifestyle, you can exchange it for suitable products with suitable power according to the instruction of your ophthalmologist.

*The contact lenses can be exchanged even after the package has been opened and partially used.



MERIT 03

If you feel any discomfort, you can exchange your contact lenses for new ones.

The contact lenses may be dirty or damaged during use. In the Miru 3C PLAN, new contact lenses will be provided if you feel a gritty sensation or discomfort with the lenses even before the expiration period of use. Of course, no additional fee is required.



MERIT 04

High quality selection.

The Miru 3C PLAN offers a high quality lineup of contact lenses produced by leading manufacturers. You can select contact lenses that best suit you from among them.



<Miru 3C PLAN membership process>



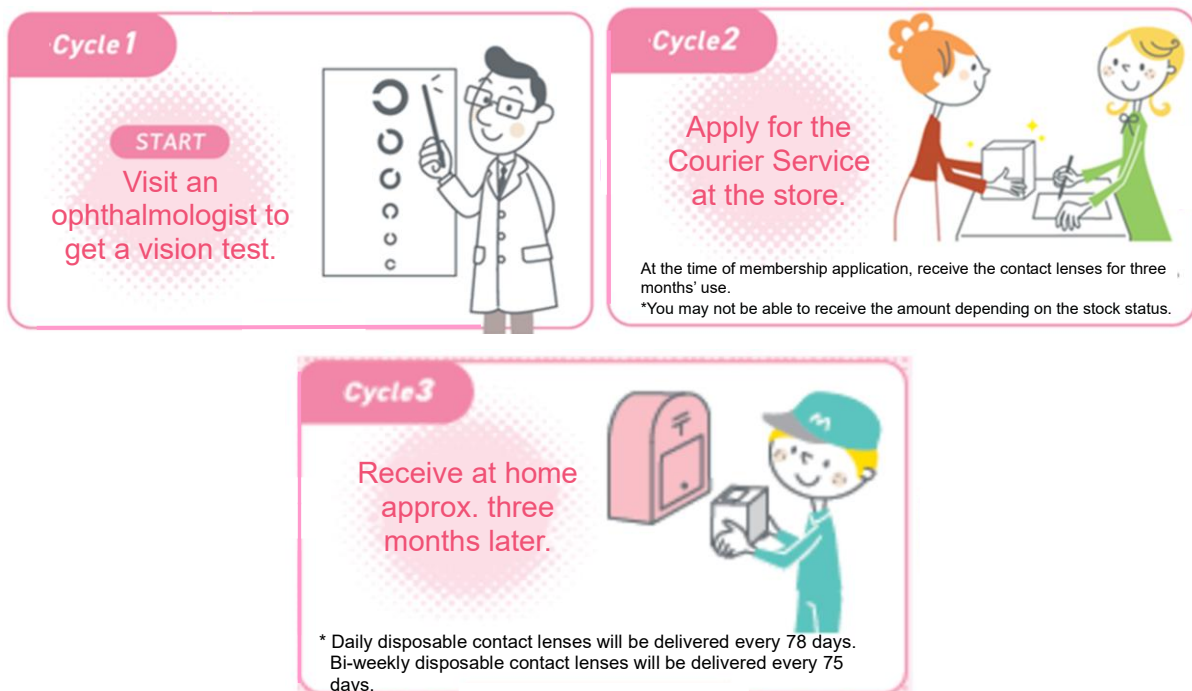
About the Miru 3C PLAN delivery system “Courier Service”

The Courier Service is a member-only service that delivers Miru 3C PLAN contact lenses to your home regularly free of charge.

Prescription by an ophthalmologist: You can regularly receive contact lenses that suit your eyes safely.

Approx. tri-monthly regular delivery: You can always keep your contact lenses at hand without worry.

Notice of delivery via SNS: You can receive prior notice of the delivery of contact lenses.



<Miru 3C PLAN Website>

<https://www.menicon-shop.jp/miru-group/miru-teigaku.html>