



Santen and Japan Blind Football Association (JBFA) Enter Partnership

March 16, 2017, Osaka and Tokyo, Japan - Santen Pharmaceutical Co., Ltd. (Osaka, Japan; President and CEO: Akira Kurokawa; hereinafter “Santen”) and the Japan Blind Football Association (Tokyo, Japan; Chairperson: Misako Kamamoto; hereinafter “JBFA”) announced that Santen and JBFA entered into a partnership agreement for about two years, effective March 15, 2017.

Santen enters this partnership agreement sharing JBFA's vision: “Through blind football, we hope to create a unified, borderless society for all” and its mission: “We strive to contribute life enjoyment for all the people involved in blind football.” Santen supports JBFA's activities as part of its Corporate Social Responsibility (CSR) activities, by serving as a sponsor for the Japan Blind Football ^{*1} national team, as a partner of the “Spo-iku”^{*2} program, and as a partner of “Kids Camp (Kansai Region)”^{*3}.

As a specialized company dedicated to the ophthalmic field, Santen seeks to contribute to the well-being of patients, their loved ones and consequently to society according to Santen's Values. Based on these values, Santen aims to support, through the sport of blind football, the dreams and aspirations of all people, including players with visual impairment, their families and supporters, and also children with visual impairment interested in sports. Santen also aims to contribute to people with visual impairment and patients with ophthalmic diseases by supporting JBFA activities, thereby raising awareness of eyes in society.

Based on this partnership, JBFA aims to provide Japan's national team with increased opportunities for overseas matches and for training camps in Japan, thereby improving the players' skills and chances of winning a medal in the 2020 Tokyo Paralympics. Furthermore, through “Kids Camp,” JBFA seeks to promote understanding of people with disabilities by finding children with visual impairment in the Kansai Region and providing them with training in blind football, as well as by conducting diversity awareness activities through “Spo-iku,” thereby improving the environment surrounding the visually impaired. This is the first time JBFA has concluded an agreement with a sponsor engaged in business mainly in the Kansai Region. JBFA hopes this agreement will be a good start for expanding its efforts not only in the Kansai Region but also nationwide.

Both Santen and JBFA seek to contribute to creating a society where people, with or without visual impairment, find added fulfillment in their lives, and raising awareness of eyes in society, thereby enhancing people's Quality of Life (QOL). The details of future activities of JBFA based on this agreement and the details of Santen's participations in volunteer activities for "Spo-iku" and "Kids Camp" will be presented on the official websites of Santen and JBFA.

<Reference>

*¹ About Blind football

An official Paralympic sport since 2004, blind football is played by four players wearing blindfold and one goalkeeper, guided by the sound of the rolling ball and the voices of players and a guide. In Japan, blindfolded people with normal sight¹ are able to play blind football together with visually impaired people. Only players with a B1 level visual impairment (defined as no vision up to light perception) are able to play in official international matches. The blind football population in Japan, including that of low vision futsal, is about 450.



¹ People without visual impairment. Although such people may have had visual correction due to nearsightedness, farsightedness or presbyopia, they are defined as having normal sight so long as their corrected vision is sufficient to lead a normal life.

*² About Spo-iku

"Spo-iku" is a diversity education program for schools, designed to teach the importance of communications and respect for individual personalities among children through interactions with people with visual impairment and experience of playing sports blindfolded. Since the start of this program in the autumn of 2012 through to February 2017, a total of 2,210 events with 98,370 participants were held. Since last year, this program has also been held in the Kansai area. Santen aims to support as a sponsor by financial supporting and employees' participation in volunteer activities



*³ About the Kids Camp

Kids Camp provides an opportunity for children with visual impairment to experience sports and to enjoy sports on a daily basis on occasions other than through the school curriculum. It also serves as an opportunity to discover and develop children with visual impairment aspiring to become blind football players. Launched in 2013, Kids Camp has now been held annually since 2015 in the Kansai area. Santen aims to support as a sponsor by financial supporting and employees' participation in volunteer activities



About Santen

As a specialty company dedicated to the ophthalmic field, Santen carries out research, development, sales, and marketing of pharmaceuticals. Santen is the market leader in Japan for prescription ophthalmic pharmaceuticals and sells products in over 50 countries worldwide. As a leading company in the field of ophthalmology, Santen aims to contribute to society by supplying valuable products and services to satisfy unmet medical needs. For more details, please see Santen's website (www.santen.com).

About JBFA

JBFA upholds the vision: "Through blind football, we hope to create a unified, borderless society for all," and supports the training of the JBFA national team and the development of players, as well as promotional activities including diversity awareness campaigns.

For details, see <http://www.b-soccer.jp/>

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