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Menicon Co., Ltd.
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Securities Code: 7780
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Menicon Announces the Addition of Menicon Bloom™ Day to Complement its Menicon Bloom™ Myopia Control Management System

Menicon Co., Ltd. is pleased to announce, the addition of Menicon Bloom™ Day to complement its Menicon Bloom™ Myopia Control Management System.

In addition to the Menicon Bloom™ Night orthokeratology contact lens for myopia control in Europe, this product introduction will expand variation of our products and capable of satisfying a wide range of needs of those who need treatment for myopia control.

For more information, please refer to the attached press release.

End.

Menicon Announces the Addition of Menicon Bloom™ Day to Complement its Menicon Bloom™ Myopia Control Management System

With this addition, Menicon is the only company in the world offering both orthokeratology and soft contact lens devices specifically approved for myopia control in Europe

NAGOYA, Japan, ** October 2019 – Menicon Co., Ltd announces it has entered into a definitive agreement with Visioneering Technologies, Inc (VTI) to market and sell VTI's NaturalVue® MF contact lenses in Europe. NaturalVue® MF (etafilcon A) center-distance multifocal daily disposable soft (hydrophilic) contact lenses are indicated for daily wear for the correction of refractive myopia and myopia progression control in non-aphakic persons with non-diseased eyes in powers up to -12 diopters and will be commercialized by Menicon in Europe as **Menicon Bloom™ Day** under the **Menicon Bloom™ Myopia Control Management System**.

The above announcement shortly follows the recent launch of **Menicon Bloom™ Myopia Control Management System** in the Netherlands last June, which featured the initial introduction of **Menicon Bloom™ Night**, the first and only CE-approved orthokeratology contact lens in Europe for myopia control. With the addition of **Menicon Bloom™ Day** to **Menicon Bloom™ Myopia Control Management System**, Menicon is the only company in the world offering both orthokeratology and soft contact lens devices specifically approved for myopia control in Europe and demonstrates the company's continued commitment to the field of myopia control. Full launch of **Menicon Bloom™ Myopia Control Management System** will be expected in major European markets throughout 2020.

Dr. Hidenari Tanaka, CEO, Menicon Co., Ltd., commented: "We are delighted with the addition of VTI's NaturalVue® MF daily disposable contact lenses to our **Menicon Bloom™ Myopia Control Management System**. We are committed to building a strong and flexible product portfolio within our **Menicon Bloom™ Myopia Control Management System** in order to offer eye care professionals worldwide a wide range of on-label, approved treatment options for myopia control. We believe the increasing levels of myopia reported

across the world requires a comprehensive and educated response and we have identified this as a major initiative within our development programs."

* "Bloom", "Bloom Night" and "Bloom Day" are trademarks of Menicon Co., Ltd.

About Menicon:

Menicon Co., Ltd. (7780: Tokyo), founded by Mr. Kyoichi Tanaka in 1951, is Japan's first and largest contact lens manufacturer, and now is represented in over 30 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, visit: www.menicon.com.

About Visioneering

Visioneering Technologies Inc. (ASX: VTI) is an innovative eye care company committed to redefining vision. Since its founding in 2008, Visioneering has brought together clinical, marketing, engineering, manufacturing and regulatory leaders from top vision care businesses to provide new solutions for presbyopia, myopia and astigmatism. Headquartered in the US, Visioneering designs, manufactures, sells and distributes contact lenses. Its flagship product is the NaturalVue® MF daily disposable contact lens, and VTI has expanded its portfolio of technologies to address a range of eye care issues. The company has grown operations across the United States, Australia and Europe and is expanding into Asia with a focus on markets with high rates of myopia.
To learn more, please visit: www.vtivision.com