

May 21, 2021

Menicon Co., Ltd.

President and CEO: Hidenari Tanaka

Securities Code: 7780

TSE, 1st section, NSE, 1st section

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Daily Disposable Circle Lens “1DAY Menicon Rei”

Launch in Japan

Menicon Co., Ltd. (Menicon) hereby announces that Menicon launches daily disposable circle lens, “1DAY Menicon Rei” in Japan from May 21, 2021, through MELS Plan member shops nationwide. “Menicon Rei” is a special product for the flat-rate system “MELS Plan”. For details, please refer to the follows.

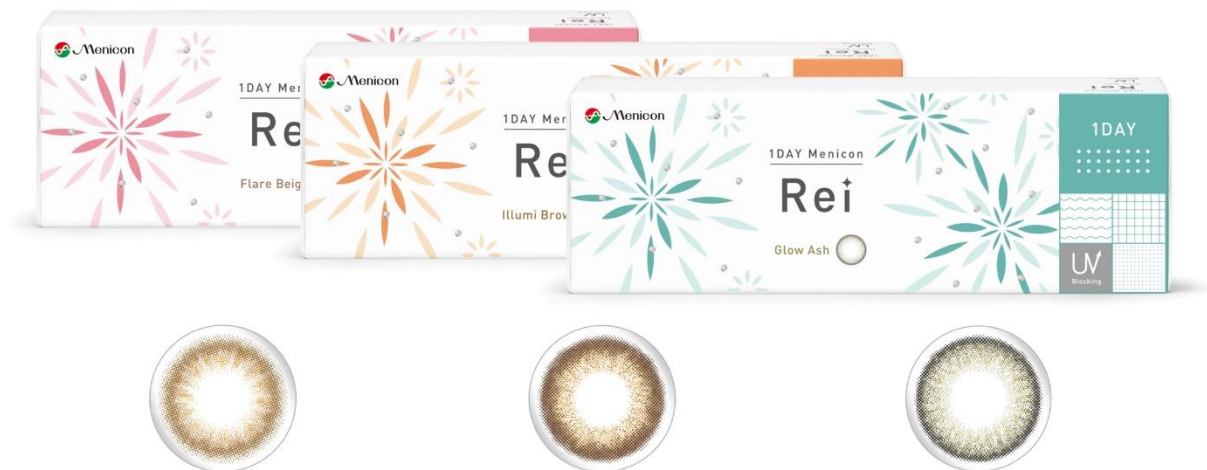
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News Release

May 21, 2021

Daily disposable circle lens promoted by Minami Hamabe

1DAY Menicon Rei, new lineup for MELS PLAN!



Menicon Co., Ltd. (Headquarters: 21-19, Aoi 3-chome, Naka-ku, Nagoya City; President & CEO: Hidenari Tanaka) will release daily disposable circle lens, “1DAY Menicon Rei” at MELS PLAN member shops nationwide from Friday, May 21, 2021.

“1DAY Menicon Rei’s” three color variations make the eyes appear naturally larger with the gradation of three tones of colors overlapping each other. The lenses produce “radiant eyes” according to each color variation.

These three colors are “Flare Beige” producing natural radiant eyes, “Illumi Brown” producing dynamic radiant eyes, and “Glow Ash” producing chic radiant eyes. Since users can freely choose any combination of these three colors using the flat-rate system of MELS PLAN, they can choose the color of their lens according to the feel, makeup, or outfit of the day.*1

*1 Users can decide the combination of colors on a box basis and receive them in MELS PLAN.

Our circle lens series “Rei” have been used as two-week disposable contact lenses since their release in 2014. Now, daily disposable type lenses are available, which enables our customers to choose products according to their needs.

Since users pay a fixed amount for the MELS PLAN every month, they do not have to worry about the cost, which may otherwise be high due to the daily usage of circle lenses. Also, when users change lenses due to certain issues, such as a stained lens, they can receive the next month’s lenses

early, and thus safely use new lenses to ensure good eye health.

Minami Hamabe promotes three attractive characteristics according to the different aspects of three types of lenses.

1. Lens color variations

- (1) Flare Beige
- (2) Illumi Brown
- (3) Glow Ash

2. Features

- (1) 3-tone gradation

The three colors overlap each other and produce natural large and radiant eyes.

- (2) The UV cut function will protect eyes by reducing the effects of UV rays that cause eye disorders.



UV-A waves: decreased by 50%

UV-B waves: decreased by 95% (when measured with a -3.00D lens)

- (3) High moisture content material in 58% of the lens, makes it soft and helps users comfortably wear the lenses.

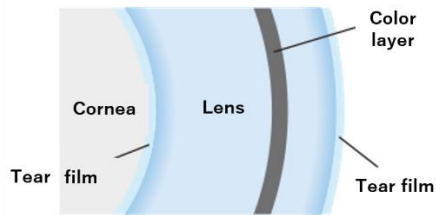


- (4) The lenses enveloped by “MPC^{*2} polymer”, a high molecular moisturizing ingredient that is mixed in the lens solution, keep their moisture all day long. Thus, users can comfortably wear the lenses.

^{*2} MPC: methacryloyloxyethyl phosphorylcholine



- (5) The colored part of the lens containing pigment does not directly come in contact with the eyes because of its sandwich structure.



3. Product information

Product outline

Brand name	Rei 1DAY
Generic name	Single-use colored contact lenses for vision correction
Period of use	Daily disposable/daily wear type
Medical device approval No.	22800BZI00037A24
Water content	58%
UV-cut	UV-A waves: decreased by 50%; UV-B waves: decreased by 95% (-3.00D)
Soft contact lens classification	Group IV
Base curve (mm)	8.70
Lens diameter (mm)	14.2
Sphere (D)	0.00 to -6.00 (0.25D increments), -6.50 to -10.00 (0.50D increments)

4. Sales and promotion

“1DAY Menicon Rei” will be released as a special product for the fixed amount system MELS PLAN at MELS PLAN member shops nationwide.

(MELS PLAN: New member fee for 3,300 yen, monthly fee [both eyes] for 5,500 yen. *The amount includes tax.)

Behind the scenes video of Minami Hamabe promoting this product is now available on our brand site.

◆ "1DAY Menicon Rei" brand site

https://www.menicon.co.jp/products/lense/1day_rei/

◆ Currently, we are carrying out a spring start campaign for 1DAY MELS.

Since it is very popular, we will start a summer start campaign for 1DAY MELS from Tuesday, June 1, 2021.

(1DAY Menicon Rei is also available in the campaign.)

https://www.menicon.co.jp/campaign/mels_1daycp/

End