

August 8, 2024

Menicon Co., Ltd.

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**Notice of the start the deployment of greening
with the next-generation Japanese lawn grass “Naruoturf®”**

Menicon Co., Ltd. (hereinafter, the “Company,”) is developing, producing, and marketing materials that contribute to recycling in the agriculture and livestock industries using enzymes developed in-house, and are aiming to expand our business while reducing environmental loads. Accordingly, the Company announces that it has started producing the improved Japanese lawn grass “Naruoturf®” as a new product that contributes to greening of the environment.

For details, please refer to the followings.

End

News Release

August 8, 2024

**Menicon starts the deployment of greening with the
next-generation Japanese lawn grass “Naruoturf®”
- Creation of sustainable greenery -**



Menicon Co., Ltd. (headquarters: 3-21-19, Aoi, Naka-ku, Nagoya-shi; representative executive officer, president, and chief operating officer: Koji Kawaura) announces that it has started producing the improved Japanese lawn grass “Naruoturf®” (variety name: NARUO1920: variety registration application no.: 37061) developed by Naruo Golf Club (1-4 Kanagadani, Nishiuneno, Kawanishi-shi, Hyogo; hereinafter “Naruo GC”) to enter the green infrastructure business.

We are developing, producing, and marketing materials that contribute to recycling in the agriculture and livestock industries using enzymes developed in-house, and are aiming to expand our business while reducing environmental loads. Accordingly, we are working on mass producing and marketing Naruoturf® as a new product that contributes to greening of the environment.

Naruoturf® is Japanese lawn grass discovered on the first green of the golf course at Naruo GC. Its leaf width is narrower compared with the conventional lawn grass varieties prevalent in ordinary houses, and it forms a dense lawn, which enables the development of a beautiful green landscape. Moreover, it is characterized by an excellent lateral spread and suppression of growth. Therefore, with this variety, green areas can be managed almost entirely without lawnmowing.

In addition, it grows more densely than conventional varieties and is considered useful in putting greens, especially in areas of the final holes at a golf course and other green areas requiring landscaping. Here, the beautiful landscape is generally maintained by lawnmowing. The amount of grass clippings left after lawnmowing is about one-fifth that of conventional varieties. This

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significantly reduces the amount of waste produced during the management of green areas.

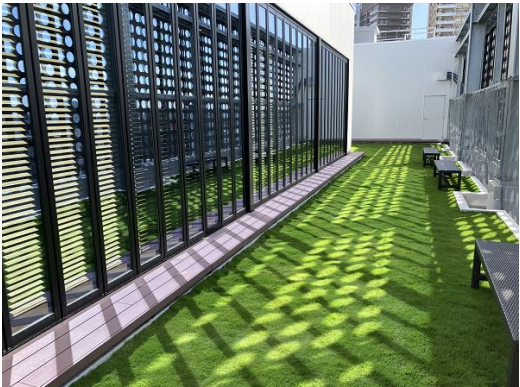
Moreover, we may be able to contribute to carbon neutrality and alleviate the heat-island phenomenon in the future by promoting environmental greening through not only the development of green areas but also the creation of sustainable green areas while considering maintenance.

Entry into the green infrastructure business will lead us to create new value for the global environment and address social issues through the business by developing a sustainability policy and contributing to the development of the society.

Menicon will continue to develop and propose sustainable products and services through co-creation with stakeholders and aim to realize a sustainable society in the future.



Variety: Ceramic pot seedlings
(Left: Naruoturf®; Right: Conventional grass)



Rooftop green area of the Menicon head office