

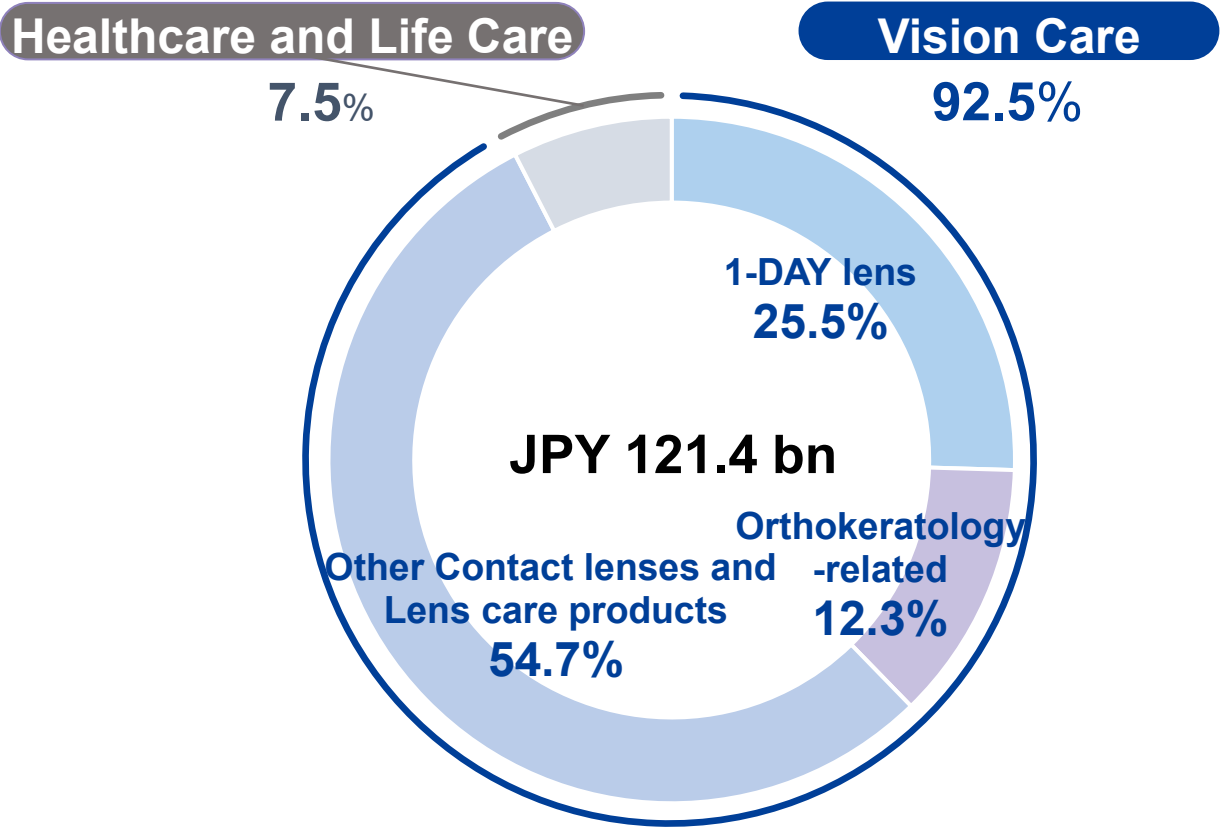
Menicon Co., Ltd.

Company Introduction

TSE Prime Market : Securities Code 7780

Ver. August 1, 2025

Consolidated Sales Ratio

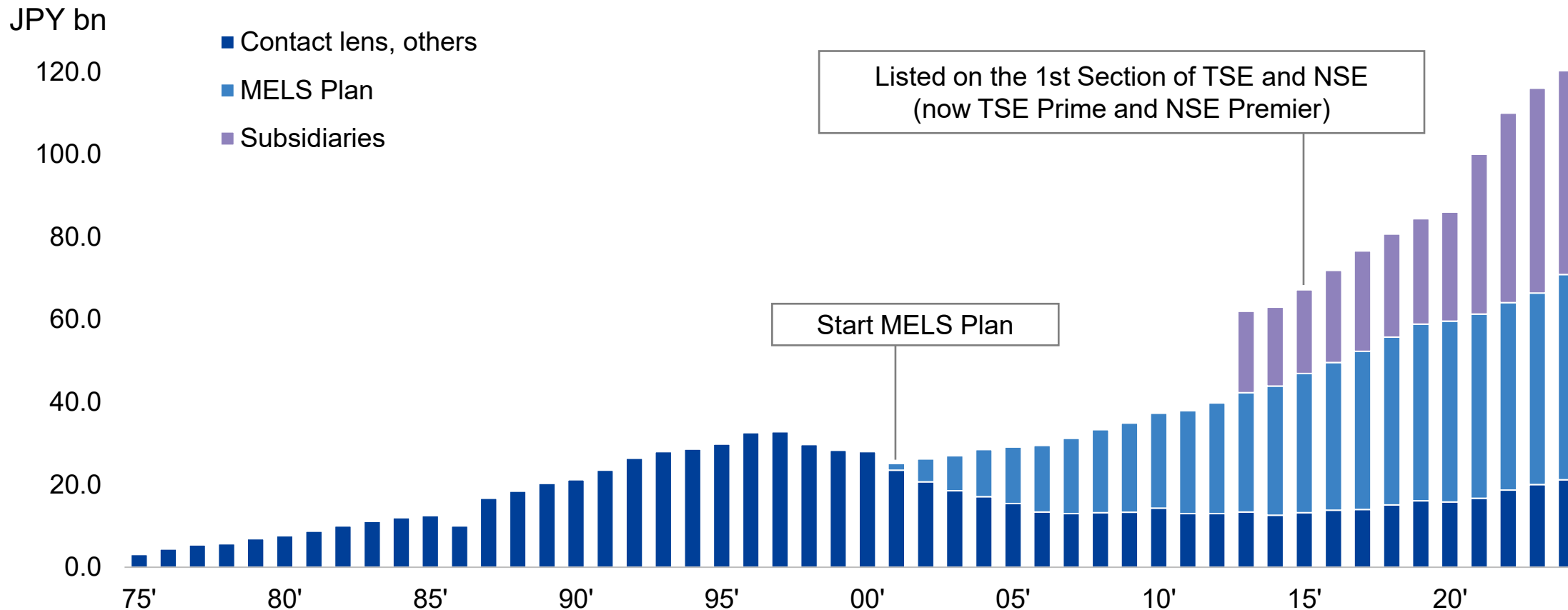


FY2024



Net Sales

We have achieved sales growth after starting MELS Plan.

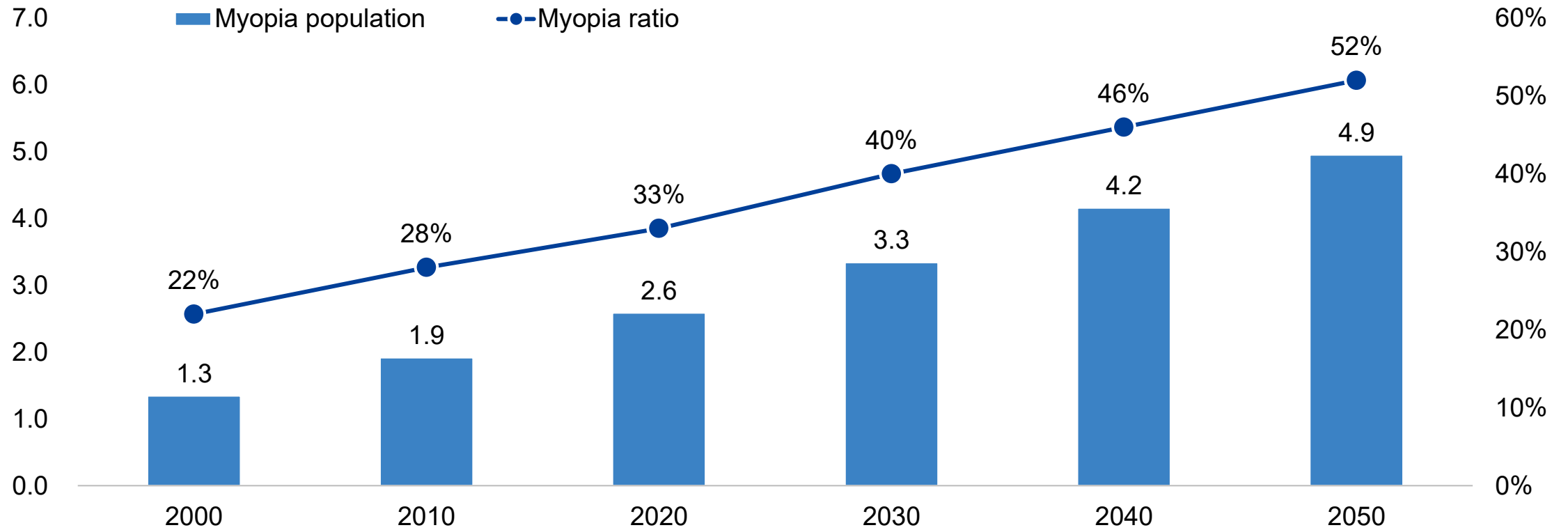


* Note: From FY2013, Consolidated financial result

World myopia population

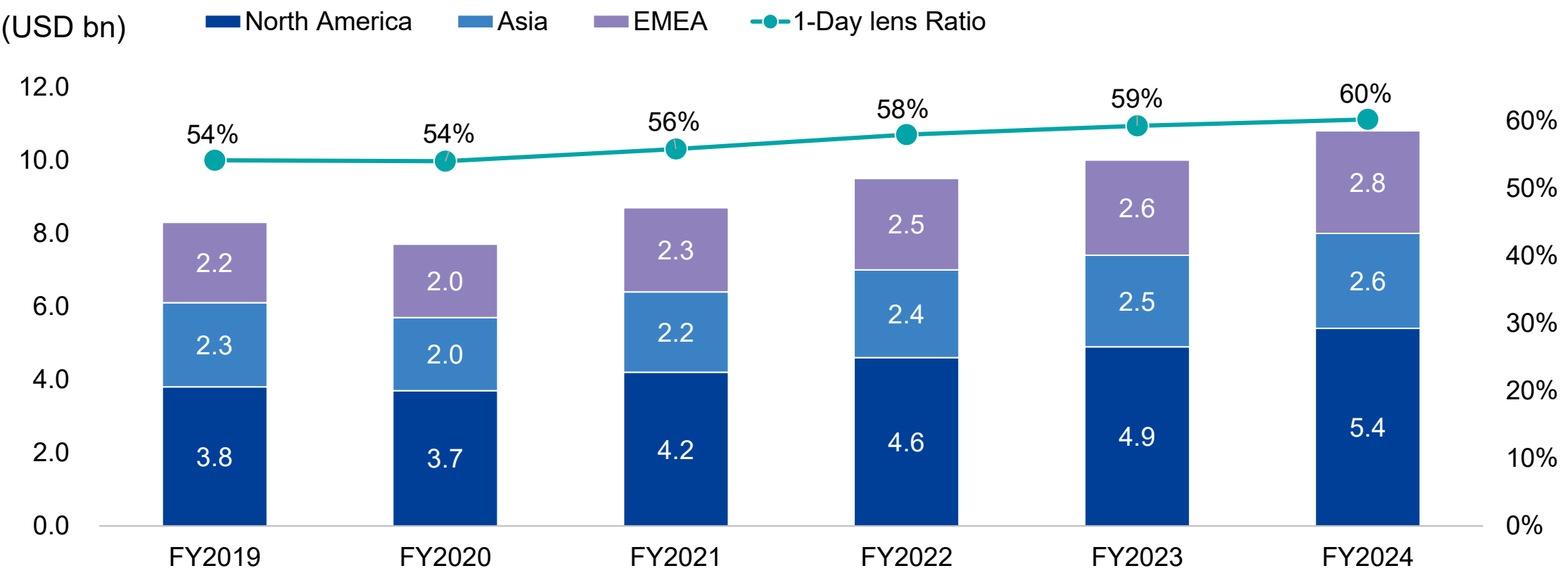
The number of people with myopia is increasing worldwide, and the ratio of myopia to the population is on the rise. It is expected to continue to rise in the future.

(bn people)

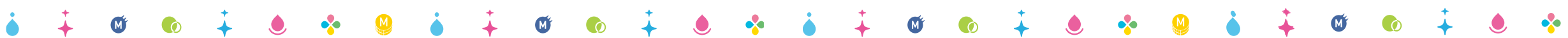


Source : World Health Organization 「THE IMPACT OF MYOPIA AND HIGH MYOPIA」

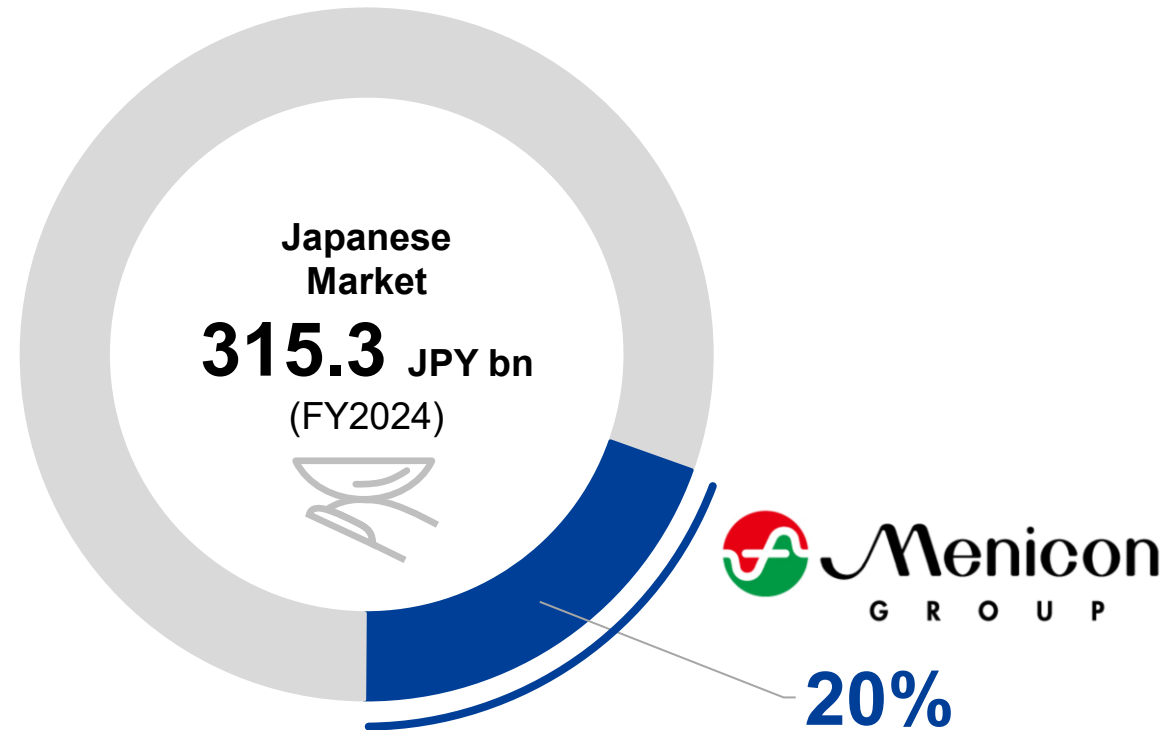
Global Contact Lenses Market



Data Source; In-house survey data * Shipment value from manufacturers



Market Environment - Japan



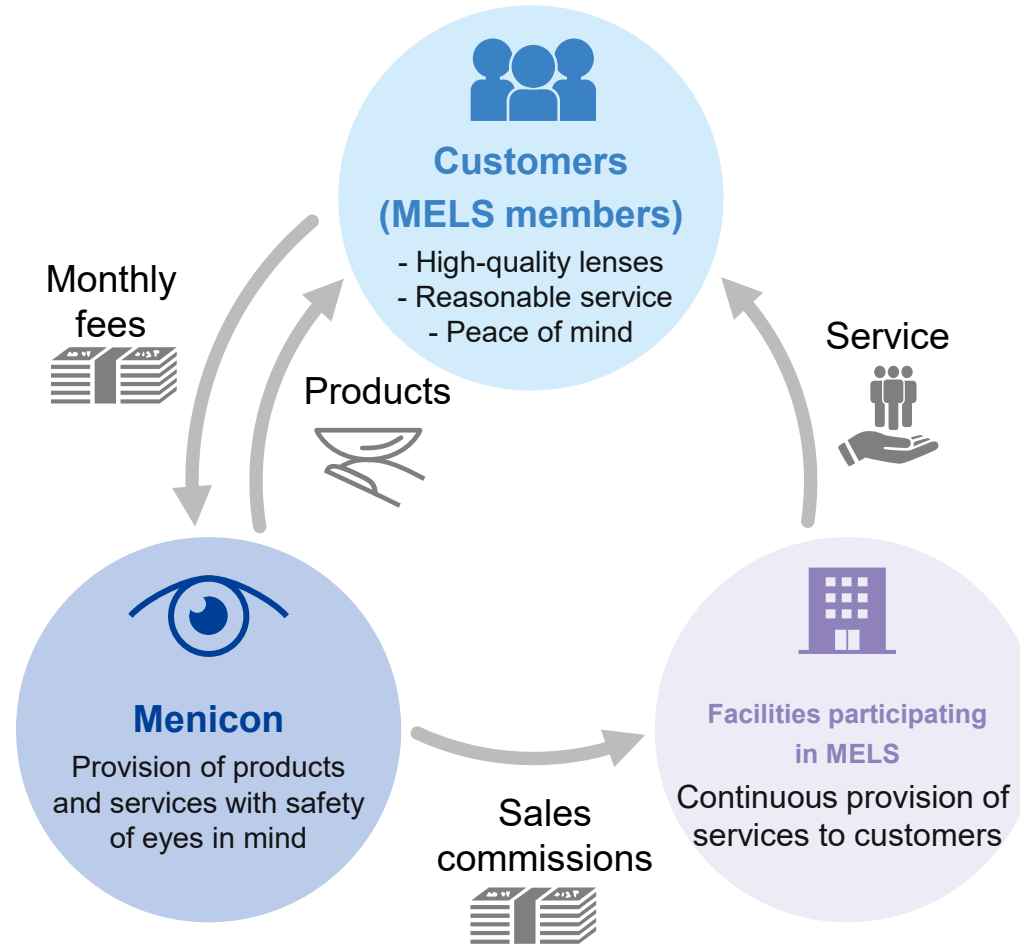
Source (Japanese market): Japan Contact Lens Association
* Based on shipment value from manufacturers and wholesalers

- ✓ Subscription model in Japan

- ✓ Global strong demand

- ✓ Growing in Asia

MELS Plan Virtuous Circle



Disposable Contact Lenses (1-DAY lens, 2-WEEK lens, 1-MONTH lens)

- ✓ No additional cost due to fixed price system.
- ✓ If the lens is not working properly, replace it with a new one regardless of how long it has been in use.

Conventional Contact Lenses (Hard, Soft)

- ✓ If the lens is damaged, dirty, or scratched, replace it with a new lens.
- ✓ In case of loss, new lens is provided at a cost of 5,000 yen (excluding tax) per lens.
- ✓ Can be replaced with new lens once a year, regardless of the condition of the lens.

Common Benefits

- ✓ If your power changes, have it checked and replaced with lens that match your vision.
- ✓ Lens type can be changed.
- ✓ Extensive selection includes color contact lenses and bifocal lenses.
- ✓ Services available at MELS Plan member facilities nationwide.



Product Line-up (Monthly fee of MELS Plan)

1-DAY lens

Price range : JPY4,600~5,900



2-WEEK lens

Price range : JPY2,200~2,700



1-MONTH lens

Price range : JPY2,100



3-MONTH lens

Price range : JPY2,400~2,700



Hard Lens

Price range : JPY2,400~2,700








* Price ranges are shown exclusive of tax after the price revision implemented from June 2025.

For details on the price revision, please refer to our website (link below).

[Announcement of Price Revisions | NEWS | Menicon Co., Ltd.](#)

Strengthen Sales Channels

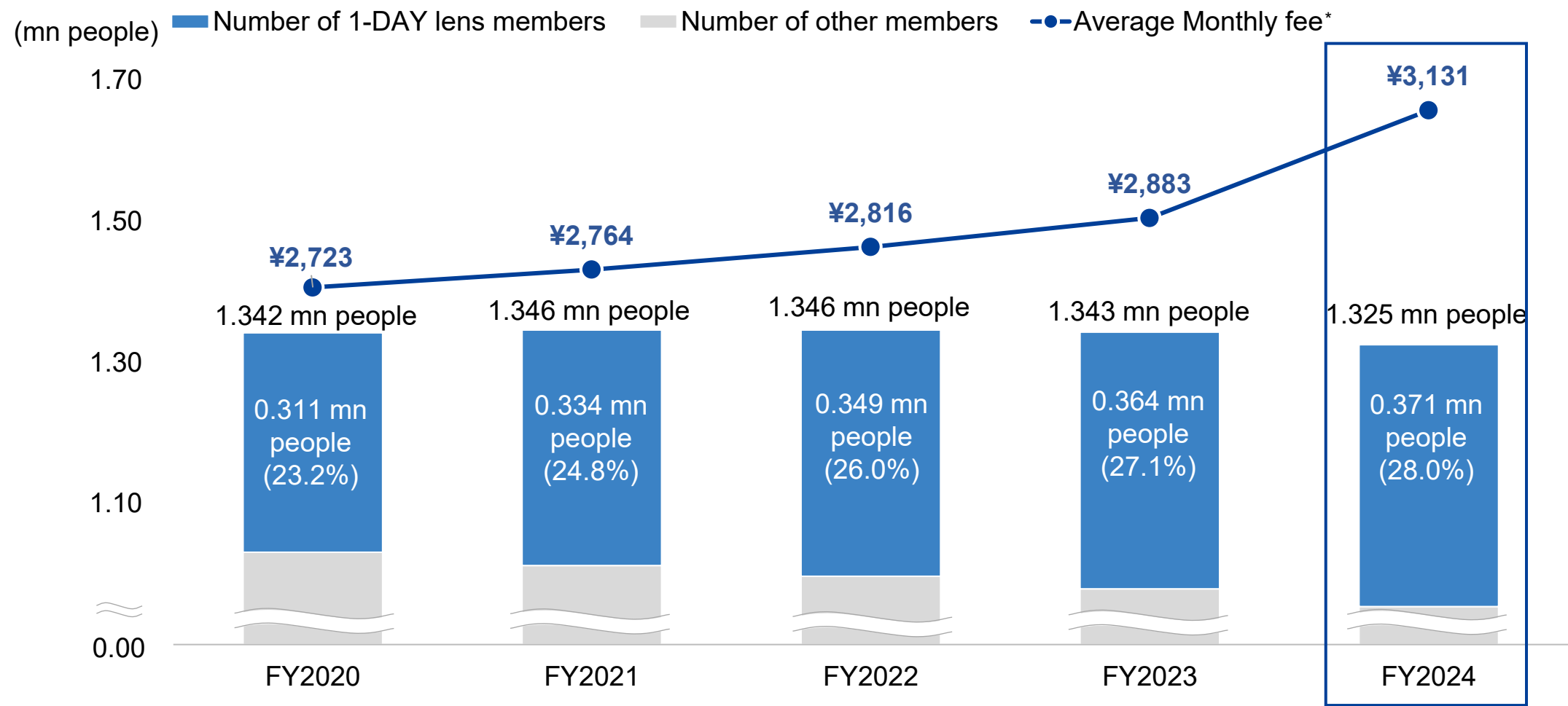
	Shops
 Menicon Miru  Miru ⁺	57
 Ace Contact	83
 Fuji Contact	12
 City Contact	22
 Hamano Contact	3
Group Total	177
Other MELS Plan member shop	1,489
MELS Plan member shop Total	1,666

As of March 31, 2025



Total Number of MELS Plan Members

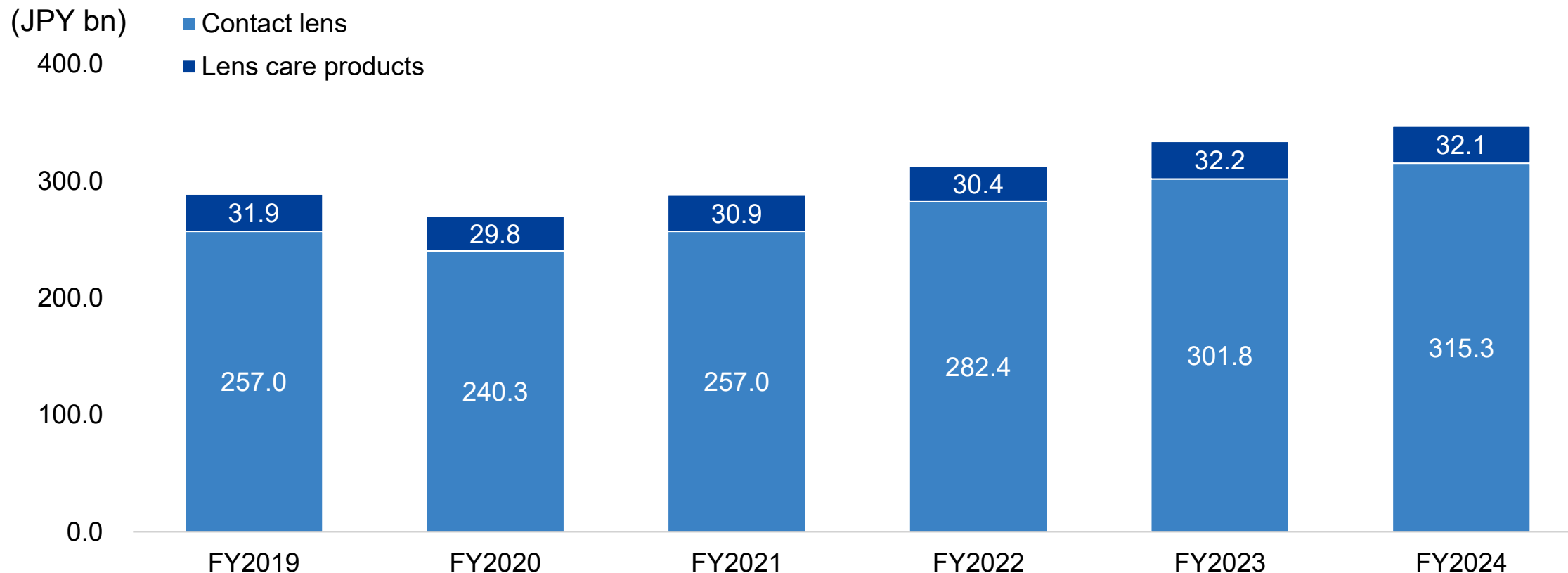
Increase the ratio of high unit price 1-DAY lens members.



* Average monthly fee = MELS Plan net sales ÷ Number of fiscal months ÷ MELS Plan members



Japanese Contact Lenses Market



Source (Japanese market): Japan Contact Lens Association * Based on shipment value from manufacturers and wholesalers

1-DAY lens

Expanding sales of 1-DAY lens.

Silicone Hydrogel Contact Lenses

Myopia

Astigmatism

Presbyopia

“1DAY Menicon PremiO” • “1DAY Menicon DearTEAR” (Japan)

“Miru 1day Upside” (Global)



Flat pack

Myopia

Astigmatism

Presbyopia*

“Magic” (Japan)

“Miru 1day Menicon Flat Pack” (Global)

*Note: Sold only overseas.



Color Contact Lenses

Myopia

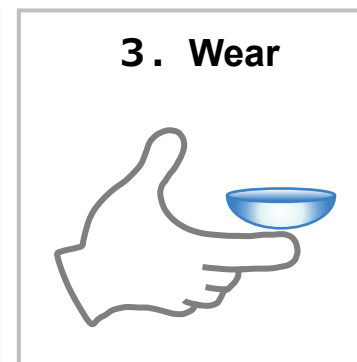
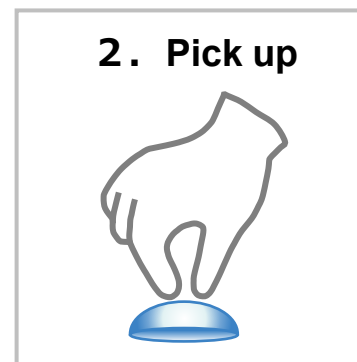
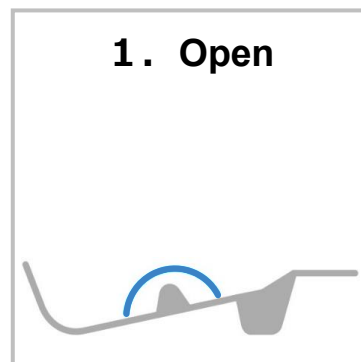
Astigmatism

“1DAY FRUTTIE”

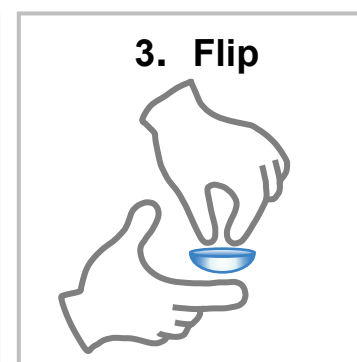
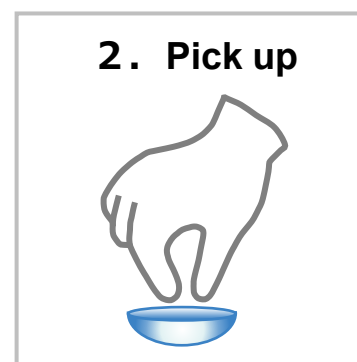
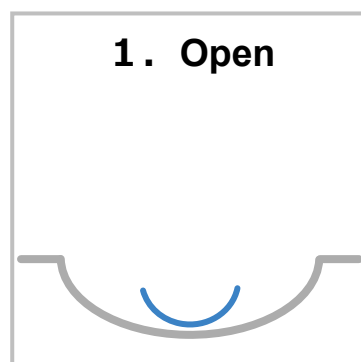
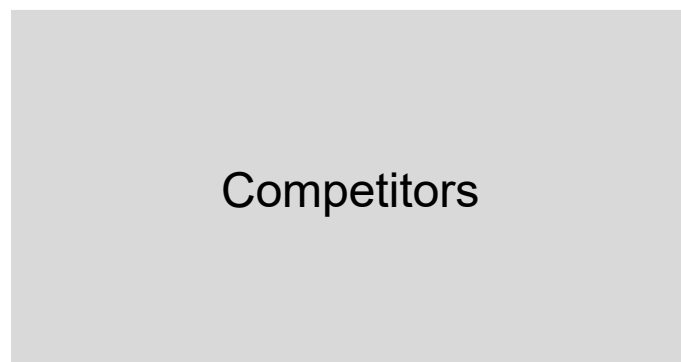


1-DAY lens

The design of the package allows users to remove the lenses without checking which side is correct, without touching the inside of the lenses.



Hygienic & EASY
SMART TOUCH



1-DAY lens

Expand sales regions and product lineups based on expanded production capacity.



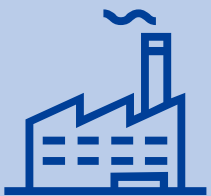
Expanding sales area

Global expansion of sales channel into Europe, USA etc.



Expanding product line-up

Expansion of functional contact lenses as toric lenses, multifocal lenses, and color lenses



Expanding production capacity

Strengthening product capacity of Menicon Kakamigahara Plant
(for 1-DAY lens “PremiO” manufacture) and
Singapore Plant (for 1-DAY lens “Magic” manufacture)
Preparation for operation of Malaysia Plant (for 1-DAY lens)

Production bases of the Menicon Group



Orthokeratology Lenses

Orthokeratology lenses (Global): Promote sales with multiple products in multiple countries.
Lens care products (Asia): Sell as a set with orthokeratology lenses.

Europe/North America

(Orthokeratology lenses) ➡

- ⇒ **Build popularity by growing awareness and training prescription professionals.**
- Grow awareness through academic activities.
- ⇒ **Expand market share by simplifying prescriptions.**
- Improve prescription support with software development.

China (Orthokeratology lenses) ➡

- ⇒ **Expand market share by attracting new prescription professionals and user segments.**
- Product offerings tailored to the level of the prescription professional (highly customizable/**convenient prescription**)
- Offer products tailored to customers' purchasing power. (High/**middle price ranges**)

China (Lens care products) ➡

- ⇒ **Maintain volume by capturing new user segments.**
- Expand sales by taking advantage of product features. (made in Japan/strong cleaning and disinfection benefits)
- Offer products tailored to customers' purchasing power. (High/**middle price ranges**)

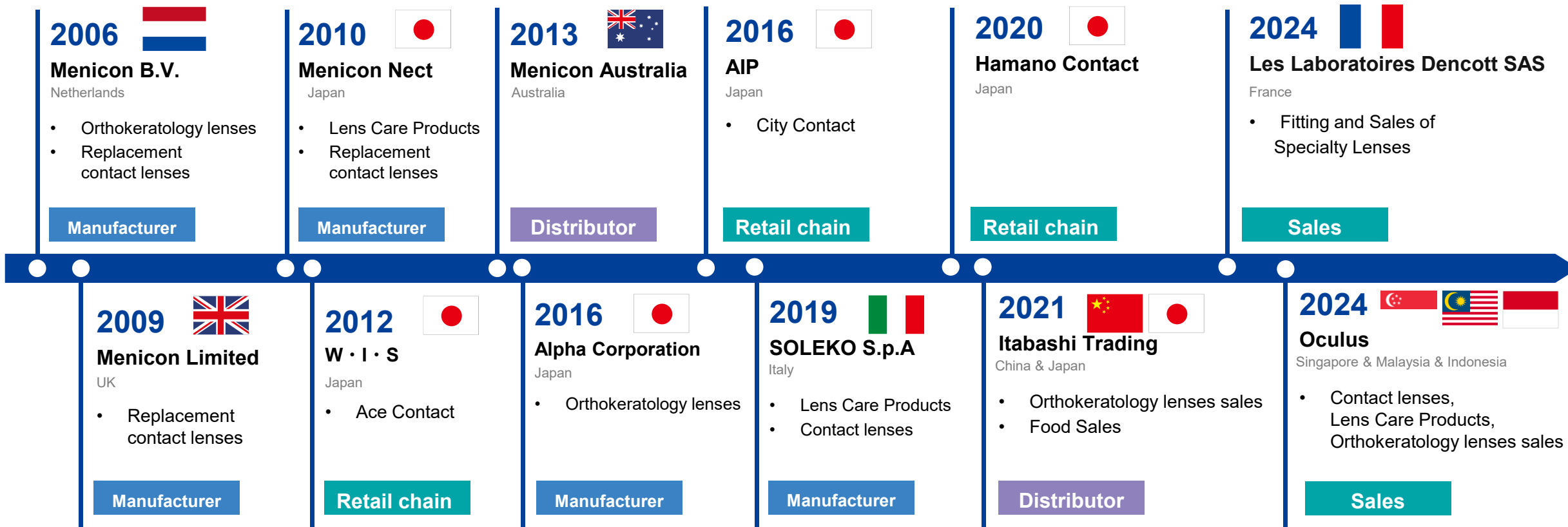
Asia excluding China (Orthokeratology lenses) ⬆

- ⇒ **Build popularity by growing awareness and increasing number of prescription professionals.**
- Conduct awareness raising activities with KOL.
- Establish prescription professional training center.
- ⇒ **Expand market share through product strength and sales channel expansion.**
- Differentiate with made in Japan/highly customizable products.
- Expand distribution channels. (utilize of own Group/develop new channels)

Asia excluding China (Lens care products) ⬆

- ⇒ **Expand sales with Ortho-K lenses.**
- Sell as a set with orthokeratology lenses.

Countries with product exhibits: Around **35**



Japan

- Menicon Co., Ltd.
- Menicon Nect Co., Ltd.
- Menicon Business Assist Co., Ltd.
- Meni-one Co., Ltd.
- W.I. System Co., Ltd.
- Alpha Corporation Inc.
- AIP Co., Ltd.
- Hamano Co., Ltd.
- Itabashi Trading Co., Ltd.

North America

- Menicon America, Inc.

Europe

- Menicon Holdings B.V. (Netherlands)
- Menicon B.V. (Netherlands)
- Menicon SAS (France)
- Menicon Pharma SAS (France)
- Menicon GmbH (Germany)
- Menicon SC GmbH (Germany)
- Menicon Limited (UK)
- Menicon Iberia S.L. (Spain)
- SOLEKO S.p.A. (Italy)
- Les Laboratoires Dencott SAS (France)

Asia · Oceania

- Wenzhou FocuSee Vision Care Technologies Co., Ltd. (China)
- Alpha (Wuxi) Co., Ltd. (China)
- Itabashi Medical (Dalian) Co., Ltd. (China)
- Meni-one China Co., Ltd. (China)
- Menicon Singapore Pte. Ltd. (Singapore)
- Menicon Singapore Sales Pte. Ltd. (Singapore)
- Menicon Australia Pty Ltd (Australia)
- Menicon Korea Co., Ltd. (Korea)
- Menicon Malaysia Sdn. Bhd. (Malaysia)
- Oculus (M) Sdn. Bhd. (Malaysia)
- PT Oculus Indonesia (Indonesia)



Disclaimer on Forward-Looking Statements

- ✓ This material includes certain forward-looking statements about the Menicon Group. To the extent that statements in this material do not related to historical or current facts as of August 8, 2025, they constitute forward-looking statements.
- ✓ These forward-looking statements are based on the current assumptions and judgments of the Menicon Group in light of the information currently available to it, and involve know and unknown risks, uncertainties and other factors, which may affect the statements made in this material.

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