

Announcement of New Vision Aiming to Resolve Social Issues Related to the Eye Health of People around the World

July, 7, 2020, Osaka, Japan - Santen Pharmaceutical Co., Ltd. (hereinafter, “Santen”) is working to advance ophthalmology and improve Quality of Vision (QOV) and Quality of Life (QOL) of people around the world, taking a thorough customer-oriented approach and harnessing our expertise and technical capabilities under the CORE PRINCIPLE of “Tenki ni Sanyo suru”¹.

We believe that taking on the challenge of resolving social issues related to the eye health of people around the world and contributing to improved eye health is our mission as a specialized company dedicated to ophthalmology.

Due to the COVID-19 pandemic, which has spread around the world, we must examine potential new lifestyles, new ways of organizing society, and the roles companies should play within these social frameworks. As we celebrate the 130th anniversary of the company this year, we strive to continue serving as a force playing an indispensable role in the resolution of worldwide social issues related to eye health. With this goal in mind, we have drawn up a new long-term vision that will take the company forward to 2030 and beyond.

New Long-Term Vision

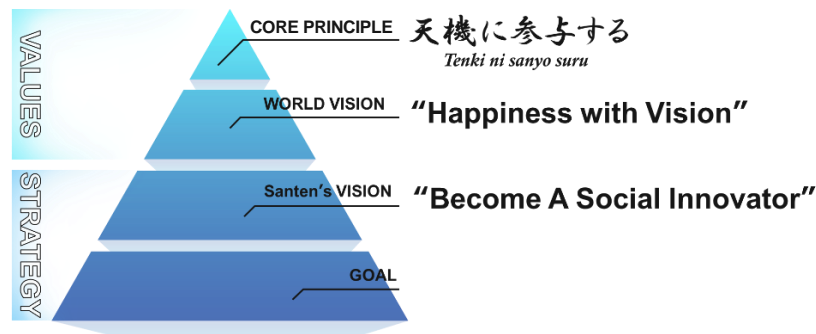
■ The Background to Our Long-Term Vision

Currently at least 2.2 billion people around the world live with visual impairments or blindness, and more than one billion of these people are either untreated or could have benefited from effective treatment². In the coming years, factors including economic growth in various nations as well as growing populations and increasing numbers of senior citizens around the world, particularly in Asia, are expected to increase the number of patients with eye conditions resulting from advanced age and lifestyle-related diseases. Furthermore, the influence of COVID-19 is already resulting in the wider use of IT-based tools to communicate, and as a result the number of people living with eye problems caused by long hours using digital devices, including eye fatigue and short-sightedness, is also expected to increase.

Meanwhile, in the field of life sciences, major changes are predicted to take place in the coming 10 to 20 years. These include services that are more finely-tailored to individuals, and increased level of interest in health and wellness among the general public, technical advances such as AI, IoT and automation, and further developments in the fields of cellular, genetic and digital device technology. These factors will require new solutions for issues related to eye health.

We have formulated this long-term vision with these environmental changes in mind, and with consideration for how we as a company should address these global social issues.

■ Overview of Long-Term Vision



WORLD VISION : The world Santen ultimately aspires to achieve



Happiness with Vision

The Happiest Life for every individual,
through the Best Vision Experience

Eye-related issues and the environment surrounding people living with eye problems differ depending on the country or region. At Santen, we are not simply trying to provide treatment for diseases but to look holistically at current eye-related issues, creating a world in which everybody can live a happy life full of rich and meaningful experiences. The 'Best Vision Experience' refers to an aspiration to go beyond the simple achievement of functional improvements in eye sight, to provide true value to people's lives by focusing on vision.

■ Santen 2030

Consisting of “Santen’s VISION”, which shows what Santen aspire to be in 2030 and beyond, "STRATEGY" and "GOAL" in order to achieve our WORLD VISION.

✧ **Santen’s VISION:** What Santen aspire to be in 2030 and beyond with the aim of realizing WORLD VISION



Become A Social Innovator

Orchestrate and mobilize key technologies and players
around the world, to deliver happiness through vision.

In addition to our strength in the field of ophthalmology, Santen is also working to bring together technology, organizations and human resources from around the world to achieve socially valuable innovation, allowing us to serve as a Social Innovator helping people achieve happiness through the Best Vision Experience.

✧ **STRATEGY: Three strategies to become a Social Innovator**



A. Ophthalmology

Innovation in Ophthalmology and Acceleration of Ecosystem Development

A1. Innovation in Ophthalmology: We wish to free patients from having to live with eye conditions, improving their quality of life. We aim to accomplish this not only by producing new pharmaceuticals and medical devices and investing in innovative treatment approaches such as cellular and genetic treatment, we will also work to go beyond the bounds of the pharmaceutical industry in an effort to develop and provide patient-oriented ophthalmological solutions.

A2. Acceleration of Ecosystem[※] Development: In addition to working to address growing medical needs by development, sales and stable supply of ophthalmic pharmaceuticals and surgical devices, we strive together with our stakeholders to bring about qualitative and quantitative improvements in the ophthalmic care ecosystem and to improve the efficiency of society.

※ The ophthalmic care ecosystem is an aggregate of various stakeholders that contribute to the provision of ophthalmic care and collaborative relationships in which they function organically.

B. Wellness

Awareness and Proactive Care toward Better Eye Condition

Recently, public awareness of health issues is rising, and there is increasing vibrancy in the healthcare industry with efforts to prevent disease onset and criticality, and also due to deregulation in various surrounding industries. However, there is still insufficient public awareness of the importance of eye health and associated issues including the development of critical cases as a result of the delayed detection of eye disease onset and the chronic incidence of eye conditions that are not properly recognized as actual diseases.

As a Social Innovator, Santen believes that it is important to encourage the public to recognize and understand the importance of vision and eye health in our daily lives. Santen also facilitates early detection of eye disease and pursuit of better eye condition according to the life stage of people, by using digital technology, providing products and services that help maintain and improve eye health, and predicting and visualizing risks to eye health.

C. Inclusion

Building Society that is Inclusive regardless of Visual Impairment

As a Social Innovator, Santen believes in the creation of a vibrant society in which all people can live in harmony irrespective of any visual impairments.

To achieve this goal, Santen is exploring possible new solutions, particularly those that use digital

technology, as we work to promote awareness and understanding of visual impairments, move forward with projects that allow people with and without vision impairments to enjoy themselves together sharing a sense of the same values, and improve the quality of life for people with visual impairments.

✧ **GOAL:** Aim to reduce the loss of social and economic opportunities for people around the world due to eye conditions

As a Social Innovator with the aim of realizing WORLD VISION, Santen will solve social issues related to eye health and contribute to happiness through the Best Vision Experience.

For further details on our long-term vision, please see the Santen brand website.

Japanese : <https://www.santen.co.jp/ja/brand/>

English : <https://www.santen.com/en/brand/>

Chinese : <https://www.santen.com/en/brand/cn/>

1. Exploring the secrets and mechanisms of nature in order to contribute to people's health
2. WHO: World report on vision

About Santen (Santen Pharmaceutical Co., Ltd. (Headquartered in Osaka City))

As a specialized company dedicated to ophthalmology, Santen carries out research, development, marketing, and sales of pharmaceuticals, over-the-counter products, and medical devices. Santen is the market leader for prescription ophthalmic pharmaceuticals in Japan and its products now reach patients in over 60 countries. With scientific knowledge and organizational capabilities nurtured over a 130-year history, Santen provides products and services to contribute to the well-being of patients, their loved ones and consequently to society. For more information, please visit Santen's website (www.santen.com).

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