

Over-the-Counter Pharmaceuticals

Santen continued promotional activities focusing on products for tired eyes, blurred vision and eye refreshment. Amid tough competitive conditions, Santen's OTC pharmaceuticals net sales declined 4.1%, to ¥5,225 million.

Net Sales **¥5,225 million -4.1%**

Net Sales of OTC Pharmaceuticals Millions of yen



Santen's OTC pharmaceuticals sales are mostly generated in the Japanese OTC ophthalmic market. In fiscal 2008, this market grew as demand rose for products for eye fatigue, contact lens wearers and allergies.

Our OTC business specializes in a range of ophthalmic products, including *Sante FX Neo*, Japan's top-selling ophthalmic solution brand, and the *Sante 40* series, highly effective in improving blurred vision. Fiscal 2008 saw the

launches of an ophthalmic solution that improves blurred vision, *Sante 40i*, in October 2008 and an ophthalmic solution that refreshes the eyes, *Sante FX V Plus*, in March 2009. However, such efforts did not fully compensate for tough competitive conditions, and OTC pharmaceuticals net sales were down 4.1%, to ¥5,225 million. With fierce competition set to continue in this market, we will continue promoting sales of new products while maintaining the market share of our

existing product range, concentrating on ophthalmic products for tired eyes, blurred vision and eye refreshment.



Sante FX V Plus

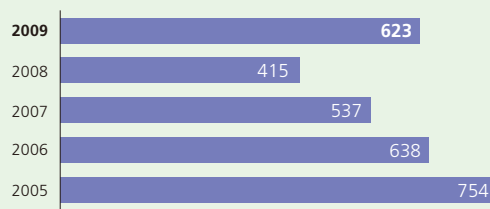
Sante 40i

Medical Devices

Santen's concentration on promotional campaigns for its foldable intraocular lens (IOL) *Eternity* led to an increase of 50.1% in net sales of medical devices, to ¥623 million.

Net Sales **¥623 million +50.1%**

Net Sales of Medical Devices Millions of yen



Santen's medical devices business specializes in the cataract surgery field, focusing primarily on IOLs. In recent years, IOL demand has shifted primarily to foldable lenses that can be inserted through a small incision. Targeting this trend, Santen sells the *Eternity* foldable IOL, which is made of a new highly

refractive acrylic optical material and manufactured by Advanced Vision Science, Inc., a U.S. subsidiary of Santen. In fiscal 2008, we focused efforts on promotional campaigns for *Eternity*, which resulted in a 50.1% increase in net sales of medical devices, to ¥623 million. Moreover, in March 2009 we granted

worldwide rights, excluding Japan, for the development, manufacturing and marketing rights for *Eternity* and its materials to Bausch & Lomb Inc. (of the U.S.). Santen will continue efforts to increase sales of medical devices.