



October 2, 2020

**Santen China won the Best Ophthalmic Public Education Award
at the 2020 Chinese Ophthalmologist Association (COA) Annual Conference**

Santen Pharmaceutical Co., Ltd. (Head Office: Osaka City, hereafter Santen) announced today, that Santen Pharmaceutical (China) Co., Ltd. (hereinafter Santen China), a subsidiary of Santen, won the Best Ophthalmic Public Education Award at the 2020 Chinese Ophthalmologist Association (COA) Annual Conference on September 25, 2020. The award represents COA's recognition of Santen China's contribution to the popularization of ophthalmic health science to Chinese public. Santen was the only awardee among all the participants such as institutions and pharmaceutical companies including 16 major companies of ophthalmology.

In recent years in China, as public health awareness improves and internet technology develops, the professional health knowledge has been increasingly popularized, and short videos have become a popular means of communication.

In this context, as a leading ophthalmology company, Santen China worked together with COA to launch series of live stream programs to enhance the public awareness of eye care. In June 2020, the Eye Care Month in China, Santen China released three live streamed programs on ophthalmic health science topics, including prevention of myopia, dry eye, and allergic conjunctivitis, through Kuaishou Health and other short video channels for the general public. This was Santen China's first attempt to cooperate with experts to deliver care to potential patients from the perspective of "practicality" and "science", and the programs attracted nearly 2 million viewers.

Takayuki Yamada, Corporate Officer, Head of China Business said, "As a global company, Santen has been actively bringing in solutions including high-quality ophthalmic drugs and treatments to the Chinese patients while wholeheartedly supporting the development of China's ophthalmology industry. We will continue to work together with all sections of the society to improve the public awareness of ophthalmic diseases, build a robust ophthalmic ecosystem, and to make contributions to the improvement of healthcare in China."

In the future, we will continue to increase its efforts in ophthalmology popularization education, improve people's eye health awareness, and promote disease prevention and diagnosis, so that more people can enjoy a happy life through vision.

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