

News Release



Santen to Conduct a Public Awareness Campaign for Glaucoma During World Glaucoma Week March 11 - 17

February 23, 2018, Santen Pharmaceutical Co., Ltd. (Osaka, Japan, President and CEO: Akira Kurokawa; hereinafter “Santen”) announced today that Santen will sponsor World Glaucoma Week, which will be conducted across the world from March 11 to 17, 2018, as part of its public awareness activities on glaucoma.

The World Glaucoma Association holds the World Glaucoma Week every March to raise awareness of the early detection and treatment of glaucoma, and conducts various events and public awareness activities throughout the world during the week.

Santen has supported activities aimed at the early detection of glaucoma in Asia and Europe in cooperation with doctors of glaucoma societies in each country. These activities include a public awareness campaign through the use of posters for medical facilities and leaflets for patients in South Korea, support for in-hospital education about glaucoma provided by the Philippine Glaucoma Society in 15 facilities, the provision of glaucoma testing materials to the Thai Glaucoma Society, and support for public programs about glaucoma offered in Tampere, Finland, where a Santen plant is located.

In Japan, glaucoma awareness programs open to the public will be provided during the week. The green light events are planned to be hosted at 70 landmarks in 45 areas across Japan, by the Japan Glaucoma Society. “Glaucoma” literally means “green-colored intraocular morbidity” in the Japanese language. Thus, it is quite easy to understand that ordinary Japanese people recall glaucoma when they see green light during the campaign. Sponsoring the green light events this year as well, Santen has distributed approximately 60,000 official posters to pharmacists throughout Japan as its public awareness campaign for glaucoma.

Blindness from glaucoma can often be prevented with early diagnosis and treatment. To decrease blindness from glaucoma, it is important to detect and treat the disease early and to let as many people as possible know about glaucoma.

Santen considers World Glaucoma Week as a period when our employees learn about glaucoma and share what they have learned with their family members and friends, and is working to deepen the understanding of all of our employees, including those in

affiliated companies, about glaucoma. Santen wishes to enhance employees' understanding of glaucoma, and to disseminate information on the importance of the early detection and treatment and continuous treatment of glaucoma to as many people as possible.

For detailed information on venues for the 2018 activity of *Light-up in Green!* campaign in Japan, please visit the website of the Japan Glaucoma Society at http://www.ryokunaisho.jp/english/lightup_en.html.

About Santen

As a specialized company dedicated to the ophthalmic field, Santen carries out research, development, marketing, and sales of pharmaceuticals. Santen is the market leader in Japan for prescription ophthalmic pharmaceuticals and sells products in approximately 60 countries. As a leading company in the field of ophthalmology, Santen aims to contribute to society by supplying valuable products and services to satisfy unmet medical needs. For more details, please see Santen's website (www.santen.com).

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