



June 17, 2020

Announcement of New Long-Term Vision

At Santen, under our values, “Tenki ni sanyo suru”¹, we harness a thorough patient-centric approach and our foundations of specialist knowledge and technical capabilities in the field of ophthalmology so as to further develop the field of ophthalmological care, aiming to improve both the quality of vision (QOV) and quality of life (QOL) of people around the world.

As uncertainty over the future grows due to the worldwide novel coronavirus pandemic, we believe that our company's mission is to implement new styles of working that will see us with/post COVID-19 era, allowing us to continue striving to find solutions to health-related social issues from a long-term perspective, while also continuing to address ongoing concerns.

Worldwide, at least 2.2 billion people are affected by vision disorders or blindness. Of those 2.2 billion people, more than 1.0 billion people did not receive treatment or could have had their condition prevented². In the context of considering long-term mega-trends including how society is organized, various activities to address social issues and solutions to vision problems, we have held repeated debate on the role that our company should play and how we can contribute to society.

Under such situations, we have formulated a new long-term vision for Santen that takes into account future projections for the period through to 2030 and beyond. This year is the final year of our three-year mid-term management plan, and also the 130th anniversary year of the company's founding, a major milestone. In the long-term vision, we have described not only our "WORLD VISION", which represents the ideal developments we would like to see in the global field of ophthalmology, but also "Santen's VISION", which describes the ideal course we wish to plot for the company as we move towards 2030 and beyond.

Our employees will all be working together as a unit to put these visions into practice, contributing to the development of ophthalmology in various countries and regions around the world, while also making contribution to the health and happiness of global citizens by improving their quality of vision.

Further details of our long-term vision will be available on the company website from

July 7 onwards. On that same day, we also plan presentations to institutional investors and members of the press.

1. 'Tenki ni sanyu suru' (天機に参与する) in Japanese. Santen's original interpretation of a passage from chapter 22 of Zhongyong (The Doctrine of the Mean) by Confucius, meaning "exploring the secrets and mechanisms of nature in order to contribute to people's health"

2.WHO report on vision

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