

Joy of Seeing

ROHTO Project

Project report

2022.6-2022.12



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ROHTO MENTHOLATUM GROUP

The Rohto Mentholatum Group is a leading global healthcare organization with a storied history dating back to its founding in Osaka, Japan, in 1899. Initially established as a small family drugstore, the company has grown exponentially, embracing innovation and striving to improve people's lives through its diverse range of healthcare products.

A significant milestone in the company's history was the development and release of its first eye drop product in 1909. At the time, epidemic eye diseases were a major social problem in Japan, causing widespread suffering and affecting the quality of life for many individuals. Recognizing the urgent need for effective treatments, the Rohto Mentholatum Group took it upon themselves to develop an innovative solution. The resulting eye drops became a breakthrough in the field, offering much-needed relief to those affected by these debilitating eye conditions.

Today, the Rohto Mentholatum Group is renowned for its cutting-edge and high-quality eye care products, skin care solutions, and other health and wellness offerings. With a presence in over 150 countries, the group is dedicated to enhancing the well-being of consumers worldwide.

Since its inception, the company has been committed to addressing pressing social issues, as exemplified by its first eye drop product launched in 1909. This steadfast commitment to social responsibility has continued throughout the group's history, with ongoing efforts to support eye care initiatives and other healthcare-related causes.

The Rohto Mentholatum Group's success can be attributed to its core values of ambition, determination, and courage, which have driven the organization to take on challenges and achieve milestones that others have not. This pioneering spirit, combined with a focus on research and development, has enabled the group to create groundbreaking products that cater to the evolving needs of its global consumer base.

In addition to its innovative product offerings, the Rohto Mentholatum Group is also dedicated to sustainability and environmental stewardship. The company's manufacturing facilities employ

energy-efficient technologies and emphasize waste reduction, reflecting the group's commitment to reducing its environmental footprint.

As the Rohto Mentholatum Group looks to the future, it remains steadfast in its mission to improve the health and well-being of people worldwide. By leveraging its expertise, resources, and global reach, the group aims to make a positive impact on society and continue its legacy of innovation, quality, and social responsibility.



Rohto Eye Drop (released 1909)



V-Rohto (released 1964)

Providing **well-being** to people all over the world by delivering health

Working to realize a sustainable society in which people can lead long, happy, and healthy lives

JOY OF SEEING PROJECT INTRODUCTION

We, at Rohto Pharmaceutical, are pioneers in eye care and healthcare in Japan and other countries. We are committed to providing better health for our patients and customers not only through our products but also through various social activities. As the Rohto Mentholatum Group, we collaborate globally with local stakeholders to explore educational and socially impactful initiatives that contribute to the eye health of people in the community.

"Joy of Seeing" is a global social project led by the Rohto Mentholatum Group, aimed at promoting eye health for everyone around the world. Through activities in multiple countries and regions, this project seeks to raise awareness of eye healthcare initiatives and support local eye health efforts.



2022 GLOBAL OUTCOME OVERVIEW

In summary, our eye health initiatives have reached far and wide. Nearly **300,000 children**, including **272,000 online participants**, and over **183 company staff members**, actively participated in the events. We distributed more than **443,000 eye health booklets** and provided **free eye check-ups to over 286,000 children**, with **300 pairs of glasses** given to those in need. Through **69 E-news** issues, we reached over **320,000 individuals on social media**. In total, we held 15 events across 9 countries and regions. These events centered on involving schools and staff to raise awareness about children's eye health and myopia through eye check events and booklets distribution.

- ❖ **In Japan**, we distributed a total of **370,321 eye health booklets** to educational institutions. These booklets were utilized by teachers and professionals to educate students about children's eye health, encouraging individuals to visit ophthalmology clinics. This initiative has significantly contributed to enhancing children and their guardians' understanding of children's eye health and myopia.
- ❖ **In China**, our collaboration with Sun Yat-Sen University drew over **272,000 participants from 94 schools**. We established an educational website for children, offering various services, including educational material, eye tests, and lessons. This project primarily focused on schools and students.
- ❖ **In Malaysia**, we successfully conducted a **free eye check-up** event involving over **800 students**, during which we provided **over 200 pairs of prescribed glasses**. This event significantly raised awareness about myopia and its prevention.
- ❖ **In South Korea**, we collaborated with government organizations to improve eye health care access for children with myopia. We aim to ensure better eyesight for children for a happier and healthier life. This initiative has positively impacted **more than 60 children**.

- ❖ **In Thailand**, we joined forces with **Wat Hed Riew School**, the **Taejai Foundation**, and **Baan-Paew Hospital**, providing **eye check-ups for over 400 children** and distributing **500 educational booklets**. These materials allowed both children and their tutors to deepen their understanding of myopia and its prevention strategies.
- ❖ **In Hong Kong**, we emphasized the importance of eye care for both visually impaired individuals and those with healthy eyesight. We conducted over **7 in-house Braille workshops for 100 staff members**, leading to the creation of Braille cards that reached **over 6,300 students across 63 schools**. Furthermore, we **collaborated with the renowned non-profit organization Orbis**, hosting engaging activities and sharing eye care tips to raise awareness. During a single school visit, **20 staff members engaged with 120 participating children**.
- ❖ **In Singapore**, we partnered with **First Bridge** to encourage early eye care among children in October, World Sight Month. **More than 100 children** participated in the activities, gaining insights into what myopia is and learning strategies to protect their eyes.
- ❖ **In Vietnam**, we conducted **eye check-ups for over 13,000 children from 13 schools** across three regions. Additionally, we distributed booklets educating them on eye protection tips.
- ❖ **In Taiwan**, we held both online and offline events at the **National Taiwan Science Education Center** to teach children about eye care. These events attracted **652 children and 59 company staff members**.

ROHTO PHARMACEUTICAL CO., LTD. (JAPAN)



Children's Eye Health guidebook

Name of the activity	Educational activity about children's eye health and myopia
Date	April 2022 to March 2023
Objective	Enhance understanding of children's eye health and myopia among children and their guardians
Key Participants	Members and staffs at elementary and junior high schools, ophthalmology clinics, and pharmacies
Social impact / Highlights	We distributed 370,321 guidebooks on "children's eye health" and "children's vision loss" across numerous educational institutions. The guidebooks served as a resource for teachers and other educational professionals, facilitating instruction on children's eye health. These professionals then distributed the guidebooks to students and their guardians, significantly improving their literacy on the topic. Our collaboration with educational institutions not only enhanced understanding but also fostered a greater willingness to visit ophthalmology clinics.

MENTHOLATUM (CHINA) PHARMACEUTICALS COMPANY LIMITED



Rohto Student Eyecare Center Website and school visit



Introducing Student eyecare center website in official Weibo

Name of the activity	Online Eyecare Center and Offline National Eyecare Day Campaign	
Date	October, 2022	
Objective	<ul style="list-style-type: none"> To emphasize the importance of eyecare and providing services and education on myopia prevention for students, both online and offline and to communicate the Rohto-Mentholatum Group's message "healthy future for all" 	
Key participants	Professionals from the Zhongshan Ophthalmic Center of Sun Yat-Sen University and students	272,000 students from 94 schools utilized the online eyecare center, over 500 attended to the offline event
Social impact / Highlights	Due to the COVID-19 restrictions in China in 2022, the campaign prioritized online platforms to deliver services and education. Various formats, including websites, videos, and animations, were used for student engagement.	

ROHTO-MENTHOLATUM (THAILAND) LIMITED



School Visit and set up eye checking station

Some of the children received a new pair of eye glasses

Name of the activity	Eyeglasses for Children	
Date & Place	September 19, 2022	Wat Jed Riew School, Samutsakorn Province
Objective	Enhance vision and eye health knowledge among children in rural areas as part of our societal contribution	
Key participants	Dr. Vimonthip Rayanun (Ophthalmologist)	7 Staff members + 434 Children
Number of participants		
Social impact/ Highlights	Members of Rohto Mentholatum Thailand, in collaboration with the Taejai Foundation and Baan-Paew Hospital, provided eye check-ups for 434 students and shared eye health care guidance. We distributed 500 booklets to students and teachers, enabling the provision of over 60 pairs of eyeglasses for children, educational funds, and sports equipment for the school.	

ROHTO-MENTHOLATUM (MALAYSIA) SDN. BHD.



SEKOLAH KEBANGSAAN PARIT MAHANG

Sponsorship of Prescription Glasses to B40 Students



FB Live session with Eye Expert on eye care education



Eyecare & Myopia Awareness education talk at local primary school

Free eye check-ups for school children

Name of the activity	Joy of Seeing – Sending Love & Care 2022	
Date & Place	October 2022	SK Parit Mahang / SK Bukit Badong
Objective	<ul style="list-style-type: none"> • To raise myopia awareness among children aged 7-12. • To educate children on myopia prevention and eye health care. • To assist children in early myopia detection and provide eye glasses sponsorship. 	
Key participants	Focus Point eye experts, GM of Rohto Malaysia, Head of Sales from Watsons Malaysia, and government officials	840 students
Number of participants		

<p>Social impact / Highlights</p>	<ul style="list-style-type: none">• Partnering retailer's strong support helped to amplify campaign awareness, contributing to more than double the targeted donation amount.• The organized and knowledgeable partnering agency ensured children received accurate myopia care education.• Facebook Live Educational session with an Eye Expert covered myopia prevention and the importance of proper eye care habits from a young age.• Myopia Awareness talk by an Eye Expert from Focus Point reached 840 students across two schools, sharing eye care tips and eye exercises.
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ROHTO-MENTHOLATUM (VIETNAM) CO., LTD.



Doctor sharing eye care tips on stage with students



Engaging with students with eye care games



Free eye check for students by doctors

Name of the activity	Joy of Seeing – School eye check “Seeing is Happiness”	
Date & Place	September - October, 2022	Ha Noi, Bac Lieu, Ca Mau
Objective	<ul style="list-style-type: none"> • To enhance eye care knowledge among all Vietnamese participants, especially the younger generation. • To announce the Joy of Seeing project from Rohto Group to children's vision care professionals and engage them for the future steps. • To increase awareness of the importance of early eye care practices, particularly in the context of rising myopia rates among children. 	
Key participants	Brand Ambassador:	13,000 students at 13 schools across 3 regions
Number of participants	Miss H’Hen Niê (Top 5 Miss Universe 2018)	
Social impact / Highlights	<ul style="list-style-type: none"> • Utilized diverse channels to reach the target audience. • Used trendy content and eye-catching design to enhance engagement. 	

MENTHOLATUM (AP) LTD. KOREA BRANCH



In cooperation with three eyewear stores in Imsil-gun for vision test and prescription glasses

MOU agreement with Im-sil country office

Name of the activity	Sending Love and Care 2022 – Joy of Seeing	
Date & Place	April 2022	Imsil-gun, Jeollabuk-do
Objective	<ul style="list-style-type: none"> • To provide glasses to children already suffering from myopia to prevent further deterioration of their eyesight. • To identify children suffering from myopia who are unable to afford proper glasses and provide them with suitable ones. 	
Key participants	Imsil County	62 children
Number of participants	Officer	
Social impact/ Highlights	<ul style="list-style-type: none"> • The Imsil County Officer and local glasses stores collaborated to streamline the process of obtaining corrective glasses for children. • The initiative encompassed everything from eye exams to selecting eyeglass designs, giving children the freedom to choose what they wanted. ▣ Children's eyesight improved by an average of +0.7 to +0.72 after wearing their new eyeglasses. 	

ROHTO-MENTHOLATUM SINGAPORE OFFICE



Staff to visit partner to distribute eye health care material and conduct session with teachers and children

Name of the activity	Joy of Seeing – Sending Love & Care 2022	
Date & Place	October 2022	First Bridge
Objective	To encourage children to start caring for their eyes at a young age	
Number of participants	100 children	
Social impact / Highlights	<p>In the World Sight Month, we worked with First Bridge as below.</p> <ul style="list-style-type: none"> • A series of activities to help them understand what myopia is and how to take care of their eyes. • The use of the “Eye Gymnastics” video to promote with eye workout as a daily “fun activity of the day” • Parental engagement encouraged through the distribution of the Rohto Eye Care booklets to parents and children. 	

MENTHOLATUM TAIWAN LIMITED

The Event of Eye Care for Children - Interactive challenges to teach correct eye care habits -



▸ The 1st Challenge: Virtual Reality Experience

▸ The 2nd Challenge: Experience eye problems

▸ A Little gift: Desk pad on eye care and booklet

▸ The 3rd Challenge: Card game to remember the fruits and vegetables good for eye

▸ The 5th Challenge: Check your eyesight, observation and reaction

▸ The 4th Challenge: Game to remember the tips on good habit for eye

▸ Completing 5 Challenges and win a little gift

▸ 652 children joined the campaign event!

Name of the activity	Joy of Seeing – Sending Love & Care 2022	
Date & Place	August - October, 2022	National Taiwan Science Education Center/ Other outdoors
Objective	<ul style="list-style-type: none"> • To educate children about eye care • To encourage member engagement in public welfare activities to promote “Love and Care” 	
Number of participants	652 children and 59 company members	
Social impact / Highlights	An eye care activity for children was held at the National Taiwan Science Education Center, with 652 children attending and participating in five interactive challenges that taught them correct eye care habits. The event was educational and entertaining, with children having fun and learning about eye care.	

	<p>Rohto Mentholatum Taiwan members also involved its staff in awareness activities by encouraging them to “put down 3C and go outdoors”.</p> <p>Colleagues collectively challenged themselves to over 600,000 steps, resulting in a donation of NTD 60,000 to the “Taiwan Prevent Blindness” foundation.</p> <p>A press release was issued on World Sight Day to raise awareness of the importance of eyecare.</p> <p>* NTD=New Taiwan dollar</p>
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MENTOLATUM (ASIA-PACIFIC) LIMITED [HONG KONG]



In house and Community Braille Workshops / Kindergarten visit with Eye Care Talks and fun games

Name of the activity	Sending love & care (Partnership with Orbis)	
Date & Place	September 22 – February 23	Office/ Warehouse/ St. Paul Nursery
Objective	<p>To complete braille cards distributed to different kindergartens and partner with Orbis for school visits</p> <p>To raise awareness of eye health among staff and children.</p>	
Key participants	Partnership with Orbis :Orbis Senior Development Manager & Orbis Developing Executive	Over 100 in-house participants and more than 6,300 children
Number of participants		
Social impact of the action	<p>We hosted 7 in-house braille workshops and 1 community workshop with Orbis. 100% participation rate from office and warehouse staff. Participants learned how the blind communicated through braille language and completed 10,000 braille cards in total, which were distributed to 6,300 students in 63 schools during Orbis school visits.</p> <p>Company staff joined a school visit that brought eyecare messages to young children through games and dance, which makes them easy to remember.</p>	

JOY OF SEEING: WHAT IS NEXT?

We have decided to continue our focus on children's eye health and myopia as an important and medium-term theme, and we will carry on with our activities in 2023. In the coming year, we will continue to expand our activities through local group companies and partner organizations, as well as work on raising awareness to contribute to the eye health of people in various regions.

Corporate philosophy

Our new challenge to "support society and maintain global health for the future" has just begun. We would like to thank you most sincerely for your continued support.

Rohto's Seven Pledges

We work wholeheartedly to support society, to help create a better world.

To this end, we are resolved to learn with humility and strive continuously toward self-improvement.

We place the highest importance in earning the trust and respect of our colleagues and our external business partners.

We take pride in our corporate culture that fosters lofty ideals, stirs passionate debate, and generates energetic actions.

We delight in constantly challenging each other to create waves of happy surprises for our customers worldwide.

Our people are our greatest asset. Our hard working culture, spirit of close cooperation, determination, passion, and leadership provide the fuel that drives the company.

We firmly pledge to serve the people, the society, and the environment, and are thankful for our meaningful existence.