



Joy of Seeing

ROHTO Project

香港雷敦“乐敦护眼课”活动



CSV PROGRESS REPORT ON EYE HEALTH

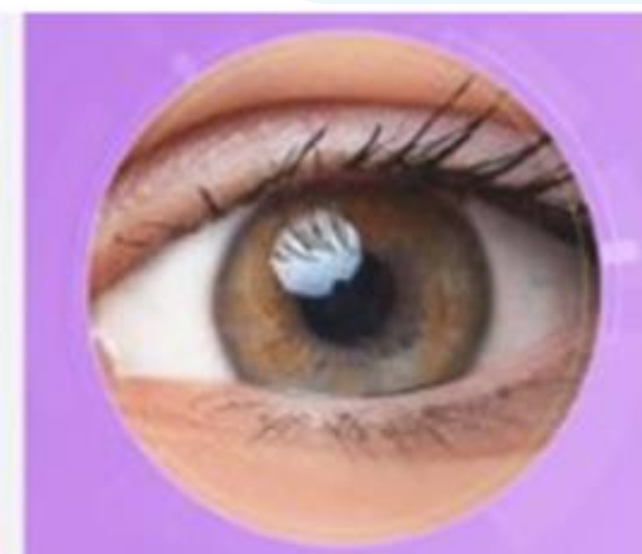
FY2024

ROHTO MENTHOLATUM
GROUP



Presented by Joy of Seeing project team

May 2025



Index CSV Progress Report on Eye Health FY2024

03 Introduction

04 Focus themes of social issue

05 Global outcome of FY2024

06 Highlight of the countries

Japan China Vietnam Taiwan Hong Kong Thailand
Malaysia South Korea Singapore Indonesia

Introduction

As a Leading Eye Care Company

ROHTO Pharmaceutical has engaged in various researches together with universities and medical institutions for more than 100 years, focusing on the eyes with the desire to make people healthy. As a leading OTC eye care company, we are committed to reexamining eye health issues faced by people around the world and will strive to contribute to the “Joy of seeing” beyond national borders.

Joy of Seeing Project : Social Eye Health Initiative by ROHTO Mentholatum group

In cooperation with the ROHTO Mentholatum group companies overseas and related organizations, we launched the Joy of Seeing (JoS) social contribution project to protect people’s eye health around the world from 2022.

The well-being of people at the heart of Joy of Seeing
Bringing the Joy of Seeing to as many people as possible in the world!



Focus themes of social issue

Theme1: Children's Eye Health and Myopia

Myopia is a serious global problem, especially in Japan and Asia. We support children and their guardians in protecting their vision and experiencing the joy of seeing.

- Period : 2022 to 2025 (tentative)
- Main activities: Awareness activities, workshops, free eye check-ups etc.
- Main areas: Asia

Theme 2: Cataracts

Cataracts are the leading cause of blindness worldwide. In developing countries, many people lose their vision due to untreated cataracts.

- Period: 2024 to 2026 (tentative)
- Main Activities: Awareness activities, free eye examinations, donations of intraocular lenses, etc.
- Main areas: Asia

Theme 3: Dry eye

Dry eye, a common condition in our aging and digital society, is said to affect sleep and mental health, thereby reducing quality of life.

- Period: 2024 to 2026 (tentative)
- Main activities: Awareness activities, workshops, etc.
- Main areas: Asia

Global outcome of FY2024

10

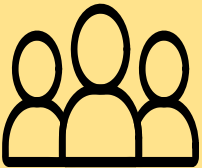
AREAS involved

- Japan
- China
- Vietnam
- Taiwan
- Hong Kong
- Thailand
- Malaysia
- South Korea
- Singapore
- Indonesia

Almost

108,000

PARTICIPANTS



Over

386,200

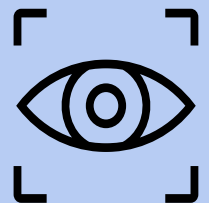
BOOKLETS
distributed



Over

77,900

EYE CHECK-UPS
for free



Over

118,137,000

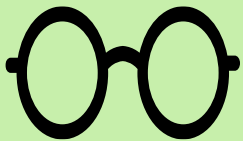
SOCIAL MEDIA
reach out



Over

1,140

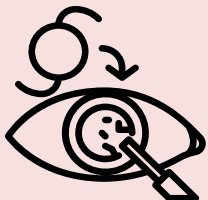
GLASSES
provided for free



Over

200

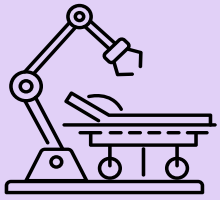
INTRAOCULAR LENSES
provided for free



Over

500

EYE SURGERY
for free



ROHTO PHARMACEUTICAL CO., LTD. (JAPAN)

Almost
530
PARTICIPANTS

Over
331,000
BOOKLETS

Theme: Children's Eye Health and Myopia
Date: April 2024 to March 2025 (FY2024)↳
Place: **Activity 1** Tomiya City, Miyagi Prefecture/**Activity 2** Nationwide
Objective: To educate children and their guardians on eye health and myopia

▶**Activity 1: Development of an educational animation on children's eye health and its use in elementary schools.**

Highlights 1: We are participating in the COI-NEXT Center for Empowerment and Social Co-creation (Tohoku University COI-NEXT “Vision to Connect” Center), which is centered on Tohoku University and supports human connections and self-realization. We created an educational animation on children’s eye health, under the supervision of the Center. This animation is currently being used in classes for more than 530 children across 8 elementary schools in the city. The program is set to continue for the next 10 years and will contribute to improving children's eye health literacy.

▶**Activity 2 : Distribution of educational guidebooks on children's eye health and Myopia**

Highlights 2: We distributed 331,000 copies of “Children’s Eye Health” and “Children’s Vision Loss” to educational institutions. The guidebooks are being used by elementary school teachers and other educators, helping to promote understanding of eye health and myopia among children and their guardians, and to encourage regular eye examinations.



1. Educational animation video on Children’s Eye Health



2. Children’s Eye Health guidebook

ROHTO PHARMACEUTICAL CO., LTD. (JAPAN)

Almost
8,400
PARTICIPANTS

Theme: Comprehensive Eye Health

Date: July 2024 – March 2025 (Fiscal Year 2024)

Place: Tomiya City, Miyagi Prefecture

Objective: To raise awareness of both eye and overall health in daily activities and promote behavioral change.

► **Activity : Opened "Machikado* Health Lab" at AEON shopping mall to provide**

Self-Checkups and Health Consultations

Highlight :As part of Tohoku University COI-NEXT "Vision to Connect" initiative, we collaborated with Tohoku University Hospital and Aeon Tohoku Co., Ltd. to establish the "Tohoku University Hospital Health Checkup Satellite – Machikado Health Lab at Aeon Tomiya Store."

This facility offers comprehensive self-checkups for both eye and overall health, including eye exams (visual acuity, functional vision, and visual field), as well as examinations for skin health, sleep quality, autonomic nervous system function, and blood circulation. To date, approximately 8,400 people have used this service. Additionally, Tohoku University Hospital physicians provided weekly health consultations and lifestyle guidance on a reservation basis for those who wished to participate.

Through this initiative, we aim to facilitate the early detection of eye diseases with minimal symptoms, encourage behavioral changes, and contribute to the health of the local community.

*Machikado refers to streets or small open spaces within the city where citizens can drop by easily



Image of Machikado Health Lab

Eyecare Education for
Over **2,126**
Students(PARTICIPANTS)

Online Student
Over **20,000**
Students(PARTICIPANTS)

Over
19,000
BOOKLETS

Over
20,000
Free Online Eye test

MENTHOLATUM (CHINA) PHARMACEUTICALS COMPANY LIMITED

Theme: Children's Eye Health and Myopia

Date: FY 2024

Place: Zhongshan, Guangdong Province

Objective: Provided eye care knowledge to primary school students

► **Activity 1:** Eyecare workshop and Eyecare quiz at primary school

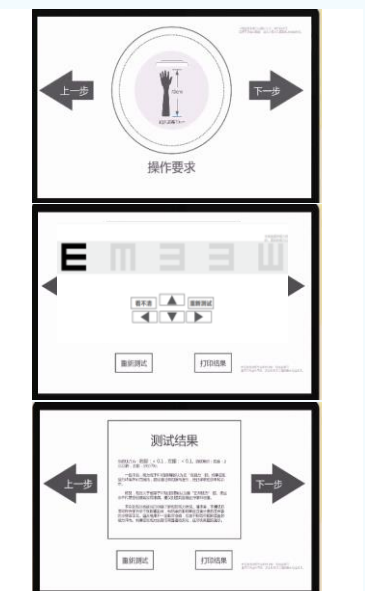
Highlights 1: Our staff volunteer team visited Zhongshan Guangzhou GH School and conducted lectures to provide eye-care knowledge to 1,926 primary school students, explaining eye health knowledge to them. A quiz competition on eye care knowledge was also conducted after the workshop to arouse interest among the students.

► **Activity 2:** Rohto Student Eyecare Center website in collaboration with Zhongshan Ophthalmic Center

Highlights 2: The free eyecare center website continues to educate students on how to protect their eyes anytime anywhere. School can also leverage the system to conduct quick eye tests for students.



1. Staff volunteers engage students at Zhongshan Guangzhou GH School



2. Rohto Student Eyecare center website X Zhongshan ophthalmic center

MENTHOLATUM (CHINA) PHARMACEUTICALS COMPANY LIMITED

Theme: Dry Eye

Date: FY 2024

Place: PolyU-Rohto Center of Research Excellence for Eye Care

Objective: Raise public awareness of eye fatigue

► **Activity 1:** Health and Care TV Show on Eye Fatigue

Highlights 1: Collaborating with a well-known celebrity and top professor, the TV show was published on social media to raise public awareness of eye fatigue.

► **Activity 2:** Partnership between PolyU-Rohto Center and Chinese Congress of Ophthalmology (CCOS)

Highlights 2: PolyU-Rohto Center invited top professor for sharing eye fatigue knowledge at the CCOS conference and also announced the launch of Eye Fatigue Measurement Machine.



1. Health and Care TV Show on Eye Fatigue



2. Eye Fatigue Measurement Announcement in CCOS

ROHTO-MENTHOLATUM (VIET NAM)

Theme: Children's Eye Health and Myopia

Date: January 2024 to December 2024 (FY2024)↳

Place: HCM, Binh Duong, Kien Giang, Hue, Ha Noi

Objective: To educate children and guardians about eye health, myopia diagnosis and daily eye care habits

►Activity 1: 2024 CSR School Eye Check in Primary and High Schools

Highlights 1

Under the "Brighten Vietnamese Eyes" initiative, the campaign visited 30 schools across five provinces, providing over 33,400 students with free eye check-ups and consultations from ophthalmologists at reputable hospitals. In addition to the common activities and social outreach from previous years, we began to involve guardians in the campaign via e-messages in chat groups between teachers and them. This new tool provided a direct approach to guardians, announcing the eye check day at school and following up on the eye check results of their children. It received positive feedback from guardians.

Over
33,400
PARTICIPANTS

Over
33,400
BOOKLETS

About
3,300,000
SOCIAL MEDIA

Over
33,400
EYE CHECK-UPS(in person)



Opening session for school eye check activity



Eye check by doctors



E-message



Children eye health leaflet

ROHTO-MENTHOLATUM (VIET NAM)

Theme: Children's Eye Health and Myopia
Date: June 2024 to December 2024 (FY2024)↳
Place: Online platforms, Nationwide
Objective: To educate children and their guardians about eye health, myopia diagnosis, and daily eye care habits using a new online vision test.

► **Activity 2: Launch and Promote the Online Vision Test**

Highlight2

The launch of the V.Rohto Online Vision Test marks a significant step toward community eye care, aligning with the mission of the V.Rohto Fund, “Bright Vietnamese Eyes.” This initiative strengthened V.Rohto's CSR efforts and expanded its reach to nationwide online platforms.

In the Vietnamese market, we are pioneers in integrating science with technology to officially provide end-users with this online vision test tool. While it does not replace the essential role of ophthalmologists, it helps detect early signs of vision problems, making eye care easier and more accessible for everyone, everywhere.↳

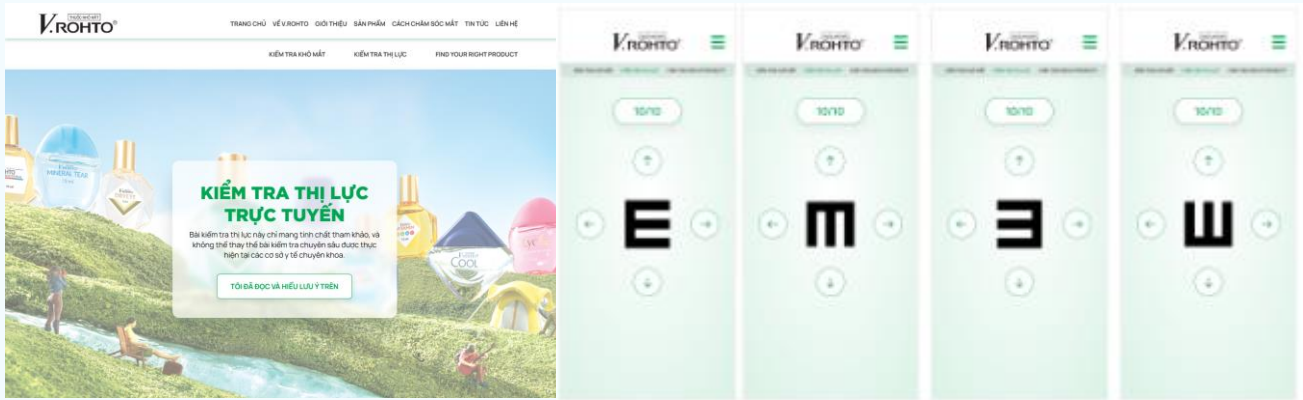
During the launch phase, our primary target audience was guardians as users and children as the primary beneficiaries, addressing the rise in myopia. We utilized online communication and a social WOM (Word of Mouth) campaign to raise awareness about the importance of vision care. The campaign introduced the test through simple steps and leveraged the trusted voices of "Hot Moms." The campaign achieved over 4.2 million interactions and 1.2 million views.

Over
1800
PARTICIPANTS

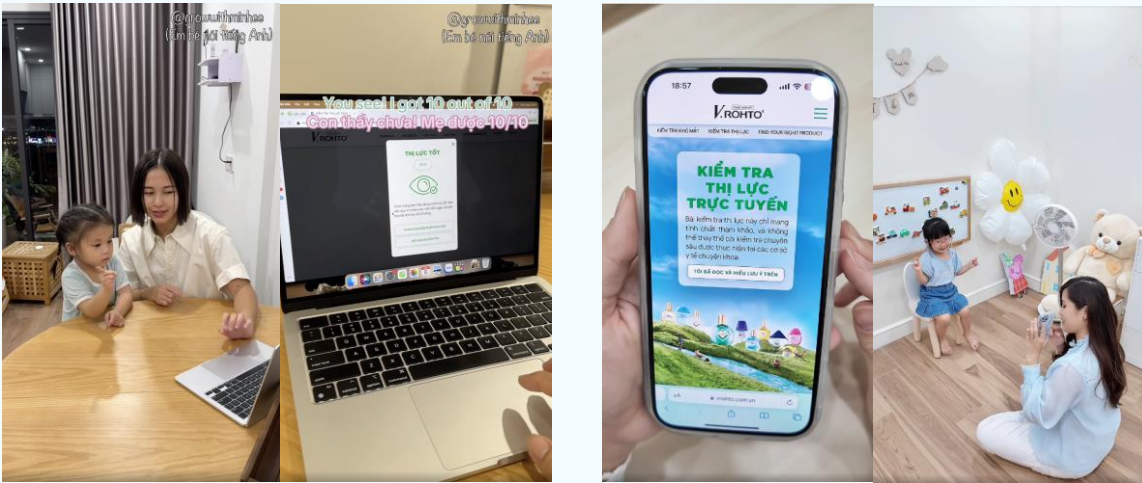
About
4,290,000
SOCIAL MEDIA

Over
4,800,000
Media view

Over
1,800
EYE CHECK-UPS (online)



Online vision test



"Hot Moms" review clips



Online communication

Infographic message

ROHTO-MENTHOLATUM (VIET NAM)

Over 13,300 PARTICIPANTS	Over 13,300 EYE CHECK-UPS(in person)	Over 8,500,000 SOCIAL MEDIA	Over 4,700,000 Media view	Over 200 IOL provided	Over 500 EYE SURGERY for free
---------------------------------------	---	--	--	------------------------------------	--

Theme: Cataracts

Date: January 2024 to December 2024 (FY2024)↳

Place: Ho Chi Minh City, Kien Giang, Ha Noi, Thanh Hoa, Hung Yen, Phu Tho

Objective: To offer practical eye checks and eye surgeries for people with financial difficulties

► **Activity:** 2024 CSR Community Eye Check and Cataracts Surgery

Highlights:

This annual campaign, part of the “Brighten Vietnamese Eyes” initiative, has been ongoing for 19 years in partnership with leading eye hospitals across the country. In 2024, the program reached six provinces and cities nationwide, providing over 13,300 people with free eye checks and consultations from doctors. Through the screening process for cataract cases and individuals facing financial difficulties, V.Rohto sponsored over 500 free cataract surgeries.



Kick-off day in HCM



Patients on the eye check day



Eye check and pre-check for cataracts surgery



A Patient’s thank you after cataracts surgery

MENTHOLATUM TAIWAN LIMITED

Theme: Children's Eye Health and Myopia

Date: September 2024

Place: 4 elementary schools in Taiwan

Objective: To raise awareness among children about the importance of eye care through sessions conducted by ophthalmologists.

► **Activity 1:** Ophthalmologists explain the causes of myopia and how to prevent and protect the eyes.↳

Highlights 1:

The selected schools are located in areas with the highest myopia rates in Taiwan. Through the outreach by doctors, we aim to encourage children to promptly inform their parents if they experience any symptoms of myopia.

► **Activity 2:** Interactive quiz games with prizes are designed to increase students' interest. Eye care booklets will also be distributed to remind students and parents about proper eye care.

Highlights 2:

During the games, we observed that some students struggled to see the slides clearly, suggesting they might have undiagnosed myopia. The lecture successfully helped raise awareness about myopia.

Almost
1,000
PARTICIPANTS

Almost
1,000
BOOKLETS



1. The doctor explains on stage and engage with students through interactive games.



2. Distribution of Rohto Eye Care booklets & gifts

MENTOLATUM (ASIA-PACIFIC) LIMITED [HONG KONG]

Almost
16,000
PARTICIPANTS

Theme: Children's Eye Health and Myopia

Date: April 2024 to March 2025 (FY2024);

Place: Kindergartens and Primary Schools (4 visits)

Objective: School Visits to promote eye health among children

Activity 1: Kindergartens “DifficulTea” Campaign

(3 visits: Apr 2024 and Jan 2025)

Highlights 1:

- Tea session with blurry glasses to simulate visual impairments.
- Eye-care talk conducted by the renowned non-profit organization Orbis.

Activity 2: Primary School "Blindfold Lunch Campaign" (1 visit: Nov 2024)

Highlights 2:

- Blindfold lunch with primary school students.
- Eye-care talk conducted by Orbis.



1. Kindergartens “DifficulTea” Campaign



2. Primary School “Blindfold Lunch” Campaign

MENTOLATUM (ASIA-PACIFIC) LIMITED [HONG KONG]

Almost
2,000
PARTICIPANTS

over
31,000
Social Impression

Over **1,500**
BOOKLET and gifts
distributed

Theme: Children's Eye Health and Myopia

Date: Jun 2024 and Aug 2024

Place: TKO Plaza and Central Market

Objective: Social Eyecare Carnival to promote Eye Health

Activity 3: Orbis Summer Carnival @ TKO Plaza (Jun 2024)

Highlights 3:

- A local celebrity kicked off the carnival.
- Braille card workshop.
- VR headset experience simulating conditions such as cataracts and macular degeneration.

Activity 4: Orbis Summer Carnival @ Central Market (Aug 2024)

Highlights 4:

- Braille card workshop.
- VR headset experience simulating conditions such as cataracts and macular degeneration.



3. Orbis Summer Carnival @TKO Plaza



4. Orbis Summer Carnival @ Central Market

ROHTO-MENTHOLATUM (THAILAND) LIMITED

Theme: Children's Eye Health and Myopia

Date: December 2024 to January 2025

Place: Rural Areas in Thailand

Objective: To improve children's eye health in rural areas, enabling them to learn effectively and live normal, healthy lives.

► **Activity 1:** Collaborated with the Mentholatum and Sweetbean campaign to launch a donation program, contributing 1 baht for every product sold to the Thai Red Cross.

Highlights 1: Expanded outreach to more consumers both online and offline to support the donation for the second year of the “Eyeglasses for Children in Rural Areas” project.

► **Activity 2:** Sponsored the Thai Red Cross Society’s “Eyeglasses for Children in Rural Areas” project.

Highlights 2: Donated 50,000 THB, enabling medical units to visit rural areas to conduct 50 eye examinations and provide 50 free pairs of spectacles to students with vision problems. This initiative also served as a reminder for parents, teachers, and children to stay vigilant about any abnormalities in their eyesight.

Over
50
PARTICIPANTS

Over
2M
Online Impression

Over
50
GLASSES provided



1. Donation campaign ad



2. Sponsorship for the Thai Red Cross Society: "Eyeglasses Donation Project"

Almost
7,500
PARTICIPANTS

Over
7,500
EYE CHECK-UPS

Over
295
GLASSES provided

ROHTO-MENTHOLATUM (MALAYSIA) SDN. BHD.

Theme: Children's Eye Health and Myopia

Date: June 2024 to August 2024 (FY2024)↳

Place: 5 local primary schools in Malaysia

Objective: To educate the public about children's eye health and the importance of proper eye care. This program offers free eye checkups and includes a talk on eye health delivered by an eye care specialist at schools, aiming to increase public awareness of myopia in children.

► **Activity 1:** Partnered with a local ophthalmologist chain to provide free eye health checks and prescription glasses

Highlights 1: As part of the initiatives to raise awareness of the importance of eye health, Rohto Eye continued its long-standing partnership with the local ophthalmologist chain, Focus Point, to make eye health checks accessible to underprivileged children by deploying mobile trucks to five local schools. These trucks provided free eye checkups and prescription glasses.

The initiative reached over 7,500 students. A total of 295 pairs of prescription glasses were distributed to students suffering from short-sightedness.

► **Activity 2:** Educating on the importance of caring for eye health through engaging games and activities

Highlights 2: In an effort to raise awareness and educate school children on the importance of eye health, engaging activities such as memory games and blindfolding games, which require the use of vision, were included as part of the program.



1. Free Eye Health Checks & Prescription Glasses



2. Eye Health Engagement Activities

MENTHOLATUM (AP) LTD. KOREA BRANCH

Theme: Children's Eye Health and Myopia

Date: April 2024 to March 2025 (FY2024) ↴

Place: A local children’s community center in Seoul primarily serving vulnerable groups.

Objective: Happy school – Children's Eye Health Protector

► **Activity 1:** Educating children about the current prevalence and severity of myopia, the precise definitions of myopia and astigmatism, and practical methods to prevent myopia.

Highlights 1: Since children were the target audience, engaging recreational activities, such as fun quizzes about myopia and eye health, were incorporated into the program to make learning both enjoyable and effective.

► **Activity 2:** Conducting eye examinations and providing hands-on experiences related to myopia and astigmatism.

Highlights 2: Virtual glasses were provided to allow children to experience the visual effects of nearsightedness and astigmatism firsthand, helping them better understand these conditions. Vision tests were also conducted using the "LOVE&CARE KIT," which included a JOS leaflet, eyesight testing tools, and Mentholatum lip care products.

Almost
200
PARTICIPANTS

Over
250
BOOKLETS

Over
200
EYE CHECK-UPS



1. Education at community centers on myopia prevention.



2. Myopia experience and eyesight check-ups.



LOVE & CARE KIT to children

ROHTO-MENTHOLATUM SINGAPORE OFFICE

Theme: Supporting the Visually Impaired & Dry Eye Education

Date: June & January (FY2024)

Place: Nationwide

Objective:

- To educate consumers on the signs of dry eye and how to protect their eyes as part of the Dry Eye Education Campaign.
- To conduct a JoS donation drive.

► Activity 1: Dry Eye Education on Social Media

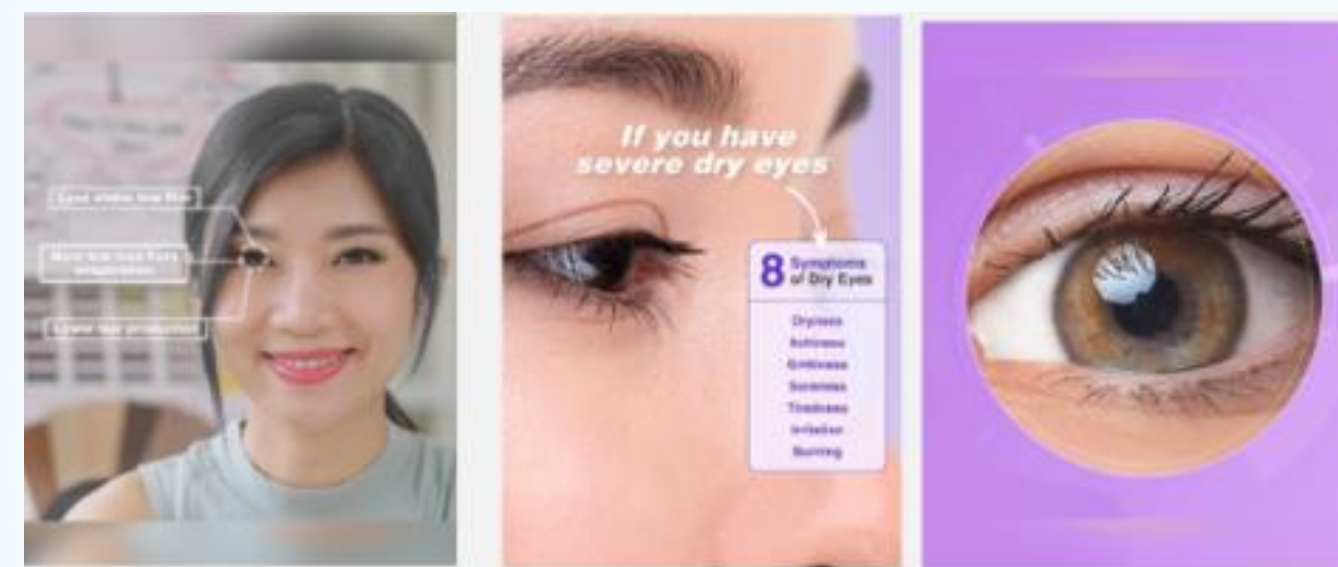
Highlight 1:

Social media posts to educate consumers on the signs of dry eye and how to protect their eyes.

► Activity 2: Joy of Seeing Donation Drive

Highlight 2:

Collected a donation of 20 cents for every eye drop sold during the month of January.



1. Dry Eye Education



2. Joy of Seeing Donation Drive

ROHTO LABORATORIES INDONESIA

Theme: Children's Eye Health and Myopia

Date: April 2024 to March 2025 (FY2024)↳

Place: Bandung, Cirebon, Pekanbaru

Objective: To contribute to Indonesian society through eye health initiatives, aligning with the vision of “A Healthy Future for All.”

► **Activity 1: Eye Health Check-up for Elementary and Middle School Students**
Highlights 1:

In celebration of World Sight Day, this program reflects Rohto’s commitment to supporting the golden generation in eye health. The initiative aims to help students improve the quality of their learning and academic performance in the future.

► **Activity 2: Distribution of Free Glasses and Eye Health Education for Elementary and Middle School Students**
Highlights 2:

We distributed 800 free glasses to students, selected from 1,600 who underwent eye health check-ups. Compared to last year, the program expanded to include an additional 300 students and three more areas. This initiative makes it easier for students to study at school while providing access to high-quality glasses.

Almost
1,600
PARTICIPANTS

Over
1,600
EYE CHECK-UPS

Over
30
SOCIAL MEDIA

Over
800
GLASSES provided



Opening ceremony at Cirebon



Children’s Eye Health Check-up



Distribution of free glasses





<https://www.rohto.co.jp/global/sustainability/well-being/>