



Eye Health CSV Progress Report FY2025

ROHTO MENTHOLATUM
GROUP

2026/06/10



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Japan/ China/ Vietnam/ Taiwan/ Hong Kong/ Thailand/ Malaysia/ South Korea/
Singapore/ Indonesia/ Myanmar/ Nepal/ Laos/ Cambodia

Introduction

As a Leading Eye Care Company

As a leading eye care company, ROHTO Pharmaceutical has worked with universities and medical institutions for over 100 years to support people's eye health. We are committed to addressing eye health challenges worldwide and delivering the “joy of seeing” beyond borders.



Joy of Seeing (JoS) is the ROHTO Mentholatum Group's social eye health initiative. In collaboration with group companies and partner organizations, we launched JoS in 2022 to improve eye health around the world.



Joy of Seeing puts well-being first,
bringing the joy of seeing to more
people worldwide



Focus Themes for Social Impact

Theme 1: Children's Eye Health and Myopia

Myopia is a serious global issue, especially in Japan and other parts of Asia. We support children and their caregivers in protecting vision and experiencing the joy of seeing.

- Main activities: Awareness campaigns, workshops, free eye check-ups
- Main regions: Asia

Theme 2: Cataracts

Cataracts are a leading cause of blindness worldwide. In low- and middle-income countries, many people lose vision due to untreated cataracts.

- Main activities: Awareness campaigns, free eye examinations, donations of intraocular lenses (IOLs)
- Main regions: Asia and Africa

Theme 3: Dry Eye

Dry eye is a common condition in aging and digital societies and can affect daily life and well-being. We promote awareness and practical care to help improve quality of life.

- Main activities: Awareness campaigns, workshops
- Main regions: Asia

Global outcome of FY2025

13 AREAS involved

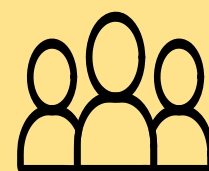
- Japan
- China
- Vietnam
- Taiwan
- Hong Kong
- Thailand
- Malaysia
- South Korea
- Singapore
- Indonesia
- Myanmar
- Nepal
- Laos

**FY2026
NEW** Cambodia

Approximately

85,300

PARTICIPANTS



Over

335,300

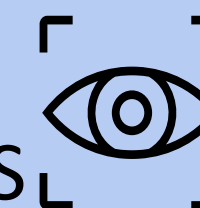
BOOKLETS
distributed



Over

65,300

EYE CHECK-UPS
for free



Over

85,125,200

SOCIAL MEDIA
reach



Over

1,300

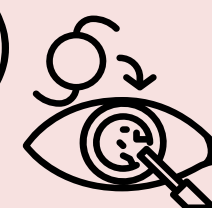
GLASSES
provided for free



Over

1,200

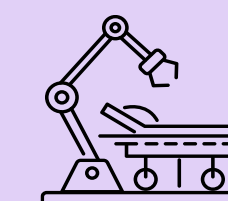
INTRAOCULAR LENSES(IOL)
provided for free



Over

2,000

EYE SURGERY
for free



ROHTO PHARMACEUTICAL CO., LTD. (JAPAN)

Theme: Children's Eye Health and Myopia
Date: April 2025 - March 2026 (FY2025)↳
Place: Activity 1 Tohoku Region
Objective: To raise awareness of eye health and myopia among children and their guardians

►Activity 1: Promoting Myopia Awareness in Collaboration with Tohoku University COI-NEXT “Vision to Connect” Hub

Highlight 1: We continue to participate in the Tohoku University COI-NEXT industry–academia–government collaboration initiative, the “Vision to Connect” Hub, a co-creation platform that supports human connection and self-realization through the power of vision.

In FY2025, a new Myopia Prevention BUB Group was established to advance research and public awareness activities related to myopia.

As part of these efforts, a myopia awareness event was held at the “Machikado Health Lab” in November, with approximately 35 participants. The event included myopia consultations by ophthalmologists, visual acuity and axial length measurements by orthoptists, and information sessions by companies aimed at improving literacy on myopia control. Through these activities we helped promote understanding among local residents and provided opportunities to encourage healthier vision-related behaviors.

In addition, during an event held in conjunction with World Glaucoma Week in March, we hosted a booth for children and their families. The booth introduced lifestyle habits related to eye health and myopia awareness. A total of 53 participants joined the event, gaining accurate knowledge about myopia in an engaging way and an opportunity to reflect on their daily lifestyle habits.

Almost 88 PARTICIPANTS	Over 50 BOOKLETS
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Myopia awareness event



Events held in conjunction with World Glaucoma Week

ROHTO PHARMACEUTICAL CO., LTD. (JAPAN)

Theme: Children's Eye Health and Myopia

Date: April 2025 - March 2026 (FY2025)↳

Place: Activity 2 Obu City, Aichi Prefecture

Activity 3 Nationwide

Objective: To raise awareness of eye health and myopia among children and their guardians

▶Activity 2 : Myopia Prevention Awareness in Obu City

Highlight 2:

Based on the memorandum of understanding signed in 2022 with Obu City, Aichi Prefecture, Nagoya University Graduate School of Medicine, and Sugi Pharmacy Co., Ltd. for the “Obu City Children’s Myopia Prevention Project,” we continued to promote community-based initiatives in FY2025

We delivered outreach classes and distributed myopia prevention calendars to all first-grade elementary school students in the city, reaching approximately 1,000 children. We also held hands-on events for parents and children. Through these activities, we helped children and their guardians learn about eye health and myopia, while encouraging healthy daily habits that support children’s vision

▶Activity 3 : Distribution of educational guidebooks on children's eye health and Myopia

Highlights 3: We distributed educational guidebooks on children’s eye health and myopia to public elementary and junior high schools, as well as other educational institutions nationwide.↳

The guidebooks were used by teachers and other education professionals when providing guidance to students on children’s eye health. Through this initiative, we aimed to improve literacy among children and their guardians regarding eye health and myopia, while encouraging regular vision checks and visits to eye care professionals.

Almost
1,000
PARTICIPANTS

Over
305,316
BOOKLETS



2. Outreach classes in Obu City



3. Children’s Eye Health guidebook

MENTHOLATUM (CHINA) PHARMACEUTICALS COMPANY LIMITED

Over
170
PARTICIPANTS

Over
100
BOOKLETS

Over
35
Free eye check-ups (in person)

Theme: 2025 Charity Visit to the Children's Companion Home
Date: Dec 2025
Place: The Companion Home in Qingshan Village, Xiangyang City, Hubei Province
Objective: To provide better companionship for left-behind children, Mentholatum China has collaborated with the China Foundation for Rural Development for four consecutive years to support the Companion Home project, with the aim of better promoting the physical and mental health development of rural children.



► **Activity : Visit to the Children's Companion Home**
Highlights : Caring activities were carried out, including vision screening and safety medication use workshop. Exchanges were conducted with left-behind children in rural areas, and Mentholatum caring gift packs were distributed.



The volunteer team presents the song *Everyone is a Mentholatum Little Nurse*



Care about their living conditions and discuss their career dreams



Schoolbags as gifts for children



The volunteer team and the children participating in the activity



Vision test



Interactive career mini-workshop



Volunteers and children join in interactive games

Mentholatum ESH Children's Gift Pack



*Internal Materials - For Reading Only

ROHTO-MENTHOLATUM VIET NAM

Over
25,300
participants

Over
25,300
booklets distributed

Over
25,300
Free eye check-ups (in person)

Over
7,400,000
Social media reach

50
glasses provided

Over
3,100,000
Media view

Theme: Children's Eye Health and Myopia

Date: January 2025 to December 2025 (FY2025)↳

Place: HCM, Ha Noi, Tra Vinh, Da Lat, Lao Cai, Nha Trang

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

► **Activity:** 2025 CSR School eye check in primary and high schools.

Highlights: Under “Brighten Vietnamese Eyes” CSR journey, the campaign visited 25 schools across 6 provinces, reached over 25,300 students for free eye check-up and consultation from ophthalmology doctors of reputable hospitals. The program also reached Lao Cai’s pupils through the collaboration with the Karugamo Foundation of Rohto Japan. Beside the common activities and social spreading as previous years, we keep involving parents in the campaign via e-message in chat groups to announce the school eye check day and follow up eye check results of their children.



Opening section at school for school eye check activity



Eye exams by doctors



Social posts



Children eye health leaflet

Includes related digital posts and videos about the School Eye Check activity.

ROHTO-MENTHOLATUM VIET NAM

Over
5,100
participants

Over
5,100
Free eye check-ups (in person)

Over
49,600,000
Social media reach

Over
500
Free cataract eye surgery

Over
27,200,000
Media view

Theme: Cataracts

Date: January 2025 to December 2025 (FY2025)↳

Place: HCM, Ha Noi, Tra Vinh, Da Lat, Lao Cai, Nha Trang, Ha Tinh

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

► **Activity: 2025 CSR Community eye check and cataract surgery.**

Highlights: This year, we celebrate the 20th anniversary of “Brighten Vietnamese Eyes” CSR journey in Viet Nam with a special ceremony, expressing our gratitude to key partners including eye hospitals, brand ambassadors and retailers for their continued support. In 2025, the program expanded across 7 provinces and cities, reaching over 5,100 people with free eye checks and consultations, and providing 548 free cataract surgeries for those in need. In addition, RMV collaborated with the Karugamo Foundation of Rohto Japan to bring this program to underserved communities in the northwestern border region of Lao Cai, Vietnam.



20Y CSR ceremony



Eye exams



Cataract surgery

Includes related digital posts and videos about the School Eye Check activity.

ROHTO-MENTHOLATUM VIET NAM

Over
2,600
participants

Almost
13,500,000
Social media reach

Over
2,600
Free eye check-ups (online)

Almost
950,000
Media view

Theme: Dry eye

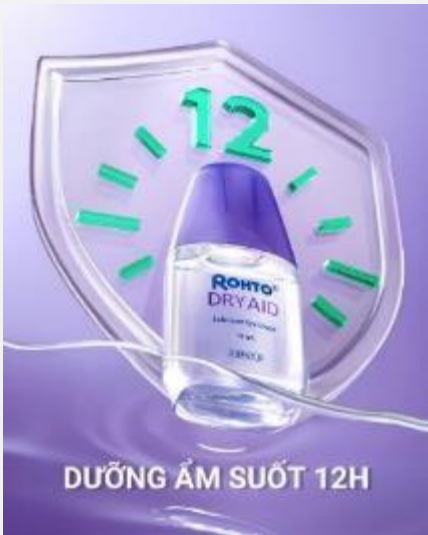
Date: Jan 2025 to December 2025 (FY2025)↳

Place: Online platforms nationwide

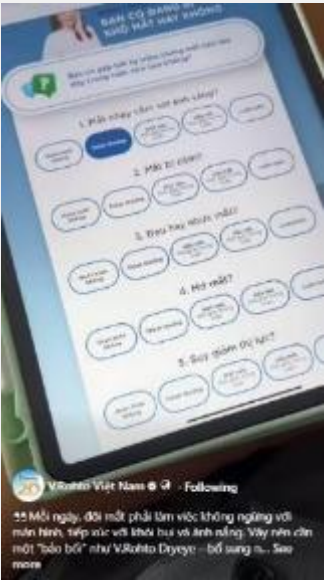
Objective: To raise awareness of dry eye symptoms, encourage daily eye care habits, and support early self-check and appropriate care through an online dry eye awareness/test tool.

►**Activity:** Always on educational content on social and digital channels

Highlights: In the digital era, we delivered dry eye awareness content and an online self-check tool, supported by trusted healthcare voices (doctors, pharmacists, and KOCs). The campaign reached nearly 950,000 views and more than 2,600 people completed the self-check. By improving knowledge and encouraging appropriate daily care, it supports earlier awareness of dry eye risk and better self-care behaviors.



Always-on content



Review products and promote the test

ROHTO-MENTHOLATUM VIET NAM

Over
19,800
participants

Over
17,500
Free eye check-ups (in person)

Over
13,900,000
Social media reach

Over
2,300
Free eye check-ups (online)

Over
680,000
Media view

Theme: Free Eye Check activation

Date: Jan 2025 to December 2025 (FY2025)↳

Place: HCM, Can Tho, Dong Nai, Ha Noi, Nghe An, Da Lat, Da Nang, Nha Trang & Online platform

Objective: To educate the importance of daily eye care and vision health, especially myopia diagnosis among parents by offering free eye check for customers in urban cities, increasing awareness and trial of online Vision test

►**Activity:** Activation with eye check booth at office buildings, universities, malls and pharmacy chain stores in key cities.

Highlights: In addition to annual CSR programs for underprivileged people across provinces, there is also strong demand for eye check-ups in urban areas. Therefore, these activities target office workers and students, aiming to raise awareness of eye health and eye care habits.



Announce campaign



Promote online Vision test



Eye check for students and officers

Includes related digital posts and videos for eye health.

MENTHOLATUM (ASIA-PACIFIC) LIMITED [HONG KONG]

Theme: Children's Eye Health and Myopia
Date: April 2025 to March 2026 (FY2025)
Place: Kindergartens and Primary Schools
Objective: School Visits to promote eye health among children

Almost
10,000
participants

Over
10
Social media post

► **Activity 1: Primary School “Blindfold Lunch Campaign 2025”**

Highlights 1: Local Celebrity to join the event; blindfold lunch to mimic blind people experience

Highlights 2: Eye-care talk conducted by the renowned non-profit organization Orbis.

► **Activity 2: Kindergartens “DifficulTea” Campaign 2025**

Highlights 1 : Tea session with blurry glasses to stimulate visual impairment

Highlights 2 : Interactive games to promote eye health awareness



Primary School eye-care talk



Kindergarten “DifficulTea” campaign



Primary School “Blindfold Lunch” campaign

MENTHOLATUM TAIWAN LIMITED

Theme: Free Dry Eye Screening
Date: Dec 1st-31st, 2025
Place: BRIDGE Chain Drug (40 stores)
Objective: Work with chain pharmacy pharmacists to conduct OSDI dry eye tests, educate the importance of oil layer, and recommend Namida Eye Drops to consumers.

► **Activity :Free Dry Eye Screening**

- Highlights 1:** Consumer completes a dry eye questionnaire.
- Highlights 2:** Pharmacist provides dry eye education and recommends eye drops.
- Highlights 3:** Give each participant a box of 15 lutein capsules.

Almost 1,337 participants	Over 1,337 booklets distributed	Over 1,337 Product donations
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Promotional materials supporting dry eye screening campaign



Eye-care educational poster displayed in-store



Dry eye educational booklet distributed



Dry eye test conducted with a professional screening device

ROHTO-MENTHOLATUM (MALAYSIA) SDN. BHD.

Theme: Children’s Eye Health and Myopia

Date: Mar 2025 to May 2025 (FY 2025) ↳

Place: 5 local primary schools in Malaysia

Objective: Educate the public on importance of children’s eye health. Provide free eye check-ups, prescription glasses and eye health awareness talks across schools.

►Activity 1: Sending Love & Care, The Joy of Seeing

Free eye check-ups and prescription glasses for students from low-income (B40) communities with short-sightedness.

Highlights 1: As part of initiatives to promote eye health awareness, Rohto Eye maintained its long-standing partnership with local ophthalmologist chain Focus Point to extend eye care services to underprivileged children. Mobile eye care trucks were deployed to 5 local schools; providing free eye check-ups and prescription glasses. Over 4,259 students and 191 pairs of prescription glasses were given out to students that suffers from short sightedness.

►Activity 2: Educate on importance of caring for eye health through engaging games/activities related to eye

Highlights 2: As part of the eye health education efforts, interactive activities requiring visual engagement, hand/eye coordination such as educational sticker games and "spot the difference" were incorporated to enhance awareness on the importance of eye health amongst school children.

Almost
4,259
participants

Over
2,367
Free eye check-ups

Over
191
glasses provided



1. Free Eye Health Check & Prescription Glasses



2. Test your Eye Health Engagement Activities

MENTHOLATUM (AP) LTD. KOREA BRANCH

Theme: Children's Eye Health and Myopia

Date: 2025.10.14 - 2025.11.28

Place: Kindergarten in Seoul

Objective: Myopia prevention for children

► **Activity 1: Myopia prevention education by health instructors**

Highlights 1: Eye health professionals conduct educational sessions for children, providing explanations about myopia and astigmatism.

The program educates children on healthy diets, daily habits, and exercises for maintaining good eye health, while encouraging active participation through student presentations.

A total of 25 sessions were conducted during the project period.

Through this interactive approach, the program aims to raise awareness of the importance of eye health and help children clearly understand preventive measures.

► **Activity 2 : Check-up vision test**

Highlights 2: Vision screening sessions are conducted by professionals, allowing children to check their eyesight and determine whether they have myopia.

Almost
1,183
participants

Over
1,000
booklets distributed

Over
583
Free eye check-ups (in person)



Eye-health education by professional instructor



Children engaged through guided eye-health activities



Myopia prevention explained by eye-care professional



Vision screening



Joy of Seeing myopia prevention kit for continued eye-care learning

ROHTO-MENTHOLATUM (THAILAND) LIMITED

Theme: Children's Eye Health and Myopia
Date: 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: Contributing 40,000 THB to the Thai Red Cross Society’s “Eyeglasses for Children in Rural Areas” project**

Highlights 1: We helped bring clearer vision to 50 students through eye examinations and free spectacles. Beyond immediate impact, this initiative encouraged parents, teachers, and children to remain vigilant about eye health for a brighter future.

Almost 50 participants	Over 50 Free eye check-ups	40,000 THB Donation
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Donations to Thai red cross society



ROHTO LABORATORIES INDONESIA

Theme: Children's Eye Health and Myopia

Date: April 2025 to March 2026 (FY2025)↳

Place: Tangerang, Yogyakarta, Surakarta, Bandar Lampung

Objective: Contribute to Indonesian society in realizing “A Healthy Future for All”

Clear Vision for Brighter Future 2025

► **Activity 1:** Eye health check-ups for elementary and middle school students

Highlights 1: Celebrating World Sight Day, this program is dedicated to Rohto’s commitment to helping prepare the golden generation in eye health. This initiative helps students improve the quality of their learning in the future.

► **Activity 2 :** Distribution of free glasses for students in elementary and middle school also education about maintaining eye health.

Highlights 2: We distributed 1,200 free glasses from 2,602 students who underwent eye health check-ups. Compared to last year there are additional 400 students and 4 areas for this program. It serves as a means for students to make it easier to study at school and to get high-quality glasses.

Almost
2,602
participants

Over
44
Social media reach

Over
2,602
Free eye check-ups

Over
1,200
glasses provided



1. Opening ceremony at Cirebon



2. Children’s Eye Health Check up



3. Distribution of free glasses

ROHTO LABORATORIES INDONESIA (Thailand support)

Theme: Cataracts

Date: April 2025 to March 2026

Place: Thailand

Objective: Contribute to Thailand society in realizing “A Healthy Future for All”

Clear Vision for Brighter Future 2025

► Activity 1: Cataract Surgery Support

Highlights 1:

We supported cataract surgery activities in Thailand through free IOL donation and collaboration with local partners. Information on the initiative was shared through partner channels to raise awareness among eye care professionals and support access to cataract treatment for people in need. Through this activity, we contributed to improving access to essential eye care services and helping patients restore vision and quality of life.

Almost 529 participants	Over 529 Free eye check-ups	Over 1,000 free eye surgery	Over 1,000 IOL provided
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Cataract Surgery

ROHTO-MENTHOLATUM Myanmar

Theme: Children’s Eye Health & Myopia
Date: April 2025 to Mar2026
Place: Mandalay (Activities 1 & 2), Yangon – East Dagon (Activity 3)
Objective: To promote children’s eye health and prevent myopia progression through early detection, awareness, and education

- **Activity 1: Outreach Eye Screening Camps (Mandalay)**
Highlights 1: We conducted eye screening camps in collaboration with the Supported Group for Elderly Doctors (SGED) to improve access to early diagnosis and eye care services. These activities contributed to increased awareness, improved access to care, and the reduction of preventable vision problems.
- **Activity2 : Myopia Screening and Education for Children (Mandalay)**
Highlights2 : We conducted eye screening and myopia assessments for children, along with education on proper eye care habits. These efforts supported early intervention, improved vision outcomes, and increased awareness, helping to control myopia progression among children.
- **Activity3: Eye Care Support for Displaced Communities (Yangon – East Dagon)**
Highlights 3: As part of our CSV program, we provided eye care support for internally displaced families and children. This initiative included free eye check-ups and community support activities, which were well received by participants and contributed to improving access to eye care services.

Almost
773
participants

Over
773
Free eye check-ups

Over
18
glasses provided

Over
1,000
Social media reach



1. Outreach Eye Screening Camps (Mandalay)



2. Myopia Screening and Education for Children (Mandalay)



3. Eye Care Support for Displaced Communities (Yangon – East Dagon)

ROHTO-MENTHOLATUM Myanmar

Almost
1,410
participants

Over
1,410
Free eye check-ups

Over
133
IOL provided

Over
133
free eye surgery

Over
3
glasses provided

Over
25,090
Social media reach

Theme: Cataracts

Date: April 2025 to March 2026

Place: Mandalay City ; Hlegoo and Konetalabound (Yangon)

Objective: To restore vision and improve quality of life through safe and accessible cataract surgery

:Free Cataract Surgery Program

► **Activity1 :** To restore vision and improve quality of life through safe and accessible cataract surgery

Highlights1 : We conducted cataract surgeries with intraocular lens (IOL) implantation and post-operative follow-up care to restore vision and improve patients’ quality of life. These efforts contributed to vision restoration, reduced blindness, improved daily functioning, and enhanced patient independence.

► **Activity 2: Free Cataract Surgery for Underserved Patients (Yangon)**

Highlights 2: As part of our CSR program, we collaborated with Sun Light Clinic to provide free cataract surgeries for patients facing financial difficulties. This initiative improved access to essential eye care services and supported the prevention of avoidable blindness in local communities.



ROHTO-MENTHOLATUM Myanmar

Theme: Vision Care & Access Improvement
Date: April 2025 to March 2026
Place: Mandalay City
Objective: To improve visual function and quality of life through the provision of corrective eyewear

► **Activity :** Vision Screening and Eyeglass Distribution
Highlights : We conducted vision screening and prescription assessments, followed by the distribution of corrective eyeglasses to improve visual function in local communities. Through this initiative, we reached approximately 558 participants, conducted over 1,256 eye check-ups, and provided 65 pairs of eyeglasses. These efforts contributed to improved vision, enhanced daily functioning, and better quality of life.

Almost 558 participants	Over 1,256 Free eye check-ups	Over 65 glasses provided	Over 5,200 Social media reach
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Free Eye Glass Donation Activity

ROHTO MENTHOLATUM NEPAL

Almost
1,500
participants

Over
1,467
Free eye check-ups

Theme: Children's Eye Health and Myopia
Date: August 2025 to September 2025 (FY2025)↳
Place: Kathmandu, Bhaktapur & Lalitpur
Objective: To raise awareness and build healthy eye-care habits among digitally active Nepali children

V.Rohto Eye Care Tour, Care for Nepali Eyes 2025

► **Activity 1:** College Eye Screening & Digital Eye Care Sessions
Highlights 1: This initiative provides free eye check-ups and educates children on screen-time safety, contributing to the development of healthier vision habits and supporting a brighter future for the nation’s children.



1. Opening ceremony



2. Children’s Eye Health Check-up



3. Student participation

ROHTO-MENTHOLATUM NEPAL

Theme: Cataracts

Date: 1st Jan 2025 to 31st Dec 2025 (FY2025)↳

Place: Nepal

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

Cataract Surgery & IOL donation

► **Activity: IOL Donation for Needy People**

Highlights: Donated IOL to various hospitals/ eye clinics for affordable cataract surgery for financially under privileged people.

Over
115
participants

Over
115
Free eye check-ups

Over
115
free eye surgery

Over
115
IOL provided



Eye check



Eye check with doctor

ROHTO-MENTHOLATUM LAOS

Over
2,970
participants

Over
1,155
Free eye check-ups (in person)

Over
2,240
booklets distributed

Theme: Cataracts
Date: 11 August to 22 August 2025; 04 Dec 2025 to 15 Dec 2025 (FY2025)↳
Place: Laos
Objective: Offering practical eye checks for people in rural areas.

►Activity: Provide free eye check for people in Laos

Highlights:

- Cooperate with ophthalmologist to provide free eye check for people in rural area of Laos all age groups.
- Free screening for cataract, dry eye and myopia



Eye check with doctor

NEW

ROHTO-MENTHOLATUM (Cambodia)

– New Participant (FY2026 reporting planned)

Theme: Children's Eye Health and Myopia

Date: March 2026

Place: Phoum Koh Primary School, Koh Kong Province, Cambodia

Objective: To provide eye care education to primary school students and raise awareness of healthy eye care habits (40+ students).



*This page is a spotlight entry and is not included in the FY2025 aggregated totals.



ROHTO MENTHOLATUM GROUP,
ROHTO PHARMACEUTICAL CO., LTD. (JAPAN)



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