

Joy of Seeing

ROHTO Project

Project report

FY2023



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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.



2023 GLOBAL OUTCOME OVERVIEW

In summary, our eye health initiatives have reached far and wide. Nearly **487,000 children**, including **428,000 online participants**, and over **256 company staff members**, actively participated in the events. We distributed more than **457,200 eye health booklets** and provided **free eye check-ups to around 35,800 children**. Additionally, **over 32,000 children participated in online vision tests**, and **1,761 pairs of glasses** were given to those in need. In total, we held 12 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**, under the supervision of the Tohoku University COI-NEXT "Vision to Connect", we developed educational animation videos about children's eye health. These were utilized in lessons on children's eye health at **8 elementary schools** in Tomiya City, Miyagi Prefecture, reaching over **1,400 children**. Additionally, we distributed a total of **396,000 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. These initiative has significantly contributed to enhancing children and their guardians' understanding of children's eye health and myopia.
- ❖ **In China**, Rohto eyecare collaborate with Polytechnic University established a research center, raising awareness about eye fatigue and developing diagnostic systems and solutions. Additionally, we visited the Child Companion Home in Jiangxi, where they conducted various activities including eye care, benefiting **600 kids' families**, with over **100 kids** attending to the event. Our Student Eyecare Center website allowed **32,000 primary school students** to access online vision tests and seek necessary eyecare assistance. These initiatives aim to enhance public awareness, provide resources for eye care, and support individuals, particularly children, in maintaining and improving their vision.

- ❖ **In Malaysia**, we successfully conducted school engagement activities across three primary schools and offering free **eye check-ups** to over **2,464 students**, during which we sponsored **over 79 pairs of prescribed glasses** to under privileged school children of the B40 community (individuals with lower income). This event significantly raised awareness about myopia and the importance of taking preventive measures to prevent its occurrence.
- ❖ **In South Korea**, we supported underprivileged children through the creation of "Happy Boxes," which contain essential items donated by Mentholatum, including lip care, acne treatment products and Eye Health Education Booklet. Employees also participate by volunteering to pack these boxes, and they add a personal touch by writing handwritten letters to the children who will receive them.
- ❖ **In Thailand**, we joined forces with The Thai Red Cross Society and visited six provinces, including Angthong, Nakorn Pathom, Krabi, Chiangrai, Surin, and Chachoengsao to provide the eyes check-ups and eyeglasses prescription for myopic children in rural areas. We made a **donation of 190,000 THB** and printed **5,000 eyes health guidebooks**, making us a part of providing **7,566 eyeglasses prescription** in this campaign. We attended the activities in Chachoengsao and distributed our eyes health guidebooks to the children.
- ❖ **In Hong Kong**, we emphasized the importance of eye care for both visually impaired individuals and those with healthy eyesight. We conducted over 9 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 continue to collaborate with the renowned non-profit organization Orbis, hosting engaging activities and sharing eye care tips to raise awareness. This year, we have arranged kindergarten and primary school visits and social activities and free eye check-up booth, aiming at promoting eye care knowledge to the public. We have also arranged internal activities to staffs and our family members including Orbis Flying Hospital Visit and Dialogue in the Dark to raise awareness of eye health by experiencing the difficulties facing by the blind.

- ❖ **In Singapore**, we had an online initiative with social media posts utilizing regional materials of videos and posts to drive awareness on what is myopia and how to start prevention care in children.
- ❖ **In Vietnam**, we conducted **eye check-ups for over 31,000 children from 30 schools** across **5 key urban cities**. Additionally, we distributed booklets & had consulting section to educate them on eye protection tips.
- ❖ **In Taiwan**, we held both online and offline events at the SongShan Cultural Park to teach children about eye care. These events attracted **more than 10,000 children and 28 company staff members**.

ROHTO PHARMACEUTICAL CO., LTD. (JAPAN)



Educational animation video on Children's Eye Health / Children's Eye Health guidebook

Name of the activity	<ol style="list-style-type: none"> 1. Development of educational animation video on children's eye health supervised by the Tohoku University COI-NEXT "Vision to Connect", and their use in school activity lessons at elementary schools in Tomiya City, Miyagi Prefecture. 2. Distribution of educational guidebooks on children's eye health and myopia.
Date	April 2023 to March 2024 (FY2023)
Objective	Enhance understanding of children's eye health and myopia among children and their guardians
Key Participants Number of participants	<ol style="list-style-type: none"> 1. Tohoku University COI-NEXT "Vision to Connect", elementary schools in Tomiya City, Miyagi Prefecture (8 schools, over 1,400 elementary school students) 2. Members and staffs at elementary and junior high schools, ophthalmology clinics, and pharmacies
Social impact / Highlights	<ol style="list-style-type: none"> 1. As part of the "The program on open innovation platforms for industry-academia co-creation (COI-NEXT)" by the Japan Science and Technology Agency (JST), we participated in a full-scale project centered around Tohoku University, known as the "Co-Creation Center of "Visible" Empowerment for Social Connectedness and Self-

	<p>Realization" (Tohoku University COI-NEXT "Vision to Connect"). Under the supervision of "Vision to Connect", we developed an educational animation video about children's eye health. The produced video was utilized in lessons about children's eye health at 8 elementary schools in Tomiya City, Miyagi Prefecture, reaching over 1,400 children. This initiative is planned to continue for 10 years and will contribute to the long-term improvement of literacy regarding children's eye health.</p> <p>2. We distributed 396,000 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.</p>
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MENTHOLATUM (CHINA) PHARMACEUTICALS COMPANY LIMITED

PolyU-Rohto Center of Research Excellence for Eye Care X Hong Kong Polytechnic University



Joy of Seeing Left Behind Children Village Visit



Eyecare Seminar, vision test and eyecare kit distribution



Name of the activity	<p>Sending Love & Care 2023 - Joy of Seeing</p> <ol style="list-style-type: none"> PolyU-Rohto Center of Research Excellence for Eye Care Joy of Seeing Left Behind Child Village visit Student Eyecare center website 	
Date	<ol style="list-style-type: none"> 2023 Oct - Polytechnic University 2023 Aug - Village in Jiangxi (Yaomen, SheBei) Full year - Online 	
Objective	<p>To emphasize the importance of eyecare and providing services and education on myopia and eye fatigue prevention for children and the general public, both online and offline.</p> <p>To communicate the Rohto-Mentholatum Group's message "healthy future for all"</p>	
Key participants Number of participants	<ol style="list-style-type: none"> 300 Guests (University president, Professors, Media press, Students, Mentholatum staffs) 100+ staff as total event volunteer and 20 staff for village visit Professionals from the Zhongshan Ophthalmic Center of Sun Yat-Sen University and students 	<ol style="list-style-type: none"> Online public outreach Two villages in Jiangxi (乐安县 Le'An), 600 kids family is benefited, 100+ kids attended to event Primary schools with 32,000 students
Social impact / Highlights	<ol style="list-style-type: none"> Rohto eyecare jointly established the Center of Research Excellence for Eye Care with the Hong Kong Polytechnic University aiming to raise public awareness and develop diagnostic system & solution for eye fatigue. 	

	<p>Launch ceremony of the research center was held on 11th, Oct, the day before “world sight day”. In the event, an initiative to advocate eye health and standardized eye fatigue diagnosis & treatment was issued to promote the public cognition of eye care. Hundreds of official media reported the brand activity and brand-related topics topped the list of WEIBO hot topic, gaining 180M exposure and 156K engagement.</p> <p>2. In 2023 , Mentholatum team including Mentholatum China factory staffs, pharmacist and Guangzhou office representatives spread love and care to the kids by visiting the child companion home in Jiangxi. Various activities including eye sight consultation, eyecare lesson, eyecare kit distribution and drawing activities are held.</p> <p>3. Student Eyecare center website for primary school to conduct online vision test and serve 32,000 students</p>
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ROHTO-MENTHOLATUM (THAILAND) LIMITED



Name of the activity	Eyeglasses for Children in Rural Area	
Date & Place	August 23, 2023	Wat Sothon Wararam Worawihan, Chachoengsao
Objective	As part of our social contribution, we strive to promote knowledge about eye health and improve visual health for 16,922 children in rural areas.	
Key participants Number of participants	8 Rohto-Mentholatum (Thailand) representatives Staff members + 1,682 Children	
Social impact/ Highlights	Support the fund 190,000 baht for the Thai Red Cross Society's project to provide eye check-ups in six provinces and distribute 7,566 free eyeglasses in a year. Rohto-Mentholatum Thailand's representatives joined Thai Red Cross Society's eyeglasses prescription mobile unit in Chachoengsao province and provided eye check-ups for 1,682 children. Additionally, we distributed our product samples and Eyes health guidebooks to the children.	

ROHTO-MENTHOLATUM (MALAYSIA) SDN. BHD.



Primary school outreach program to provide education on eyecare and Myopia awareness



Eyecare education games & engagement activities

Free eye check-ups for school children



Eyecare awareness talk by experts

Sponsorship of prescription glasses / Mobile truck activation

Name of the activity	Sending Love & Care 2023 - Joy of Seeing	
Date & Place	July 2023 - Aug 2023	SK Seri Cheras / SK Kiaramas / SK Kampung Batu
Objective	<ul style="list-style-type: none"> • To raise eye health awareness amongst children aged 7-12y/o. • To educate children on myopia prevention and eye health care. • To project Rohto Eye as a caring brand for children's eye health. 	

	<ul style="list-style-type: none"> • To assist children in early myopia detection and provide eyeglasses sponsorship. 	
Key participants Number of participants	Focus Point eye experts, GM of Rohto Malaysia, Head of Sales from Watsons Malaysia, and government officials	2,464 students
Social impact / Highlights	<ul style="list-style-type: none"> • Strong support from retailers helped to enhance campaign awareness, increased knowledge of the importance of eye health, and project Rohto Eye as a brand that cares for consumers eye health. • The knowledge imparted from partnering agency helps ensure children were educated in the correct way to care for their eyes. • Sharing by Eye Expert covered the topic of myopia prevention and the importance of proper eye care habits from a young age. • Conducted engaging eye games to peak children's interest whilst educating on importance of eye health at the same time. • Myopia Awareness talk by an Eye Expert from Focus Point reached 2,464 students across three schools, sharing eye care tips and eye exercises to help improve children's eye health. 	

ROHTO-MENTHOLATUM (VIETNAM) CO., LTD.



Doctor sharing eye care tips on stage with students



Engaging with students with eye care games & consulting section



Free eye check for students by doctors

Name of the activity	Joy of Seeing – School eye check “Seeing is Happiness”	
Date & Place	Mar - October, 2023	Ho Chi Minh, Ha Noi, Can Tho, Da Nang, Hai Phong
Objective	<ul style="list-style-type: none"> • To enhance eye care knowledge among all Vietnamese participants, especially the younger generation in urban area. • 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 Number of participants	Brand Ambassador: Miss H’Hen Niê (Top 5 Miss Universe 2018)	31,653 students at 30 schools across 5 key urban cities
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

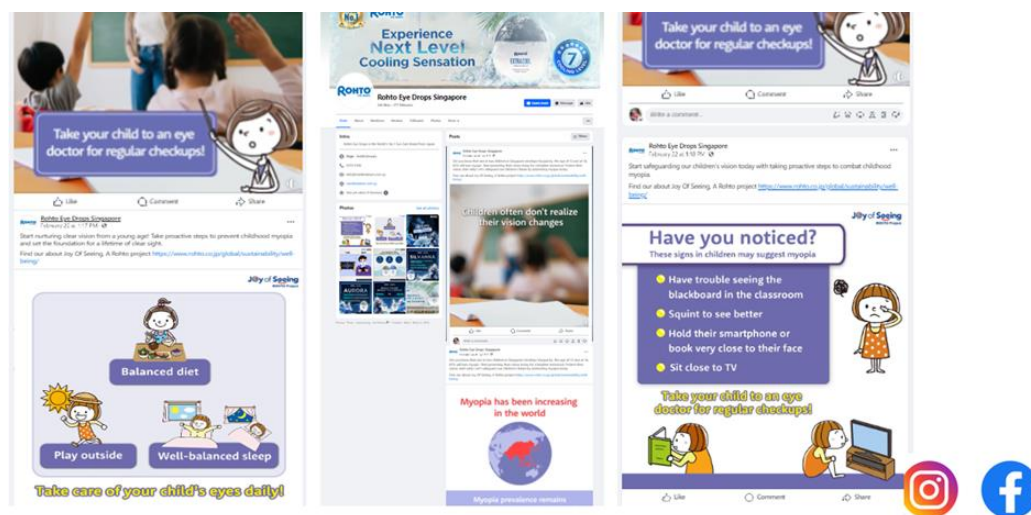


Mentholatum Korea staff packing necessity box to unprivileged children

Name of the activity	Sending Love and Care 2023 – Joy of Seeing	
Date & Place	Dec 2023	Seoul, Mentholatum Korea OFFICE
Objective	<ul style="list-style-type: none"> • Support “Happy Box(necessity box)” for the children <ul style="list-style-type: none"> > Mentholatum donate lip care (softlips raspberry), Acnes (Clear & creamy whitewash) with Eye Health Education Booklet to pack Happy alliance Happy Box donation which is delivering donation box to unprivileged children • Participate in employee volunteering of packing the box with other necessities (30 staffs) • Staffs wrote handwritten letters to children. 	
Key participants	Happy Alliance	30 Staffs of Mentholatum Korea
Number of participants		

Social impact/ Highlights	<ul style="list-style-type: none">• News which Mentholatum Korea joins this social program in Happy alliance website, Social media.• This whole campaign started from BTS's Fanclub "ARMY ", Fan repost its news and media to their Social media as well.
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ROHTO-MENTHOLATUM SINGAPORE OFFICE



Social media posts utilizing regional materials

Name of the activity	Joy of Seeing – Social Initiative	
Date & Place	FY 2023	Social media channels: IG & FB
Objective	Creating Educational content & awareness of Myopia in Children via Rohto Singapore social media leading to JoS website	
Number of participants	NIL	
Highlights	Online initiative with social media posts utilizing regional materials of videos and posts to drive awareness on what is myopia and how to start prevention care in children	

MENTHOLATUM TAIWAN LIMITED

1. Raise Awareness on Eye Care for Children



2. Joint campaign to expand the awareness



3. Offering product sponsorship donations



Name of the activity	Sending Love & Care 2023 - Joy of Seeing	
Date & Place	April, July-Aug, Oct, 2023	Online and SongShan Cultural Park
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	10,000~15,000 children and 28 company members	
Social impact / Highlights	<p>We launched a campaign to educate parents and children on eye health, focusing on myopia prevention. The online initiative shared tips for parents on spotting myopia signs and daily eye care. A physical event featured interactive games teaching kids eye protection and eye-healthy foods. Over 10,000 children engaged, raising awareness and empowering families. 5000 eye care</p>	

	<p>handbooks and rainbow pens were given, symbolizing a brighter future through vision health awareness.</p> <p>In addition to the engaging events, the campaign also included a philanthropic initiative to support the Taiwan Prevent Blindness Foundation. As part of this effort, we generously donated 300pcs of Rohto V Lutein products. This donation drive not only showcases Rohto's dedication to the cause but also encourages consumer participation.</p>
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MENTOLATUM (ASIA-PACIFIC) LIMITED [HONG KONG]



In house and Community Braille Workshops/ Rohto Mall Event / Orbis school visit with Eye Care Talks and games

Name of the activity	Sending Love & Care Activities (Partnership with Orbis) (Social Activities, Kindergarten and Primary School Visits, Orbis Flying Hospital Visit) and Dialogue in the Dark and Rohto Mall Event (MENTOLATUM (ASIA-PACIFIC) hosted)	
Date & Place	Mar 2023 – Feb 2024	Office/ Warehouse/ St. Paul Nursery/ Wan Chai Harbour Front/MOS Town/Hong Kong International Airport
Objective	<p>To complete braille cards distributed to different kindergartens and partner with Orbis for Kindergarten and Primary School visits;</p> <p>To reach the public and promoting eye health through Orbis Social Events and Rohto Mall Events;</p> <p>To raise awareness of eye health among staff and children by Orbis.</p>	
Key participants Number of participants	Partnership with Orbis: Orbis Senior Development Manager & Orbis Developing Executive	Over 100 in-house participants and more than 6,300 children
Social impact of the action	<p>We hosted 9 in-house braille workshops with 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>Over 30 company staffs joined 2 school visits through simulation of the blind with the children (e.g. blindfolded lunch for primary school and blurry tea-time for kindergarten), which makes them easy to remember. We also engaged in Orbis Social Booth in Wan Chai and reached over 1,000 children and families in 2 days. Lastly, we hosted Rohto Mall Event in Aug 23 as a promotion of eye care products and distribution of 6,300 JoS Education Materials.</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 2024. 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.