



For Immediate Release

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HOYA Vision Care Launches New Brand Positioning 'For the Visionaries'

Continuing to champion Eye Care Professionals who provide the gift of clear sight, every day

BANGKOK – 15 October 2020 – HOYA Vision Care announced the launch of its new global brand positioning 'For the Visionaries'. Every day, Eye Care Professionals (ECPs) provide the gift of clear sight and HOYA Vision Care, an innovation leader, shares their passion and commitment to improving patients' lives. Joint collaboration and mutual respect are key drivers for HOYA, enabling ECPs to improve sight for their patients through the provision of optimal vision solutions. Sharing their values of care, knowledge and foresight, HOYA strives to support ECPs in achieving improved vision for patients worldwide. By rolling out this positioning, HOYA reinforces its commitment to recognize and champion ECPs, which has always been an integral part of the company's mission.

To HOYA, Eye Care Professionals are everyday unsung heroes. Through their dedication to providing the highest level of personal care and expert advice to their patients, these professionals transform how people see the world and provide the highest quality vision experience. 'For the Visionaries' is the embodiment of HOYA's commitment to celebrate them. They provide the gift of clear sight to patients, and to HOYA; they are true visionaries.

"At its core, HOYA's 'For the Visionaries' reaffirms our respect and commitment to the profession. We are constantly striving to better meet the needs of our customers. As a business partner, we are passionately dedicated to the success of Eye Care Professionals, to enable them to make that difference in their patients' lives. It is in our DNA: we see the world through their eyes," said Alexandre Montague, Chief Executive Officer, HOYA Vision Care. "We support them by providing products and services they can trust, for connecting them with their patients and growing their business."

The brand positioning amplifies HOYA's strongly embedded partnerships with ECPs who are essential to the company's research and innovation, driving solutions to meet the evolving needs of their patients and to promote business success. With the 'For the Visionaries' positioning as a catalyst, the dedicated HOYA Vision Care team will continue to champion Eye Care Professionals by building dedicated partnerships, delivering ground-breaking solutions and

developing innovative, market-leading technologies and services. Now, and into the future, HOYA will continue to provide business and market insights, education, practice marketing and lens consultation support, enabling ECP's to provide the best care for their patients and to be the true visionaries that they are.

For more information, please contact your Hoya Territory Manager or our Customer Care Team at 1-888-258-4692.

About HOYA Vision Care

For over 60 years, Hoya Vision Care has been a passionate and global leader in optical technology innovation. As a manufacturer of high quality, high performing eyeglass lenses, Hoya continues to drive optical technology innovation with the aim of finding only the best vision solutions. Hoya Vision Care supplies eyeglasses in 52 countries with a network of over 18,000 employees and 45 laboratories around the globe. For more information, visit www.hoyavision.ca.

About HOYA

Founded in 1941 in Tokyo, Japan, Hoya is a global technology and med-tech company, and a leading supplier of innovative high-tech and medical products. Hoya is active in the fields of healthcare and information technology, providing eyeglasses, medical endoscopes, intraocular lenses, optical lenses, as well as key components for semiconductor devices, LCD panels and HDDs. With over 150 offices and subsidiaries worldwide, Hoya currently employs a multinational workforce of 37,000 people. For more information, please visit <http://www.hoya.com>.

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