

## **INCJ announces decision to invest in Universal View, an ophthalmic medical device development venture**

**Tokyo, October 28, 2015** – Innovation Network Corporation of Japan (“INCJ”) announced today its decision to provide ¥300 million in capital through a private placement in support of the R&D and the business development efforts of Universal View Co., Ltd. (“Universal View”), an ophthalmic medical device development venture that strives to discover and deliver revolutionary technologies and treatment techniques related to the human eye. An investment limited partnership controlled and managed by Yasuda Enterprise Development Co., Ltd. is also to invest in the venture.

Universal View was established in 2001 as a team of leading experts specializing in ophthalmology, medical devices, and healthcare management, with a particular emphasis on revolutionizing the treatment of refractive disorders such as myopia, hyperopia (far-sightedness), astigmatism, and presbyopia (age-related farsightedness). In 2006, Universal View began developing “night lenses,” contact lenses inserted at bedtime each night to gently reshape the cornea during sleep and removed during the day. In 2012, the company succeeded in developing a revolutionary night lens made of a hard but flexible material specially produced by Toray Industries, which has obtained regulatory approval from the Ministry of Health, Labour and Welfare, and is currently marketed under the name *Breath-O correct*<sup>(R)</sup>.

In addition to the benefit that night lenses are worn only at night, thus allowing users to perform daily activities without eyeglasses or other corrective lenses, other benefits include that (1) according to several scientific reports published in Japan and abroad, night lenses not only slow the progression of myopia in adolescents, but also can enable them to study or play sports without glasses and (2) night lenses offer some relief from dry eye, eye fatigue, and other conditions effecting businesspersons who must spend long hours at their desks.

As eye shape varies slightly from person to person, in the development of *Breath-O correct*<sup>(R)</sup>, Universal View specialists worked to assure a particularly good fit for people in the company's core market, Japan, while also providing a high degree of impact resistance and permeability to oxygen. Since night lenses are only available under prescription, the company also developed an innovative prescription support system, *Fitting Master*<sup>(R)</sup>, which allows the prescription period to be shortened from a maximum of several months to one day.

*Breath-O correct*<sup>(R)</sup> is the only domestically produced series of Orthokeratology lenses, and here we hope to do our part to promote the advancement of Orthokeratology treatment in not only Japan

but also throughout Asia, where the ocular characteristics of the populace tend to be similar.

Backed by strong technological development capabilities and a high degree of professional trust, Universal View has assembled a robust network of more than 230 eye specialists (as of October 2015) and strives to develop new products and techniques attuned to the practical needs of these practitioners. As one example, company researchers are now working on the world's first "pinhole effect"\* contact lens, an endeavor designated by the New Energy and Industrial Technology Development Organization (NEDO) as an Innovation Commercialization Venture Support Project.

Pinhole contact lenses, which are made from clear (non-prescription) glass, are thought promising for application to all manner of refractive disorders, extending beyond myopia to include hyperopia, astigmatism, and presbyopia. Within a graying demographic profile, expectations run particularly high for the correction of presbyopia, for which such lenses may provide a revolutionary supplement to conventional product lines such as reading glasses and bifocal contact lenses.

In addition to providing Universal View with funds for its business development, INCJ will dispatch an outside director to provide managerial support as a corporate partner. It is our hope that through this investment, we can contribute to efforts to enhance the quality of life of eye care patients by supporting the commercialization and widespread application of products currently being developed to meet strong frontline needs for the treatment of glaucoma, conjunctival laxity, and other conditions.

Orthokeratology: A technique for improving the daytime "naked eye" vision of people with myopia and myopic astigmatism through the use of "night lenses" (contact lenses worn while asleep to temporarily reshape the cornea and removed the next morning). The cornea retains that modified shape for some time, over which the user's uncorrected vision is better than it would be otherwise.

Pinhole effect: A principle well known from antiquity by which an object, whether near or far, can be seen more clearly if viewed through a small hole (e.g., a pinhole).

## **About Universal View**

Established

September 2001

Business outline

Established as a team of leading experts specializing in ophthalmology, medical devices, and healthcare management, with a particular emphasis on revolutionizing the treatment of such refractive disorders as myopia, hyperopia, astigmatism, and presbyopia. Currently an R&D venture that, backed by a robust network of more than 230 eye specialists, strives to discover and deliver revolutionary technologies and treatment techniques related to the human

eye. Manufacturers and markets the *Breath-O correct* series of corneal-corrective OrthoKeratology lenses for which regulatory approval has been obtained from the Ministry of Health, Labour and Welfare.

Headquarters	2F Hirakawacho Nemoto Bldg., 7-11, 1-chome, Hirakawa-cho, Chiyoda-ku, Tokyo, Japan 102-0093
President	Taro Suzuki
URLs	<a href="http://www.nightlens.jp/">http://www.nightlens.jp/</a> <a href="http://www.universalview.jp/">http://www.universalview.jp/</a>

### **About Innovative Network Corporation of Japan (INCJ)**

INCJ was established in July 2009 as a public-private partnership that provides financial, technological and management support for next-generation businesses. INCJ specifically supports those projects that combine technologies and varied expertise across industries and materialize open innovation. INCJ has the capacity to invest up to ¥2 trillion (approx US\$20 billion).

INCJ's management team is drawn from the private sector with diverse experience in investment, technologies and management. Through its Innovation Network Committee, INCJ assesses investment opportunities that contribute to industrial innovation in Japan in line with criteria set by the government.

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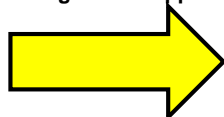
**Target:** Universal View Co., Ltd.

**Outline:** Development, marketing and manufacture of ophthalmic medical devices

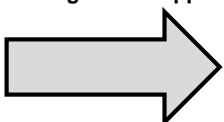
**Investment:** ¥300 million



Investment, dispatch  
of outside director,  
management support



Investment,  
management support



**Yasuda Enterprise  
Development Co., Ltd.**

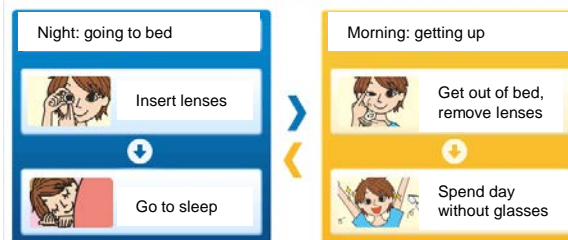
## UNIVERSAL VIEW

An ophthalmic medical device venture that, backed by a robust network of more than 230 eye specialists, strives to discover and deliver revolutionary technologies and treatment techniques to meet frontline needs.

- Japan sales/promotion and greater Asia deployment of domestically produced "night lenses" (contact lenses for use in orthokeratological treatment").
- Development of pinhole contact lenses (for the correction of presbyopia, etc., under a NEDO Innovation Commercialization Venture Support Project) and other ophthalmic medical devices (for the treatment of glaucoma, conjunctival laxity, and other conditions)



Night Lens  
Toray *Breath-O correct*®



Joint research, night  
lens prescription, etc.

Joint development,  
sales partnership

Capital alliance  
(marketing,  
pharmaceutical business  
activities, etc.)

**Ophthalmologists  
(universities, eye  
clinics)**

**Toray Industries, Inc.;**  
**material producers;**  
**trading companies; etc.**

**M3, Inc.**

Orthokeratology: A technique for improving the daytime "naked eye" vision of people with myopia and myopic astigmatism through the use of "night lenses" (contact lenses worn while asleep to temporarily reshape the cornea). The cornea retains that corrected shape for some time, over which uncorrected vision is better than it would be otherwise.

- Tap a network of ophthalmology professionals in support of the development, commercialization and widespread application of ophthalmic medical devices to meet a variety of frontline needs
- Contribute to efforts to enhance the quality of life of eye care patients of all ages