

## Acucela Announces Launch of New Corporate Brand Name and Identity

SEATTLE (February 20, 2020) — Acucela Inc. (“Acucela”), a clinical-stage ophthalmology company and wholly-owned subsidiary of Kubota Pharmaceutical Holdings Co., Ltd. (Tokyo 4596), announced today the launch of its new corporate brand name and identity. The organization will be known as Kubota Vision Inc., as of upcoming April 1st, 2020. Among the other changes will be its logo and domain name ([www.kubotavision.com](http://www.kubotavision.com)).

The new Company Logo and Company Symbol will be:



These changes come at a time when the company is advancing its development pipeline and expanding its global reach. By this new name, Kubota Vision, the company aims to align its brand globally as a member of Kubota Pharmaceutical group, while effectively reflecting its corporate mission to preserve and restore vision for millions of people worldwide.

“This is an exciting change for us,” said Ryo Kubota, MD, PhD, Chairman, President and CEO of Acucela Inc. Dr. Kubota continued, “While our commitment to eradicate blindness will not change, there is incredible potential along with the advancement of new technologies. Our new branding positions us for those opportunities.”

### About Acucela Inc.

Acucela Inc. is a wholly-owned subsidiary of Kubota Pharmaceutical Holdings Co., Ltd. (Tokyo 4596) committed to translating innovation into a diverse portfolio of drugs and devices to preserve and restore vision for millions of people worldwide. Acucela’s development pipeline include drug candidates for the treatment of diabetic retinopathy, Stargardt disease, and optogenetics-based gene therapy for the treatment of retinitis pigmentosa. The company is also developing a handheld OCT device for the monitoring of neovascular retinal diseases, to be used directly by patients. <https://www.acucela.com>; <https://www.kubotaholdings.co.jp/en/>

## Cautionary Statements

Certain statements contained in this press release are forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 and the Private Securities Litigation Reform Act of 1995. Any statements contained in this press release that are not statements of historical fact may be deemed to be forward-looking statements. These forward-looking statements include statements regarding our expectations related to our development plans and ability to successfully develop and commercialize our product candidates and the potential efficacy, future development plans and commercial potential of our product candidates. These statements are based on current assumptions that involve risks, uncertainties and other factors that could cause the actual results, events or developments to differ materially from those expressed or implied by such forward-looking statements. These risks and uncertainties, many of which are beyond our control, include, but are not limited to: our investigational product candidates may not demonstrate the expected safety and efficacy; our pre-clinical development efforts may not yield additional product candidates; any of our or our collaborators' product candidates may fail in development, may not receive required regulatory approvals, or may be delayed to a point where they are not commercially viable; our clinical trials could be delayed; new developments in the intensely competitive ophthalmic pharmaceutical market may require changes in our clinical trial plans or limit the potential benefits of our investigational product candidates; the impact of expanded product development and clinical activities on operating expenses; adverse conditions in the general domestic and global economic markets; as well as the other risks identified in our filings with the Securities and Exchange Commission. These forward-looking statements speak only as of the date hereof and we assume no obligation to update these forward-looking statements, and readers are cautioned not to place undue reliance on such forward-looking statements. For a detailed discussion of the foregoing risks and other risk factors, please refer to our filings with the Securities and Exchange Commission, which are available on Kubota Pharmaceutical Holdings (Acucela's parent company) investor relations website (<https://www.kubotaholdings.co.jp/en/ir/>) and on the SEC's website (<http://www.sec.gov>).

“Acucela”, the Acucela logo and “Kubota” are registered trademarks or trademarks of Acucela Inc., Kubota Vision Inc., or Kubota Pharmaceutical Holdings in various jurisdictions.

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