



Kubota Vision Announces Designers for Smart Glasses Based on Kubota Glasses Technology

Seattle (July 20, 2020) — Kubota Vision Inc. (Kubota Vision), a clinical-stage ophthalmology company and wholly-owned subsidiary of Kubota Pharmaceutical Holdings Co., Ltd. (Tokyo 4596), today announced the designers for the smart glasses, our investigational wearable myopia control device based on Kubota Glasses technology, will be Mr. Massimo Pinazza and Mr. Claudio Dalla Longa.

A Wearable Myopia Control Device

Designers for Smart Glasses with Kubota Glasses Technology Announced

- Up to 96.5%
Rapid increase in myopia prevalence*
- Active Stimulation
Revolutionizing Myopia Treatment
- World's First
Peripheral myopic defocus that shortens axial length

*Elie Dolgin (2015) [The Myopia Boom] (Nature)

Kubota Vision conducted a clinical study in early 2020 with an electronic tabletop optical projection device that embodied Kubota Glasses technology. The results of the study demonstrated that axial length decreases with the application of projected myopically-defocused images in the test eye compared to the control eye, which has not been reported in the literature. The company initiated a proof-of-concept (POC) clinical study to validate the concept of a wearable myopia control device based on Kubota Glasses technology in June 2020. A wearable prototype is expected to be available by the end of 2020.

Mr. Massimo Pinazza grew up in the Province of Belluno, Italy, widely known as a center of eyewear production and design. He owns a company involved in the design, development and production of plastic and metal components for prescription frames and sunglasses. He has also been working on several projects to create electronic-enabled eyewear devices (smart glasses), specifically in the design and the development of the components. Mr. Claudio Dalla Longa is a founder and a creative director of Vista Eyewear, an artisanal Italian company. He has spent the majority of his life designing and producing frames and sunglasses for a large number of frame distributors worldwide. For more information on Mr. Longa and Vista Eyewear, please refer to

<http://www.vistaeyewear.it/en/#design>.

Ryo Kubota, MD, PhD, Chairman, President and CEO of Kubota Vision Inc., stated, “We are grateful to work with Mr. Pinazza and Mr. Longa who have designed so many eyewear products used all over the world. Combining our Kubota Glasses technology and their sophisticated and high-quality design with their passions for eyewear, ‘Kubota Glasses’ will be loved by everyone.”

Mr. Massimo Pinazza stated, “It is an honor and a privilege to be part of this exciting and challenging project, to work with Kubota Vision’s talented team and create a new product that will help people to see better. We are pleased to bring on board our design and product development skills in order to create frames that will be functional, with a great quality and a nice cosmetic.”



Photo courtesy of Mr. Claudio Dalla Longa (left) and Mr. Massimo Pinazza (right)

About Kubota Glasses Technology

Kubota Glasses technology works to reduce the increase in axial length associated with myopia by projecting myopically-defocused virtual images generated using micro-LEDs on the peripheral visual field to actively stimulate the retina. Using this method, a clinical study utilizing a bench top device demonstrated that axial length decreases in the test eye compared to the control eye as the stimulus is applied. Passive stimulation using myopic defocus is already in use in an FDA-approved contact lens. Kubota Glasses technology leverages nanotechnology in its electronic glasses-based device and seeks to reduce the progression of myopia by actively stimulating the retina for shorter periods while maintaining central vision and not affecting daily activities. The company is planning to submit the full data for scientific publication.

About Kubota Vision Inc.

Kubota Vision 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. Kubota Pharmaceutical group’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, and wearable device for myopia control.

<https://www.kubotavision.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 (Kubota Vision's parent company) investor relations website (<https://www.kubotaholdings.co.jp/en/ir/>) and on the SEC's website (<http://www.sec.gov>).

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