



For Immediate Release

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HOYA Vision Care Wins Prestigious Silmo d'Or Award in Paris

MiYOSMART, a spectacle lens that manages myopia takes first prize in the Vision category

TOKYO – 7 October 2020 – HOYA Vision Care is proud to announce that its MiYOSMART lens has won the highly regarded Silmo d'Or Award in the Vision category at the recent Silmo Paris Optical Fair. The spectacle lens was developed to address and manage myopia in children through years of partnership with the Hong Kong Polytechnic University and launched in Hong Kong and the Peoples Republic of China in 2018.

Myopia, or nearsightedness, is a growing global health concern, with nearly 50% of the world's population expected to be impacted by 2050. The MiYOSMART lens, an easy to use, non-invasive treatment to control myopia, has been shown to slow the progress on average by 60% based on results from a two-year clinical trial published in the British Journal of Ophthalmology.¹

“Innovation and collaboration to bring the best solutions to Eye Care Professionals and their patients is at the core of HOYA Vision Care’s mission,” says Alexandre Montague, CEO HOYA Vision Care. “It is an honour to be recognized by our peers receiving the Silmo d’Or Award for our ground-breaking MiYOSMART lens which is successfully managing and controlling myopia in children.”

MiYOSMART was previously awarded the Grand Prize, Grand Award and Gold Medal at the 46th International Exhibition of Inventions of Geneva in April 2018. The lens with its patent protected Defocus Incorporated Multiple Segments (DIMS) Technology provides both sharp vision and a treatment effect to children. Due to hundreds of small defocus islands, these lenses are designed to curb myopia progression by utilizing myopic defocus. The unique structure of the lens allows it to be used in combination with any type of frame, appearing as a regular lens.

After launching MiYOSMART in several Asian markets, Canada and Australia, HOYA Vision Care began the roll out of the MiYOSMART lens in Europe in 2020, starting in France.

MiYOSMART has not been approved for use in the treatment of Myopia in all countries, including the U.S., and is not currently available for sale in all countries, including the U.S.

¹ Lam CSY, Tang WC, Tse DY, Lee RPK, Chun RKM, Hasegawa K, Qi H, Hatanaka T, To CH. Defocus Incorporated Multiple Segments (DIMS) spectacle lenses slow myopia progression: a 2-year randomised clinical trial. British Journal of Ophthalmology. Published Online First: 29 May 2019. doi: 10.1136/bjophthalmol-2018-313739

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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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