



## Kubota Pharmaceutical Holdings Co., Ltd. Announces Initiating Business Verification Project with Rocket Studio, Inc. Using Kubota Glass and Microsoft HoloLens 2

Seattle (August 20, 2023) — Kubota Pharmaceutical Holdings Co., Ltd. (Tokyo: 4596) (“Kubota Pharma” or the “Company”) announced today that the Company and Rocket Studio, Inc. (“Rocket Studio”) have started a business verification project using Kubota Glass and Microsoft HoloLens 2.

Myopia is rapidly increasing in Asia and other parts of the world and is projected to become the leading cause of blindness by 2050(\*1). In Japan, according to the results of the "Survey on Myopia among Children"(\*2) conducted by the Ministry of Education, Culture, Sports, Science, and Technology (MEXT) for the first time in FY2021, about one in four first-graders had naked eye vision of less than 1.0, while about half of the sixth-graders, as well as more than 60% of third-graders, were nearsighted. The MEXT plans to conduct a follow-up survey in FY2022 and 2023 to determine if there is any impact on eyesight from the "Global and Innovation Gateway for All (GIGA) School Concept," in which each elementary and junior high school student will be provided with a PC or tablet for school use.

Also, it is estimated that global AR/VR-related spending is to reach \$13.8 billion in 2022 and increase to \$50.9 billion in 2026(\*3). Amid fears of further myopia increase due to the proliferation of digital devices, the Chinese government has announced a national plan that sets a myopia reduction target for each municipality in 2018(\*4), a target of 1 to 2 hours of outdoor time per day, and a gaming regulation for those under 18 years old in 2021.

(\*1) Scientific Reports 「Biometric and refractive changes following the monocular application of peripheral myopic defocus using a novel augmented reality optical system in adults」

(\*2) 児童生徒の近視実態調査事業 調査結果報告書 (Report on the Results of the Myopia Survey Project for Children)

(\*3) Worldwide Augmented and Virtual Reality Spending Guide

(\*4) Jan, C. et al. 2020, ‘Prevention of myopia, China,’ Bulletin of the World Health Organization;98:435-437

Kubota Pharmaceutical group sells Kubota Glass, a spectacle-type AR device that reproduces the outdoor environment only for the eyes and can be worn while using digital devices at home. In addition, since HoloLens 2 is a magnetic resonance (MR) device that provides a new experience that merges the real and virtual worlds, and can be worn while wearing one's own glasses, HoloLens 2 can be worn while wearing Kubota Glass. The Company and Rocket Studio will seek to develop business together by combining these elements and developing new content.

Rocket Studio was established in 1999 and is engaged in the development of game software and systems for personal computers and mobile devices, with a focus on the development of home video game software. They also develop 3D content using HoloLens 2 and collaborate with various university hospitals to solve issues in the medical field.

Ryo Kubota, MD, PhD, Chairman, President, and CEO of Kubota Pharmaceutical Holdings Co., Ltd., stated, “We are delighted to be working with Rocket Studio to explore new possibilities of Kubota Glass. We believe that digital devices enrich our lives, and yet at

the same time, it is important to find ways to coexist with them. We look forward to exploring the many business opportunities that the shape and characteristics of what Kubota Glass can offer."

The Company plans to disclose its consolidated earnings forecast for the fiscal year ending December 31, 2023, once a clear outlook has been reached, but the impact is expected to be very small.

### About Kubota Glass™

Kubota Glass is an augmented reality (AR) device "simulating an outdoor visual environment for the eyes." The recent increase in the myopia population is believed to be largely due to environmental factors, of which the decrease in outdoor activities is considered a significant factor. Kubota Glass uses AR technology to reproduce outdoor visual stimuli for the eyes. It uses micro-LEDs with a wide band of wavelengths and brightness, similar to natural light.

### About Kubota Pharmaceutical Holdings Co., Ltd.

Kubota Pharmaceutical Holdings Co., Ltd. (Tokyo 4596) is 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 pipeline includes a wearable device for myopia control using Kubota Glass technology and a handheld OCT device for the monitoring of neovascular retinal diseases, to be used directly by patients. <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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