

GET IN THE GAME AGAINST PRESBYOPIA

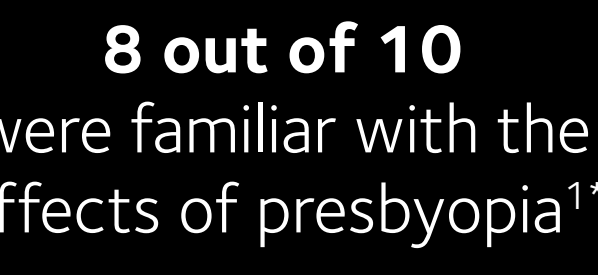
The number of patients with presbyopia is growing! A new survey sheds light on the need for education on the condition, what patients want to know about their options, and how eye care professionals can help.

Patients need an introduction to presbyopia.



Only 4 out of 10 were aware of the term "presbyopia"¹

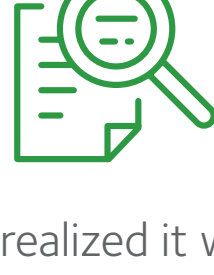
Once defined,



8 out of 10 were familiar with the effects of presbyopia^{1*}

More than 2/3 of patients ages 40 - 65 have experienced presbyopia.

58%



first realized it when they noticed difficulty reading fine print²

On average, respondents reported experiencing three symptoms of presbyopia, including **difficulty seeing their mobile phone, difficulty reading in low-light conditions, and difficulty reading a restaurant menu**²



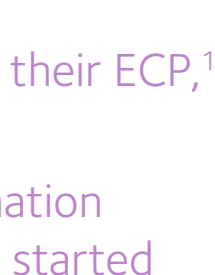
Some patients are slow to tackle presbyopia—and there is opportunity for ECPs to help.

Upon discovering their presbyopia symptoms:

Patients rely on their eye care professionals to be a key resource:

37% took more than six months to take action^{3**}

- 53%** expect to learn more about presbyopia at an appointment with their ECP,¹ but:
- Only 16%** received information from their ECP before they started experiencing symptoms⁴
- Only 34%** received information from their ECP after experiencing symptoms⁴



These findings show significant opportunity to lead the charge in educating your patients about presbyopia.

Of respondents 40-50 years old:

3 out of 4 current contact lens wearers would consider multifocal contact lenses^{7†}

Only 54% of respondents who haven't yet worn multifocal contact lenses were aware of them as a solution⁶

7 out of 10 agreed they should be told about multifocal contact lenses as an option as soon as they experience symptoms of presbyopia^{1*}

9 out of 10 spectacle-wearing respondents said they would be concerned if they could be using a multifocal contact lens but were not told it was an option for them^{6†}

Nearly half of those who do not currently need vision correction would consider multifocal contact lenses^{9‡}

3 out of 5 current spectacles wearers would consider multifocal contact lenses^{8§}

Presbyopia has met its match in MyDay® multifocal.

Featuring the CooperVision® **Binocular Progressive System™**, an innovative 3-ADD multifocal system that uses different lens designs to optimize vision for all levels of presbyopia and deliver comfortable wear, even as prescriptions and vision needs change.¹⁰

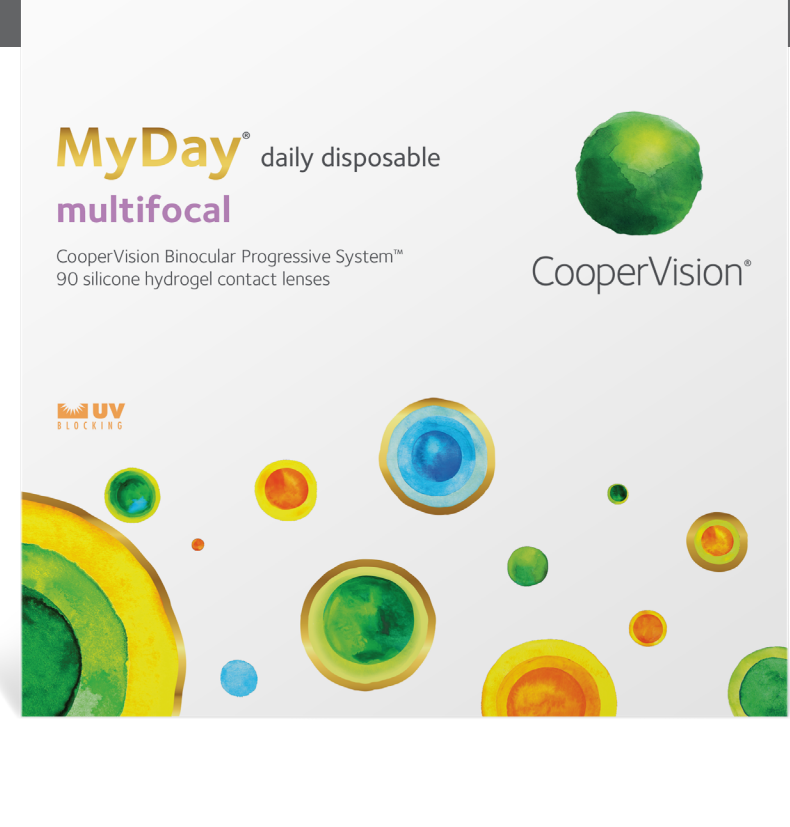
98%

A **high fit success rate of 98%** with two pairs of lenses or fewer using the MyDay® multifocal fitting guide^{10,11}

100%

overall fit acceptance rate on dispensing¹¹

7 in 10 wearers agreed they felt **so comfortable** they forgot they were wearing contact lenses¹¹



For more information, visit www.takeonpresbyopia.com.

1 The Global Myopia and Presbyopia Treatment Landscape 2022 - 2027: North America Dominates the Market - ResearchAndMarkets.com - Business Wire. * 82% of all responders are aware of presbyopia once the condition has been explained. ** All experiencing symptoms of presbyopia and are using vision correction. 32% of 40-65 year olds take immediate action after they discovered they were experiencing presbyopic symptoms, 31% within 6 months. † 72% agree. ‡ All currently wearing spectacles, but not contact lenses. 32% I would be disappointed, 27% I would consider going to a different eye doctor, 25% I would think they were negligent in their duty, 11% I would be angry. ‡ 77% of 40-50 year old single vision contact lens wearers. § All currently wearing spectacles, not contact lenses. 61% would consider. ‡ All don't need vision correction. 48% would consider.

References

1 CVI data on file 2021. Presbyopia survey 1,093 US consumers aged 40-65 years, Verve, December 2020. 2 CVI data on file 2021. Presbyopia survey 759 US consumers experiencing symptoms of Presbyopia aged 40-65 years, Verve, December 2020. 3 CVI data on file 2021. Presbyopia survey 666 US consumers aged 40-65 years, Verve, December 2020. 4 CVI data on file 2021. Presbyopia survey 900 US consumers aged 40-65 years, Verve, December 2020. Those aware of presbyopia. 5 CVI data on file 2021. Presbyopia survey 734 US consumers aged 40-65 years, Verve, December 2020. 6 CVI data on file 2021. Presbyopia survey 476 consumers aged 40-65 years, Verve, December 2020. 7 CVI data on file 2021. Presbyopia survey 147 US consumers aged 40-50 years, Verve, December 2020. 8 CVI data on file 2021. Presbyopia survey 166 US consumers aged 40-50 years, Verve, December 2020. 9 CVI data on file 2021. Presbyopia survey 146 US consumers aged 40-50 years, Verve, December 2020. 10 CVI data on file 2020. Prospective, double-masked, bilateral, one-week dispensing study UK with MyDay® multifocal, n=104 habitual multifocal contact lens wearers. 11 CVI data on file 2021. Prospective, subject-masked, randomized, bilateral.