

**ASX Announcement | 24 July 2020**  
**Visioneering Technologies (ASX:VTI)**

**Visioneering Technologies Achieves First Sales in Canadian Market as  
North American Expansion Ramps up**

**Highlights**

- NaturalVue Multifocal lenses sold to first several patients in Canada
- Visioneering's NaturalVue Multifocal lenses are used on nearsighted children (pediatric myopia) and on over-40 adults who are losing the ability to see things up close (presbyopia)
- Visioneering is selling into the Canadian market via its existing US sales force and fulfillment channels

**Atlanta, Georgia, USA, 23 July 2020:** US-based medical device company and producer of the NaturalVue® (etafilcon A) Multifocal 1 Day Contact Lenses (NVMF) Visioneering Technologies, Inc (ASX: VTI) ('Visioneering', 'VTI' or 'the Company') is pleased to announce the first sales of its products to patients in Canada.

Visioneering recently announced receipt of its Medical Device License from Health Canada, allowing the Company to market and sell its existing products in Canada [ASX Announcement: 13 March 2020]. The license covers the use of the Company's NaturalVue Multifocal for the control of myopia progression, and other uses, such as presbyopia.

Visioneering recently completed training and accreditation of its first cohort of Eye Care Professionals (ECPs) in Canada. Several of these now-approved ECPs have prescribed NVMF to patients and have completed their first sales of the product. The launch in Canada follows launches of VTI's products in the United States, Europe, Singapore, Hong Kong, Australia and New Zealand.

Progressive paediatric myopia affects a high percentage of children in industrialized nations, with an estimated 50% of the world's population being projected to be myopic by 2050.<sup>i</sup> A study published in the peer-reviewed journal, *Eye and Contact Lens*, documented that Visioneering's NaturalVue MF lens reduced myopia progression in children by approximately 96%, with 98.4% of children showing a decrease in the rate of worsening of their myopia.<sup>ii</sup> VTI estimates that the addressable markets in Canada for paediatric myopia and presbyopia are approximately US\$400m each.

**Visioneering CEO Dr Stephen Snowdy said:** "Our launch in Canada marks yet another important milestone delivered by VTI. Since we began selling NVMF in the U.S., many ECPs in Canada have expressed interest in our product. We are very pleased that we have cleared the regulatory and operational hurdles to enter this market, and can now provide a solution for nearsighted children and over-45 adults in the country. Canada is an especially exciting opportunity for us due to its proximity to the U.S., which allows for servicing by our existing sales and fulfillment operations in the US. "

**Ends**

**This release was authorized by the CEO, Stephen Snowdy, PhD.**

**For more information, please contact:**

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**NaturalVue® (etafilcon A) Multifocal 1 Day Contact Lens Indication for Use Outside the United States:** NaturalVue (etafilcon A) Multifocal Daily Disposable Soft (Hydrophilic) Contact Lenses are indicated for daily wear for the correction of refractive ametropia (myopia and hyperopia) and/or presbyopia, and myopia progression control in aphakic and/or non-aphakic persons with non-diseased eyes in powers from -20.00 to +20.00 dioptres and with non-diseased eyes who may require a reading addition of up to +3.00D. The lenses may be worn by persons who exhibit astigmatism of 2.00 dioptres or less that does not interfere with visual acuity.

#### **About Visioneering Technologies**

Visioneering Technologies Inc. (ASX:VTI) is an innovative eye care company committed to redefining vision. Since its founding in 2008, Visioneering has brought together clinical, marketing, engineering, manufacturing and regulatory leaders from top vision care businesses to provide new solutions for presbyopia, myopia and astigmatism.

Headquartered in the US, Visioneering designs, manufactures, sells and distributes contact lenses. Its flagship product is the NaturalVue® Multifocal contact lens, and VTI has expanded its portfolio of technologies to address a range of eye care issues. The company has grown operations across the United States, Australia and Europe and is expanding into Asia with a focus on markets with high rates of myopia.

#### **Foreign Ownership Restrictions**

VTI's CHES Depositary Interests (**CDIs**) are issued in reliance on the exemption from registration contained in Regulation S of the US Securities Act of 1933 (**Securities Act**) for offers which are made outside the US. Accordingly, the CDIs have not been, and will not be, registered under the Securities Act or the laws of any state or other jurisdiction in the US. As a result of relying on the Regulation S exemption, the CDIs are 'restricted securities' under Rule 144 of the Securities Act. This means that you are unable to sell the CDIs into the US or to a US person for the foreseeable future except in very limited circumstances after the expiration of a restricted period, unless the re-sale of the CDIs is registered under the Securities Act or an exemption is available. To enforce the above transfer restrictions, all CDIs issued bear a 'FOR US' designation on the Australian Securities Exchange (**ASX**). This designation restricts any CDIs from being sold on ASX to US persons. However, you are still able to freely transfer your CDIs on ASX to any person other than a US person. In addition, hedging transactions with regard to the CDIs may only be conducted in accordance with the Securities Act.

#### **Forward-Looking Statements**

This announcement contains or may contain forward-looking statements that are based on management's beliefs, assumptions and expectations and on information currently available to management.

All statements that address operating performance, events or developments that we expect or anticipate will occur in the future are forward-looking statements. These include, without limitation, U.S. commercial market acceptance and U.S. sales of our product as well as our expectations with respect to our ability to develop and commercialize new products.

Management believes that these forward-looking statements are reasonable when made. You should not place undue reliance on forward-looking statements because they speak only as of the date when made. VTI does not assume any obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. VTI may not actually achieve the plans, projections or expectations disclosed in forward-looking statements. Actual results, developments or events could differ materially from those disclosed in the forward-looking statements.

#### VTI-IR-ASX28

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<sup>i</sup> Holden, BA, Fricke, TR, Wilson, DA, Jong, M, Naidoo KS, Sankaridurg, P, Wong, TY, Naduvilath & Resnikoff, SI. Global Prevalence of Myopia and High Myopia and Temporal Trends from 2000 to 2050. *Ophthalmology* 2016. 123:1036-1042, 2016

<sup>ii</sup> Cooper, J, O'Connor, B, Watanabe, R, Fuerst, R, Berger, S, Eisenberg, N, & Dillehay, SM. Case Series Analysis of Myopic Progression Control With a Unique Extended Depth of Focus Multifocal Contact Lens. *Eye & Contact Lens*. 44(5):e16-e24, September 2018