

Phillip Private Equity invest in Oculus

Singapore (10 May, 2016) – Oculus Pte Ltd (“Oculus”), a Singapore headquartered company focused on the innovation, manufacture and marketing of cosmetic contact lenses under the FreshKon brand has closed its first external round of investment from Phillip Private Equity Pte Ltd (“PPE”), one of the leading private equity firms in Singapore, to support its business growth in newly established strategic markets of Japan and South Korea, and expansion of manufacturing operation in Singapore.

“We are pleased that the experienced PPE team recognized the strong position that Oculus has built with channel partners and middle class consumers in the fast growing South East Asia and Greater China cosmetic contact lens markets competing successfully against global multinational companies, our strong long term growth potential and their confidence in our ability to replicate our success in significantly much larger markets of Japan and South Korea,” said Oculus CEO Siew Chee Meng.

“We believe Oculus entry into Japan and South Korea will propel FreshKon into the leading Asian brand of cosmetic contact lens over time and a big step closer to becoming a leading global brand of cosmetic contact lens. Oculus’s focus and strengths in cosmetic contact lens, a unique eye care product with significant barriers to entry as well as a beauty product, is well positioned to perform well within the fast growing significant sized middle class consumer market in Asia,” added PPE Deputy MD Timothy Chan.

About Oculus Pte Ltd

Headquartered in Singapore, Oculus Private Limited and its group of subsidiaries have over 25 years of experience in manufacturing and supplying high quality contact lens and contact lens care products to optical retailers and eye-care practitioners.

Oculus is focused on the innovation, manufacturing and marketing of cosmetic contact lenses and has established FreshKon as a leading brand of cosmetic contact lens in South East Asia and Greater China. The Oculus group also offers disposable clear contact lenses under FreshKon brand, specialty contact



lens products such as gas permeable lenses under Ocuviq brand and soft toric contact lenses under Flexcon brand. Oculus's products are manufactured in accordance to the quality assurance system ISO 9001 / ISO 13485 requirements and meet the Medical Devices Directive 93/42/EEC.

With direct subsidiary presence in Japan, Korea, China, Hong Kong, Singapore, Malaysia and Indonesia, its products are sold globally in more than 50 countries.

For more information, please visit www.oculuslens.com

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