



Glaukos Partners with NBA Champion Stephen Curry to Launch “Could it be KC?” Campaign to Raise Awareness of Keratoconus

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New Campaign Aims to Raise Awareness, Educate Patients and Families, and Promote Earlier Detection and Diagnosis

Curry to Share His Personal Journey Living with Keratoconus to Empower Individuals to Prioritize Proactive Eye Care and Recognize the Importance of Early Detection

Could it be KC? Campaign and Curry Partnership Underscore Glaukos’ Commitment to Addressing Keratoconus Underdiagnosis and Undertreatment

ALISO VIEJO, Calif.--(BUSINESS WIRE)-- Glaukos Corporation (NYSE: GKOS), an ophthalmic pharmaceutical and medical technology company focused on novel therapies for the treatment of glaucoma, corneal disorders, and retinal diseases, today announced the launch of *Could it be KC?*, a new disease awareness and educational campaign launching today with expanding activities planned in 2027 aimed at improving recognition and earlier detection of keratoconus (KC), a rare, progressive, sight-threatening corneal disease that is currently far too often undiagnosed and untreated.

In partnership with four-time NBA champion, two-time NBA Most Valuable Player, and Olympic gold medalist Stephen Curry, the campaign aims to equip individuals, families, caregivers, and healthcare providers with information and resources to better understand KC, recognize potential warning signs, and promote earlier detection and diagnosis.

As part of the campaign, Curry will share his personal experience living with KC to help elevate awareness and bring greater visibility to the disease. His advocacy will focus on educating audiences of all ages about KC, destigmatizing vision issues, and encouraging individuals, parents, and caregivers to establish proactive eye care routines.

“For a long time, I got used to just getting by, squinting and brushing off headaches, without realizing anything was wrong with my eyes,” said Curry. “When I was diagnosed with keratoconus, it was scary, but I knew I couldn’t ignore it and asked for help. Vision is one of the biggest privileges we have, and I don’t want anyone to lose sight of what matters. My hope is that this campaign helps other individuals and families feel seen and encourages them to prioritize their eye health.”

“We are proud to partner with Stephen, whose personal experience living with KC and wide-reaching

platform uniquely position him to help bring greater awareness and understanding to this disease,” said Thomas Burns, Glaukos chairman and chief executive officer. “This new campaign and partnership underscore our commitment to investing in improved awareness, education, and access, all of which are critical steps toward addressing the longstanding challenges of underdiagnosis and undertreatment.”

To celebrate the launch of this campaign, Curry will join local students in Oakland, California, for an educational community event focused on the importance of eye health. The event will feature the introduction of a new picture book, authored by Glaukos and inspired by Curry’s own experience living with KC, designed to make conversations about eye health and KC more approachable. Curry will read the book aloud to attending students and participate in a pickup basketball game, creating an engaging environment to discuss the importance of eye care and recognizing potential warning signs of KC.

Could it be KC? aims to address a critical gap in public awareness of KC and the importance of proactive eye care, particularly among children and young people who can be more vulnerable to rapid disease progression. By emphasizing early education, identification, and timely evaluation, the campaign aims to help reduce delays in diagnosis and empower families to take a more proactive approach to eye health. The campaign also prioritizes reaching diverse and underserved communities, where barriers to eye care can contribute to delayed diagnosis and treatment.

The campaign builds on Glaukos’ broader commitment to advancing the KC care continuum through greater disease awareness, earlier identification, improved access to diagnosis, and innovative treatment options. *Could it be KC?* will provide ongoing educational resources to help families identify key risk factors, such as a family history of the disease, and recognize potential warning signs. By empowering communities with these tools, the campaign aims to build a strong foundation for lifelong eye health and encourage families to establish regular eye care routines and seek guidance from their eye care professionals when concerns arise.

To learn more about keratoconus, hear Stephen Curry’s personal story, and access educational resources to help recognize potential signs of KC, visit [CoulditbeKC.com](https://www.coulditbeKC.com).

About Glaukos

Glaukos (www.glaukos.com) is an ophthalmic pharmaceutical and medical technology company focused on developing and commercializing novel therapies for the treatment of glaucoma, corneal disorders, and retinal diseases. Glaukos first developed Micro-Invasive Glaucoma Surgery (MIGS) as an alternative to the traditional glaucoma treatment paradigm, launching its first MIGS device commercially in 2012. In 2024, Glaukos commenced commercial launch activities for *iDose*® TR, a first-of-its-kind, long-duration, intracameral procedural pharmaceutical designed to deliver 24/7 glaucoma drug therapy inside the eye for extended periods of time. Glaukos also markets the only FDA-approved corneal cross-linking therapy utilizing a proprietary bio-activated pharmaceutical for the treatment of keratoconus, a rare corneal disorder. Glaukos continues to successfully develop and advance a robust pipeline of novel, dropless platform technologies designed to meaningfully advance the standard of care and improve outcomes for patients suffering from chronic eye diseases.

Forward-Looking Statements

All statements other than statements of historical facts included in this press release that address activities, events or developments that we expect, believe or anticipate will or may occur in the future are forward-looking statements. Although we believe that we have a reasonable basis for forward-looking statements contained herein, we caution you that they are based on current expectations

about future events affecting us and are subject to risks, uncertainties and factors relating to our operations and business environment, all of which are difficult to predict and many of which are beyond our control, that may cause our actual results to differ materially from those expressed or implied by forward-looking statements in this press release. These potential risks and uncertainties include, without limitation, the timing and extent to which obtain regulatory approval for investigational products, our ability to successfully commercialize such products, the ability to obtain and maintain adequate financial coverage and reimbursement for our products, and the continued efficacy and safety profile of our products as might be suggested in the presentations at the ASCRS meeting. Historical, current and forward-looking sustainability-related statements may be based on standards for measuring progress that are still developing, internal controls and processes that continue to evolve, and assumptions that are subject to change in the future. The information included in, and any issues identified as material for purposes of this document may not be considered material for Securities and Exchange Commission (SEC) reporting purposes. In the context of this disclosure, the term “material” is distinct from, and should not be confused with, such term as defined for SEC reporting purposes. These and other risks, uncertainties and factors related to Glaukos, and our business are described in detail under the caption “Risk Factors” and elsewhere in our Quarterly Report on Form 10-Q for the quarter ended June 30, 2026, which was filed with the SEC on July 29, 2026. Our filings with the SEC are available in the Investor Section of our website at www.glaukos.com or at www.sec.gov. In addition, information about the risks and benefits of our products is available on our website at www.glaukos.com. All forward-looking statements included in this press release are expressly qualified in their entirety by the foregoing cautionary statements. You are cautioned not to place undue reliance on the forward-looking statements in this press release, which speak only as of the date hereof. We do not undertake any obligation to update, amend or clarify these forward-looking statements whether as a result of new information, future events or otherwise, except as may be required under applicable securities law.

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