

OLYMPUS Investor Day 2018 US Medical Business Presentation

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Agenda

- **Our Story in the Americas**
- **Our Groundwork for Success**
- **Our Medical Business**

Our Story in the Americas

Olympus Corporation of the Americas Overview

ESTABLISHED

1968

LAKE SUCCESS, NY



OVER 20
locations in North
and South America



CENTER VALLEY,
PENNSYLVANIA

5,300+
EMPLOYEES



Olympus Corporation of the Americas Financial Impact

OLYMPUS CORPORATION

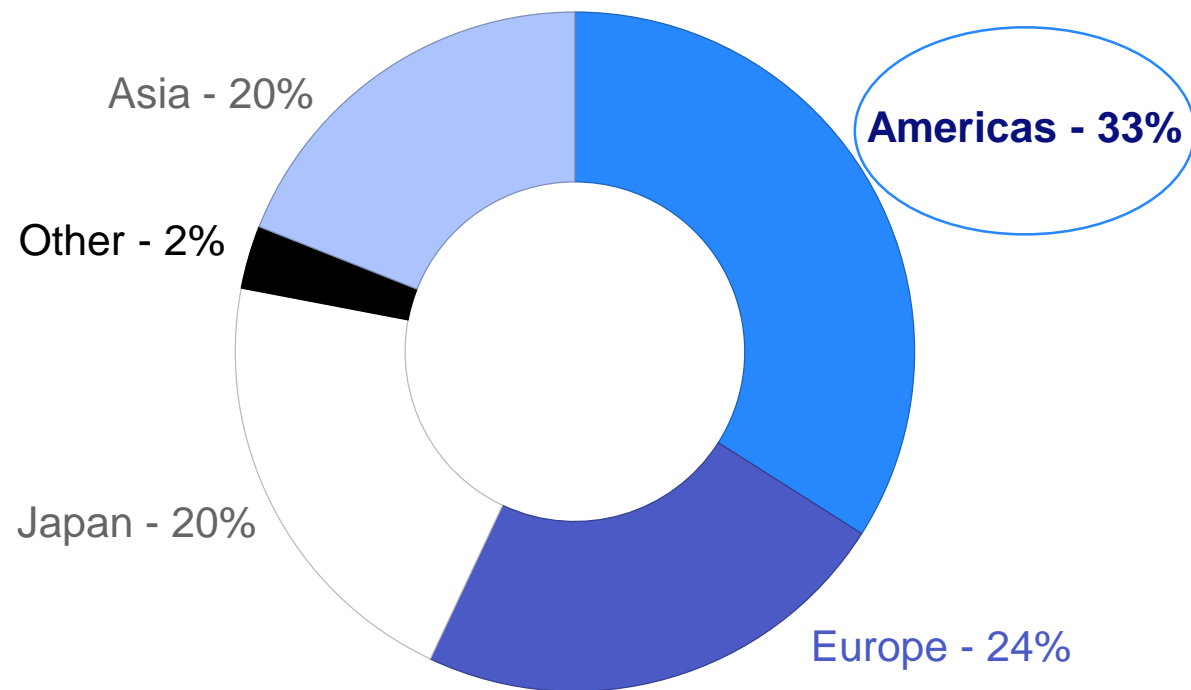
Approx. **\$7 billion**
NET SALES

OLYMPUS CORPORATION
OF THE AMERICAS

Approx. **\$2.6 billion**
NET SALES

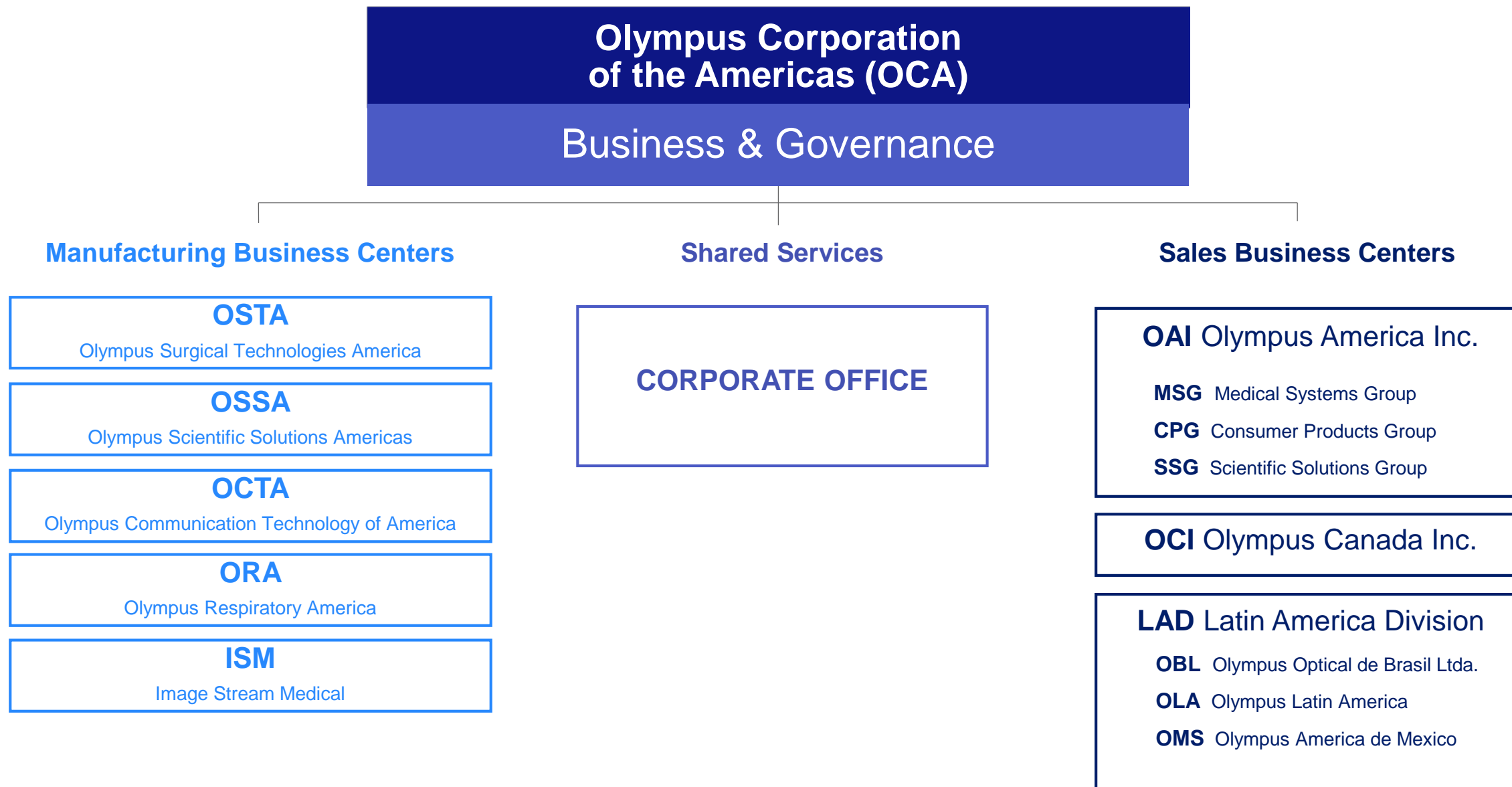
OLYMPUS

NET SALES CONTRIBUTION
BY REGION



33%* OCA'S CONTRIBUTION
TO TOTAL CORPORATION

Olympus Corporation of the Americas Structure



Our Groundwork for Success

Investments

Efficiency

People

Integrity

Investments in Our Business



Investments Overview (April 2013 – March 2018)

OCA HAS BEEN ABLE TO
INVEST
IN LARGE SCALE
PROJECTS WHILE
MAINTAINING LEVEL
EXPENSES YOY

1 SAP
IMPLEMENTATION
Capital Investment +
Annual Cost (svc & maint)

2 NEW FACILITIES
Brooklyn Park
Quebec
Bartlett

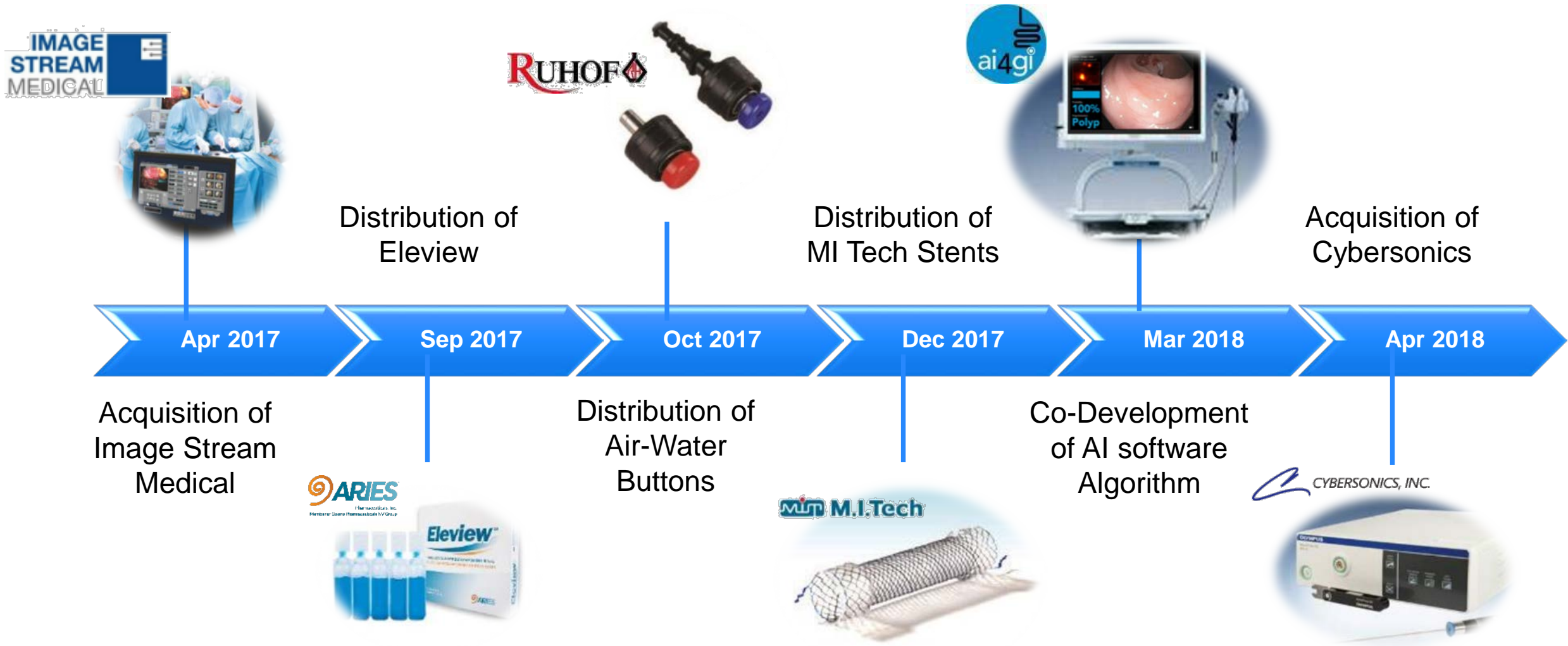
3 ADMINISTRATIVE
RELATED COSTS
Incurred over this period

4 OCA BRAND
ADVERTISING
Incurred over this period

5 ASSET
MANAGEMENT
Incurred over this period

6 SALES FORCE
Headcount and infrastructure

Investments in Business Development



Investments in Emerging Markets

Olympus Latin America Division (LAD)

Relaunched in February 2014

Encompasses:

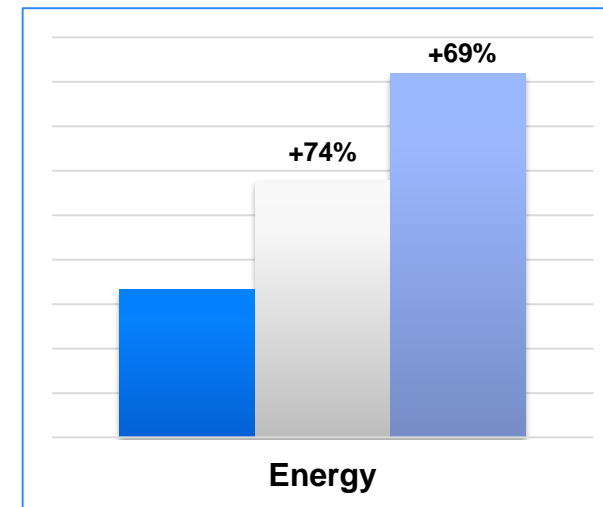
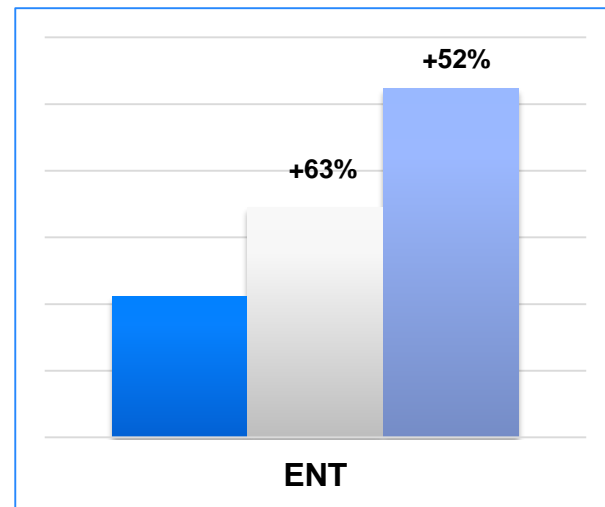
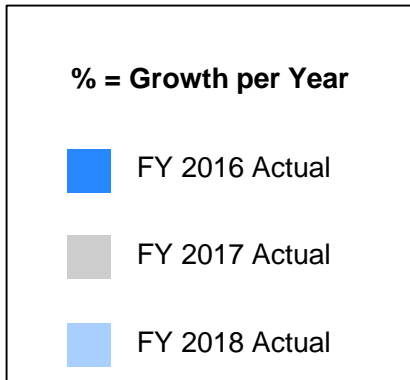
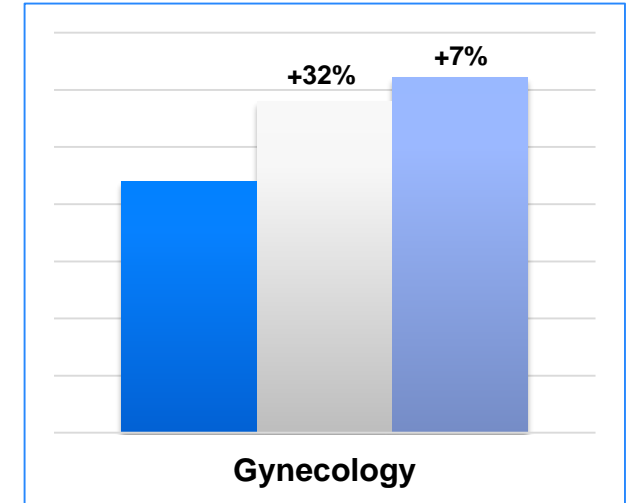
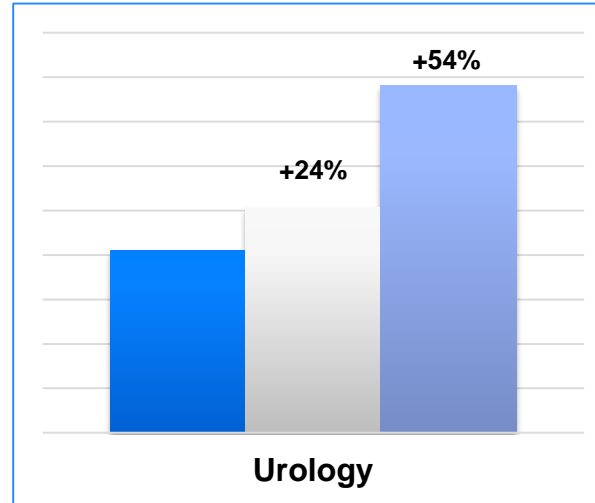
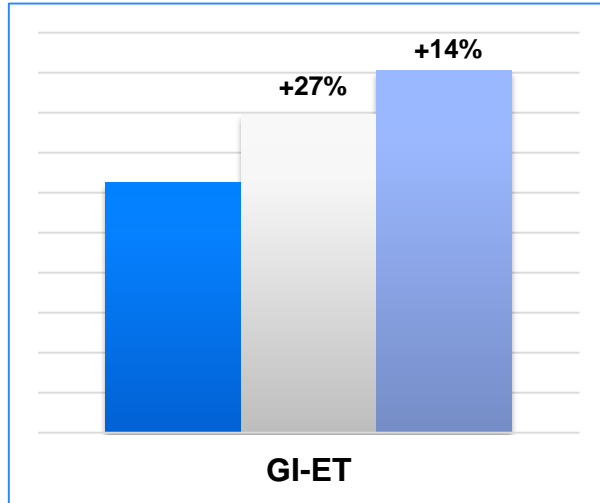
- Olympus Latin America (including Distributor relationships)
- Olympus Mexico
- Olympus Brazil

Achievements:

- Recruited and retained solid talent
- Strengthened corporate governance
- Achieved growth despite challenging environment

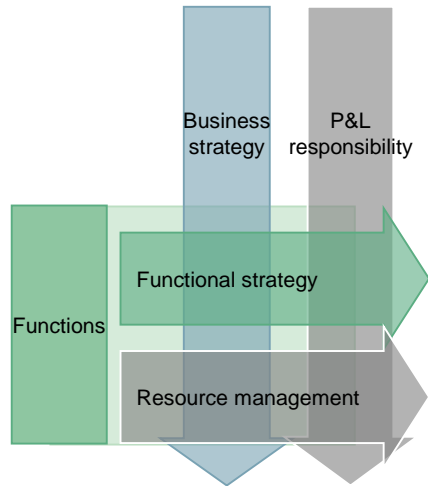


LAD Growth Potential



Efficiency





Globalization

**Organizational
Structure**

**Business
Process
Reengineering**

**E3
(Effective,
Efficient,
Excellent)**

One Olympus

People





True to LIFE



**Culture and
Employee
Experience**



Core Values



**Talent
Development**



Integrity

Doing Business the Right Way

Enhancement of Regulatory Programs

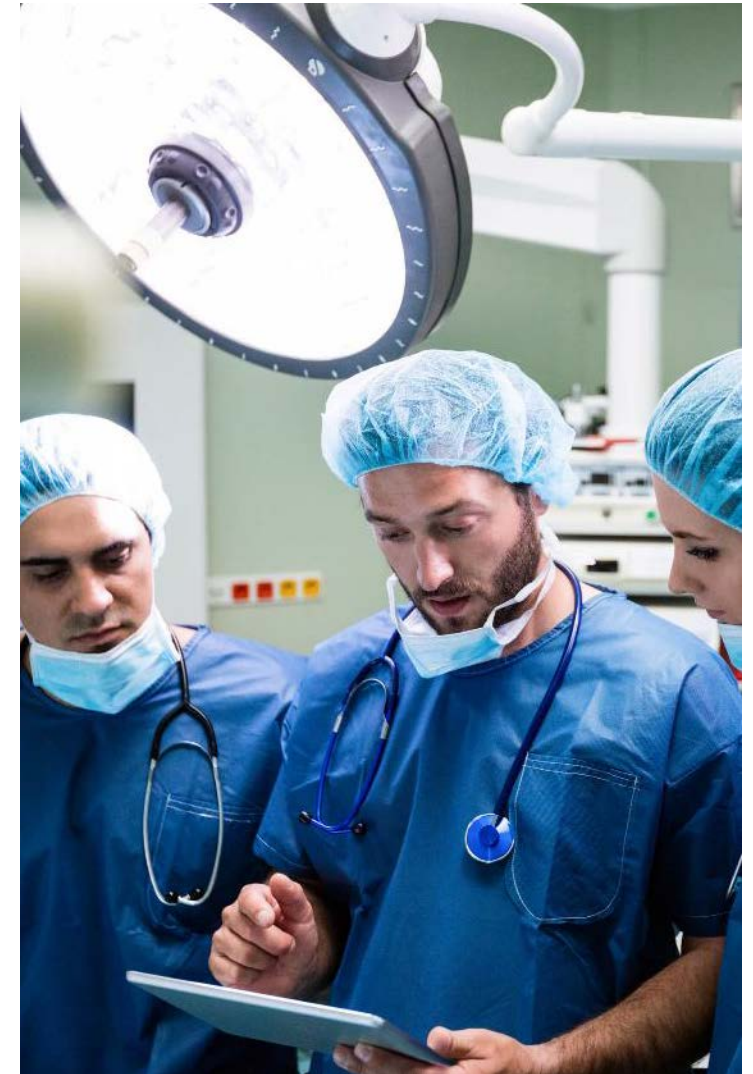
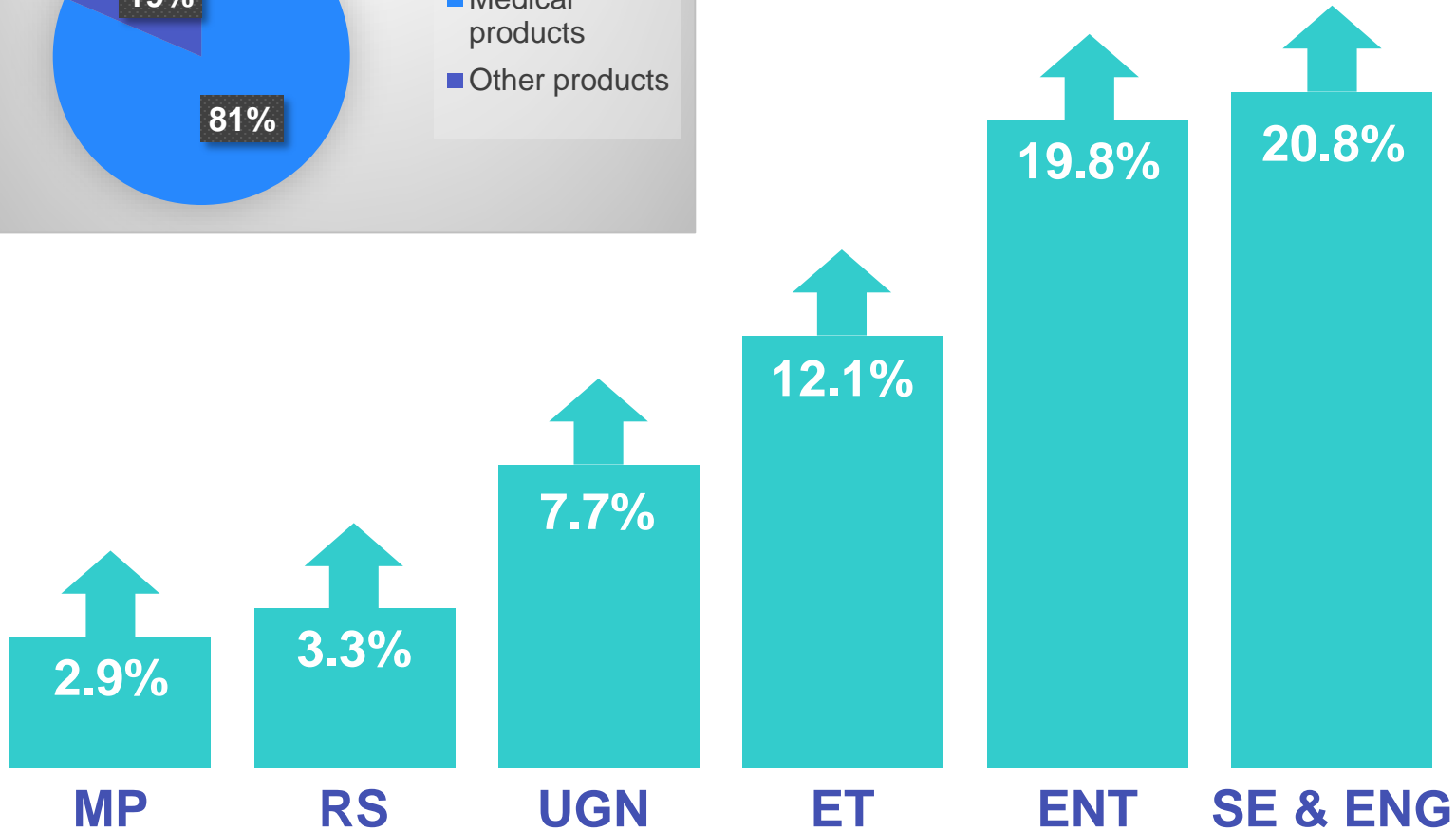
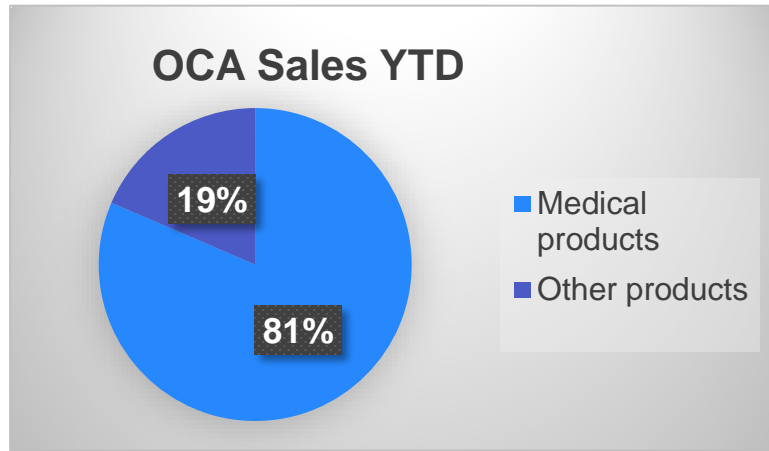
Stewardship through Monitoring

Strategic Focus on Infection Prevention

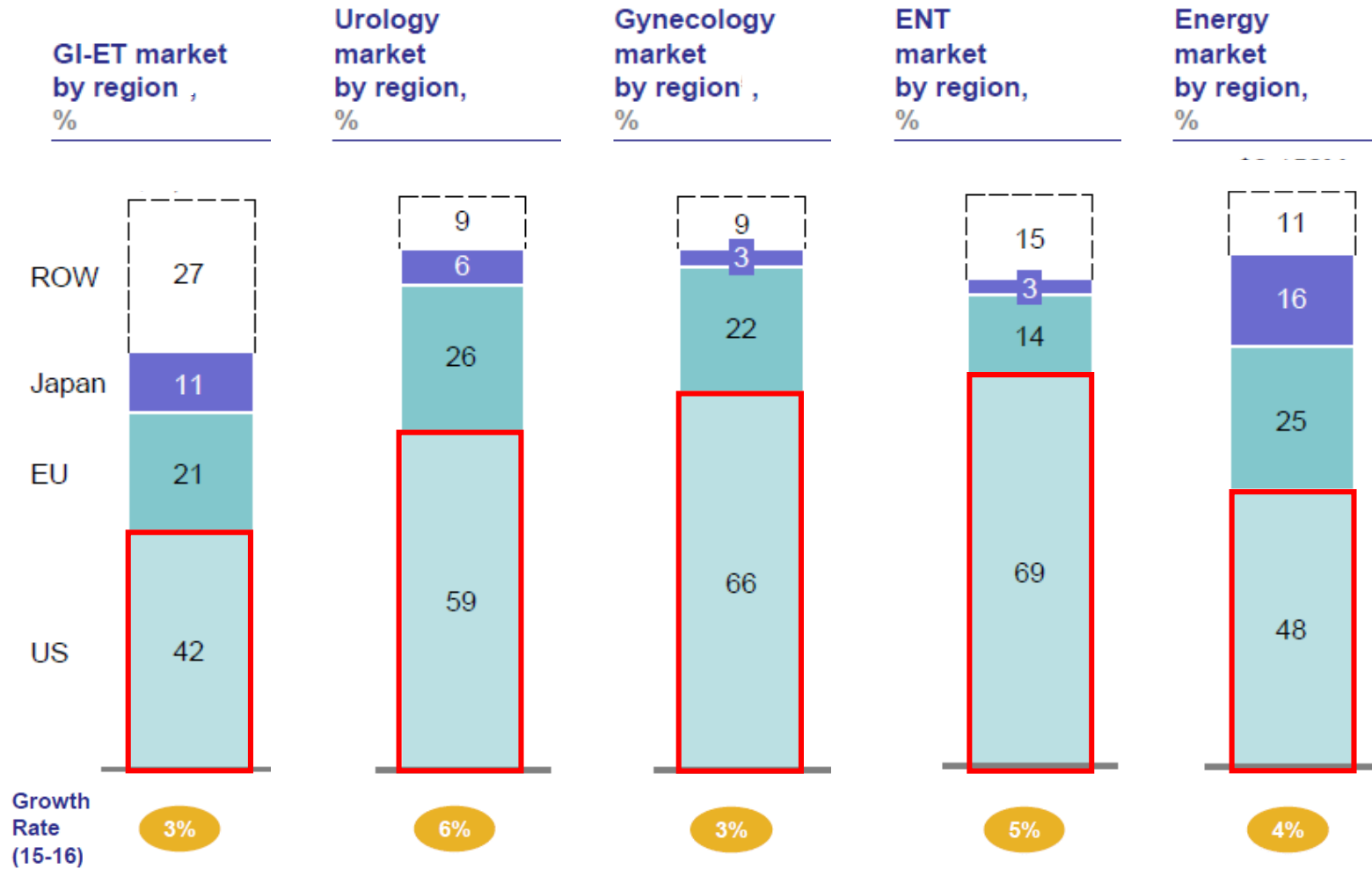


Our Medical Business

U.S. Medical Business Net Sales Growth (July 2017 – July 2018)



U.S. Healthcare Industry Trends



Source: McKinsey & Company

U.S. Healthcare Industry Trends Impacting Our Business

1. **Greater Focus on Hospital Networks**
2. **Shift to Value-based Medicine**
3. **Voice of the Customer**
4. **Patient, Provider, Payer**
5. **Triple Aim**

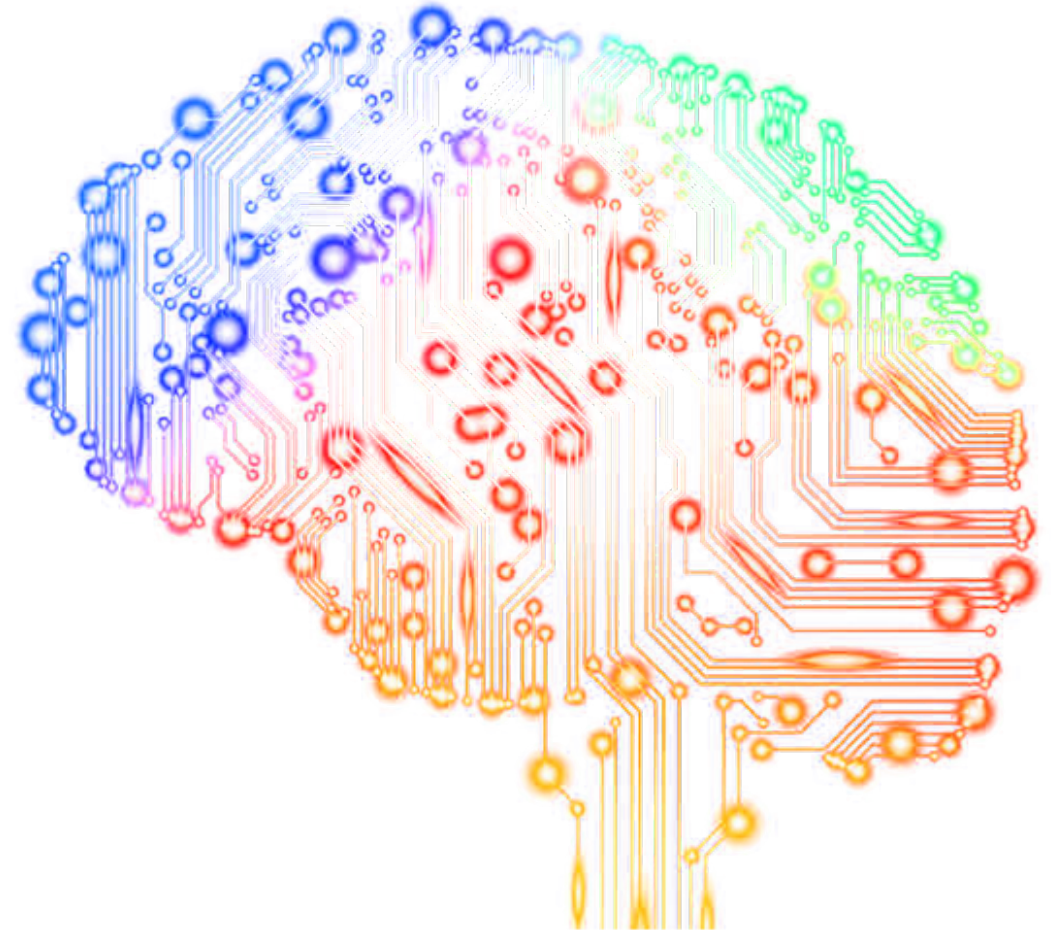


Complete Solution Partner



GI & Respiratory Business – Looking Forward

- 1. Therapeutic Intervention**
- 2. Infection Prevention**
- 3. Artificial Intelligence**



Surgical Business – Looking Forward

1. **Enterprise Integration and Image Management**
2. **Office-based Technology and Procedures**
3. **Big Screen Surgery**



In Summary

1. Olympus has been investing in the Americas over the last several years to secure future success while creating an efficient and talented operation.
2. Our extremely solid position in our traditional endoscopy business together with ambitious portfolio enhancement plans will be leveraged to grow in therapeutic disciplines and to realize our potential as a global medical technology provider.
3. We are in a perfect position to continue fulfilling our promise to patients of “Safer, Healthier and More Fulfilling Lives” while helping healthcare providers to increase their efficiency through our products and technology, and by doing this, increase Olympus Enterprise Value.



OLYMPUS
