

>>>> Social Involvement

Social involvement, as explained in our "Social IN" management philosophy, is a manifestation of our commitment to act as a responsible member of society. Olympus admires and respects the culture of each nation and region, understands the needs of the people in each area, and carries out business for the benefit of society.

Contributing to Local, Regional, and International Societies

reason >>>

Olympus believes it imperative to carry out business while always keeping in mind how to be of service to society if it wishes to be favorably accepted and chosen by stakeholders as a member of the international society.

Social Involvement

Social Contribution Policy

Active support in the field where our management resources are effectively used

Olympus endeavors to bring about a healthy and comfortable life to people by offering new value to society through its business. In addition, we would like to contribute to society in various ways other than business by using our managerial resources, such as our know-how and manpower. As a demonstration of this desire, we established the Social Contribution Policy in March 2005. The policy focuses on four areas of social contribution, namely, medicine and health, culture and arts, the global environment, and natural science. It also encourages every employee to actively participate in volunteer activities.

Donating Endoscopes to Developing Countries

Supporting the growth of and improvements in medicine in developing countries

Olympus has donated endoscope equipment to hospitals in developing countries since September 2003, one hospital a year, as a cosponsor of the Outreach Program operated by the World Organization for Digestive Endoscopy and the World Gastroenterology Organization. In its first year of donating equipment, Olympus donated to Eva Peron Education Hospital in Argentina. In 2005, Olympus will donate to Yalgado Ouedraogo University Hospital Center in Burkina Faso, Africa.



Endoscopic Video Information System "EVIS EXERA"

Bio Imaging Laboratory

Jointly established with the Japanese Foundation for Cancer Research

In February 2005, Olympus set up the Olympus Bio Imaging Laboratory inside the Cancer Chemotherapy Center, a joint effort with the Japanese Foundation for Cancer Research. Equipped with such state-of-the-art research equipment as laser cofocal microscopes and monomolecular fluorometric analyzers, the laboratory is engaged in cancer-related research, including the cellular-level evaluation of the effects of anticancer drugs and clarification of the cancer metastasis mechanism.



Bio Imaging Lab

Japanese Foundation for the Research and Promotion of Endoscopy

Promoting endoscopic research in medicine

The Japanese Foundation for Research and Promotion of Endoscopy was established to encourage and promote research on endoscopic medicine, thereby contributing to the development of medicine and improvement of mankind welfare. Launched with a donation from Olympus in 1982, the foundation was officially established with the approval of the Ministry of Education (currently the Ministry of Education, Culture, Sports, Science and Technology). The foundation provides financial support to a variety of research programs on endoscopy, with 604 receivers of research support and 1,165 receivers of support for meetings and seminars up to FY2004.

A Day in the Life of Africa

Olympus, with its excellent digital imaging technology, collaborates with the UN.

In February 2002, approximately 100 world-famous photographers armed with digital cameras dispersed all over Africa to photograph African people in a single given day. Olympus joined this spectacular event as a major sponsor by supplying digital cameras and other photographic equipment to participating photographers. Their work was collected in a photographic book, with all profits from its sale donated to the AIDS Education Fund in Africa. Olympus later held photo exhibitions in various parts of the world using all the pictures taken and donated the money generated by the exhibitions to the UN Millennium Development Target.

In March 2005, Olympus cosponsored a special photo exhibition, A Day in the Life of Africa—How African Women Live, at the UN Gallery in Tokyo in commemoration of International Women’s Day (March 8) with international agencies, including the UN Information Center in Japan, as main sponsors. Olympus also cosponsored a special exhibition, Toward Achievement of the Millennium Development Target, at the UN Pavilion in the Aichi Expo in April and May of this year together with the UN Information Center.



©Nick Keish from "A Day in the Life of AFRICA"

Wakuwaku Science Workshop

Science lessons with volunteer staff

The intention of the Wakuwaku (“exciting”) Science Workshop is to let children feel the joy of science. Volunteer staff from Olympus joined the Wakuwaku Project to take the initiative in holding seminars for local elementary school and junior high school students. Children will learn the joy of science, particularly the workings and wonder of light, one of Olympus’ specialty fields, through hands-on experience. Olympus supports this volunteer activity by supplying materials for the experiments. The workshop was held three times in FY2004 and had some 700 participants.



Wakuwaku Science Workshop at an elementary school

Natural Science Observation Contest

Nurturing children’s love of exploring science

This contest provides elementary school and junior high school children with opportunities to learn the wonders of nature and answer questions about the things happening around them. Students entering the contest submit, for example, the research they were assigned to do as homework over the summer vacation. In FY2004, over 8,000 students entered the contest, the highest ever, and an award ceremony and an exhibition of outstanding submissions were held at the National Museum of Emerging Science and Innovation in Tokyo. Olympus has been a cosponsor of the event since its start in 1960 as the Microscope Observation Contest. We are told that children who were awarded in past contests are now fully-fledged scientists.

Supporting WWF with Nature Photo Calendars

Over 20 years of support

Olympus cameras are loved by renowned animal and nature photographers. Nature Photo Calendars is the result of a unique collaboration with those photographers to support WWF^{▶1}. Olympus publishes Nature Photo Calendars and donates them to WWF Japan so that the international organization can use the profit from their sales toward the preservation of nature. The 2005 calendar uses valuable photos that photographer Mitsuaki Iwago took of wild animals on the verge of extinction in the Qin Ling Mountains in China for about a year with an E-1 digital single-lens reflex camera. The calendar is an environment-friendly non-polluting product made entirely of recycled paper and does not use a PVC wall-hanging folder.

^{▶1} WWF, or the World Wide Fund for Nature, is the world’s largest natural protection organization. It is active in approximately 180 countries and has the support of over 4.5 million people. WWF was founded in 1961 to protect endangered wild animals around the world. Currently, WWF is engaged in protecting nature in a wider sense with the inclusion of environmental problems, such as global warming and toxic chemical pollution, and the promotion of the sustainable use of resources obtained from nature. Its ultimate goal is to realize a new society where people and nature can coexist harmoniously.



2005 Calendar



Family's Day

Strengthening the parent-child relationship

Olympus cosponsors Family's Day (the fourth Sunday of July) proposed by photographer Bruce Osborn. On Family's Day in 2004, Olympus held the Family Photo Contest and a photo exhibition, hoping that many people will feel anew the warmth and importance of the parent-child relationship.

Supporting the Victims of the Niigata Chuetsu Earthquake and Sumatra-Andaman Earthquake

The matching gift method brings out monetary donations

Olympus asked its employees to give monetary donations to the victims of the Niigata Chuetsu Earthquake and Sumatra-Andaman Earthquake. The amount of money equal to the collected donations was added by Olympus for a total of approximately 3 million yen for the Niigata Chuetsu Earthquake victims and around 18 million yen, with the efforts of foreign local corporations included, for the Sumatra Earthquake victims.

Supporting Art and Cultural Activities

Focusing on visual and musical activities

Olympus cosponsored the following events in 2004 as part of its support of art and cultural activities:

Event	Venue	Date
Theo Angelopoulos Film Festival	Tokyo	July 2004
Saito Kinen Festival Matsumoto	Nagano	August to September
Vienna Stateopera in Japan	Tokyo	October
Mineko Orisaku Photo Exhibition in Shanghai	Shanghai	October
Denis Morris Photo Exhibition	Tokyo	December
Robert Capa Photo Exhibition	Tokyo	February 2005

Cooperation with Local Communities

Olympus plants actively involved in local activities

Information on Group Companies

Olympus and its affiliated companies are actively involved in local activities, including special events and cleaning campaigns. Aomori Olympus Co., Ltd., for instance, regularly takes part in a cleaning campaign targeting the floodplain in the city of Aomori and has been an active corporate member of the Kuroishi Neputa Festival for over 25 years. Olympus Ina Plant uses *neputa* (a large lantern designed like a parade float) handed down by Aomori Olympus in the Neputa Festival and participates in the Ina Festival every August. Over 200 employees of the plant join the festival and *neputa* float parade and enjoy dancing. There are citizens of Ina who always look forward to the performance of Olympus Ina Plant every summer. The plant has participated in the Ina Festival for over 20 years.

Olympus Europa Science for Life Foundation (Europe)

Supporting research in the life science field

Information on Group Companies

The Olympus Europa Science for Life Foundation was founded in 1988 as an NPO committed to the promotion of science and research, especially in the fields of endoscopic diagnosis and therapy, microscopy, clinical chemistry, and scientific photography. The fund supports several research projects and bestows annual awards and grants. One of these is the Olympus Award for Computer Science in cooperation with the German Association for Pattern Recognition (DAGM). Monetary donations from Olympus to the fund have amounted to approximately 1.28 billion euro (about 170 million yen) since the foundation of the fund.

Olympus Innovation Award (USA)

Supporting innovative education

Information on Group Companies

Education is one of the main areas of Olympus America's social contribution. Its efforts in this area include supporting image education curricula for all levels, from elementary schools through higher education, as well as a number of other programs.

For example, in cooperation with the National Collegiate Inventors and Innovators Alliance (NCIIA), Olympus America launched the Olympus Innovation Award in 2004, with the inaugural awarding ceremony held in March 2005. The award is given to educators who have promoted or demonstrated innovative thinking in education in the United States that helps to develop a new generation of entrepreneurs and inventors. The first winner is Professor Stephen Nichols from the University of Texas at Austin, who was recognized for his interdisciplinary education, research, and service programs that expanded opportunities for student entrepreneurship.

Additionally, in 2004, as part of its efforts to promote innovation as a virtue of American society, Olympus America sponsored a Public Broadcasting Service series called *They Made America*, an educational TV program that examines America's evolution and explores its innovations over two centuries.

KeyMed wins Queen's Award for Enterprise in Sustainable Development

Information on Group Companies

KeyMed Ltd., a British subsidiary of Olympus, won the Queen's Award for Enterprise in Sustainable Development on April 21, 2004, for its achievement in sustainable development in business through improvements in employee education and motivation, local contributions, and mitigation of environmental loads. KeyMed is highly reputed for its active involvement in charity events and local community development projects.

Olympus President Kikukawa awarded Class 2 Medal by Slovak Republic

Information on Group Companies

Olympus President Tsuyoshi Kikukawa was awarded the Cross of the President of the Slovak Republic, Second Grade, by the Slovakian government in June 2004. He was the first Japanese to be given this honor. The major reason behind this award was the high reputation of Olympus C&S, a local Olympus corporation in Slovakia, for its many years of contributions, including the development of techniques to prevent and treat alimentary cancer and other diseases using endoscopy as well as its support of the Colon and Rectum Cancer Prevention Program, a Slovakian national program.

Promoting Information Disclosure and Interactive Communication

reason ▶▶▶

It is very important for Olympus to let people know what it is thinking about and doing and learn what people want from it. Interactive communication is an essential tool for us to get involved with the community and provide value to society.

Information Disclosure Policy

Providing the right information at the right time

Olympus discloses appropriate corporate information in the right way at the right time so that the company's shareholders and customers can correctly understand it and will find it trustworthy according to its information disclosure policy. Olympus has established an internal rule on information disclosure, including procedure, based on the information disclosure policy. Whenever we disclose information, it is particularly important to comply with relevant laws and ordinances and stock transaction regulations effective in countries where we or our subsidiaries and affiliates do business and are listed as well as protect the private information of stakeholders and respect their rights.

Method of Information Disclosure

Providing information to as many people as possible

Depending on the level of importance or content, Olympus discloses information using optimal means, such as news releases, publicity events, news conferences, and Web sites.

With the recent spread of the Internet, the role of Web sites has never been more important in providing information on corporations. Olympus is therefore constantly improving its Web site to better send information to consumers. Any particularly important piece of information about the Company will be swiftly put on its Web site after official disclosure as per the insider deal regulation▶1 so that the information can be accessible to as many people as possible.



Olympus' Official Web site
<http://www.olympus.co.jp/en/>

▶1 Companies should avoid unofficially and prematurely disclosing any important information that may affect their stock value. Such disclosure of important information may provide advantages to those who receive the information before the general public does (insider trading), and any company that discloses information in this manner is obligated to swiftly disclose the same information to the public. Such critical information is deemed to be disclosed in accordance to the insider trading regulation if it is put on the Timely Disclosed Information Access Service jointly operated by the Tokyo Stock Exchange and others.

Corporate Advertisements and Events

Active Communication

In addition to ordinary advertisements and promotional events, Olympus communicates with the general public by sending information on the technologies and businesses of Olympus as well as other useful information through its Web site, advertisements, and special events.

Onaka-kenko.com Health Promotion Web Site

The purpose of this Web site is to inform people of the importance of abdominal healthcare and prevention and the early detection of serious stomach and intestinal diseases. The Web site provides useful health-related information, including an easy-to-perform "medical check of the abdomen," inspection and treatment methods by organ and disease, the roles of endoscopy, and other important data related to the abdomen and endoscopy.



Onaka-kenko.com
<http://www.onaka-kenko.com/>

Corporate Advertisements in Newspapers and Magazines

There are things that cannot be fully conveyed to the consumer, such as the technology or management philosophy behind our products and services. Such messages are sent to the consumer through corporate advertisements placed in newspapers and magazines.

One such advertisement placed in newspapers, called the Optical Technology Series, won a few advertisement awards, including the 53rd Nikkei Advertisement Award and the Corporate Brand Advertisement Award.



Optical Technology Series
(five-part series newspaper advertisement)
Top: Part 1; Bottom: Part 5

● **Medical Care and Health Forum Karada Expo**

Olympus put up an exhibit at the Health and Medical Care Forum Karada (Body) Exposition, which was sponsored by Nihon Keizai Shimbun and NHK and held in August 2004 at Tokyo Big Sight. The exhibits at our booth, which was shaped like a large human body, provided hands-on experience in endoscopy to visitors. Many visitors, including parents and children, had a good time and were pleasantly surprised by the clarity of the endoscope image or the experience of operating with an endoscope, which is something they rarely had the chance to observe, not to mention touch, in their lives.



Olympus booth at the Karada Expo

● **Olympus Technology Fair 85**

In commemoration of its 85th anniversary, Olympus invited its business partners as well as the media to a technology exhibition at the Tokyo International Forum in December 2004. Under the theme Your Vision, Our Future, which is our corporate slogan, the exhibition was intended to explain the kind of future we intend to realize with the technology we have in our specialty fields, i.e., imaging, medical care, and life science. We received many comments from visitors. The capsule endoscope, which we had on exhibit, drew a lot of attention from the industries and the general public in addition to large coverage by many media companies.



Staff giving an explanation of the capsule endoscope

● **Eco-Products 2004 Exhibition**

Olympus participated in the ecological-products exposition, Eco-Product 2004 Exhibition, held at Tokyo Big Sight in December 2004. Our exhibits included the CX21/31/41 biological microscope, E-300 digital single-lens reflex camera, and IPLEX MX industrial endoscope as well as introduced major environmental considerations in our products, such as energy-saving functions, resource-saving processes, and the use of no hazardous materials. The environment observation corner, which was aimed at elementary and junior high school students, helped younger visitors learn the importance of environmental preservation by giving them a lecture on the food chain, from microbes in the water to large animals, and then an opportunity to observe microbes in the water using microscopes. Children who saw microbes in the water often shouted with joy!



Olympus booth at Eco-Products 2004



Visitors enjoying a microscopic view

Communicating Environmental Issues to the Local Community

Offering the Environment Leader Training Class

Olympus cooperates with the Environment Division of Hachioji City by supporting the city's Environment Study Leader Training Class. To be specific, Olympus invited the trainees to its Technology Research Institute at Utsugi for a visit and held a lecture there in February 2005. The trainees made a tour in the facility, visiting and observing the rooftop light intake system, drainage facility, and refuse sorting system. The lecture was on the current hot theme, the environment, and Olympus' efforts in environmental preservation. After the lecture, the trainees and Olympus staff had an active Q&A session, with questions being asked about the facility of the institute, Olympus' approach to the RoHS regulation, etc.



A tour of the Utsugi facility



Lecture on environmental efforts

The Evolution of the Environmental Report into the Corporate Social Responsibility Report (CSR Report)

Detailed data and updates are available on our Web site.

Environmental Report and Web Site for Olympus' Environmental Information

Olympus has published the Olympus Environmental Report since 2000 as a means of communicating its approach to environmental issues to the general public. Since 2003, we started publishing a Chinese version of our report in addition to the Japanese and English versions so that a greater number of people around the world can read it. In 2005, we changed the title of the Environmental Report to the Corporate Social Responsibility Report (CSR Report) to reflect an expanded content that now includes social and governance data about the Olympus Group.

Our Web site provides detailed information and updates that cannot be put into the CSR Report.

■ Circulation of the Olympus Environmental Report 2004

Japanese	12,000 copies
English	4,000 copies
Chinese	2,000 copies

(as of March 2005)



Olympus Environmental Report



Olympus Web site CSR/Environmental Activities

Recommendations for Improvement—Questionnaire on the Environmental Report 2004

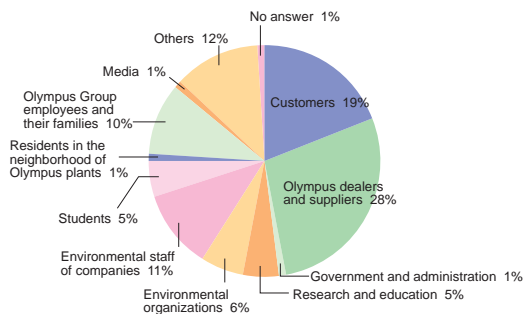
Olympus acknowledged the readers of the Environmental Report 2004 for their comments and opinions, which were incorporated into the CSR Report 2005.

Results of the Olympus Environmental Report 2004 Questionnaire

No. of respondents: 126 (as of March 31, 2005)

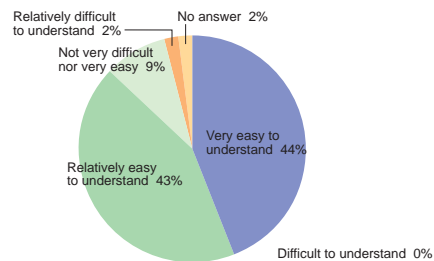
Q1

In what social capacity did you read the report?



Q2

Do you have any comments on the report?



Opinions about the Olympus Environmental Report 2004

Recommendations for improvement

- I think you should publish CSR reports.
- An evaluation by a third party is needed.
- It would be better if the important focal points of Olympus' efforts were written more clearly.
- A more detailed explanation on environmental accounting is needed.
- Notes on special environmental terms would help improve readability.
- Larger fonts and better coloring for graphs are needed.

Responses in the Olympus CSR Report 2005

Main reference page

- ▶▶▶ Olympus started publishing CSR reports this year to disclose information on social and economic issues in addition to environmental ones. P3
- ▶▶▶ Olympus began using a third-party verification this year to improve the objectivity and reliability of the report. P50
- ▶▶▶ The important focal points of Olympus' efforts are now put together as a special feature. P4-7
P20-21
- ▶▶▶ On our Web site, we have placed more detailed data on environmental accounting as well as a material flow chart showing both the cost for each environmental preservation activity and a breakdown of the effects. P40-41
- ▶▶▶ Explanatory notes on special terms have been added for greater readability. P3
- ▶▶▶ Clear fonts are used for better readability and graph colors have been arranged for easier recognition by those with color blindness. Entire report