

Olympus Vision

Social IN - Olympus aims to realize a better livelihood and happiness for all through its activities as a value-creating enterprise

Economic performance remained strong until the middle of fiscal 2008, when the subprime mortgage crisis triggered a financial crisis of unprecedented severity. This situation impacted both the domestic and overseas activities of the Olympus Group. The resulting economic recession inevitably caused a rapid decline in the performance of our Imaging Business, which handles consumer products, and our Medical Business. We responded to this situation by working within the guidelines set down in our "Social IN" management philosophy to strengthen Olympus Group's business structure, including management integration with a British medical equipment manufacturer that we acquired in 2008.

The Social IN management philosophy expresses our commitment to help all people achieve health and happiness in their lives by working as an integral member of society, by sharing our values and by offering new values to society through our business activities. To accomplish these goals, we need to maximize our corporate value while providing value to society. We define corporate value as the sum of financial and intellectual capital values. To increase this, we need to increase the sophistication of our

corporate culture and quality whilst enhancing the value of every individual employee. By maximizing corporate value, we not only maximize shareholder value but also create a win-win relationship in which all stakeholders are linked by bonds of trust and can share the sense of pride together.

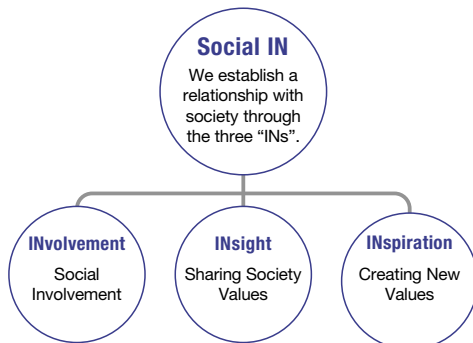
The goal of the Olympus Group's activities is to establish a win-win relationship with all stakeholders, including employees and their families, customers, suppliers, shareholders, local communities and society in general. One example of this commitment is our membership of the United Nations Global Compact (GC) since October 2004. We have incorporated the 10 Global Compact principles into our Corporate Conduct Charter and code of conduct as guidelines for every employee in the Olympus Group.

For Olympus to provide this corporate value, there must be a sustainable society.

The very survival of society will be jeopardized if we persist with past business models based on large-scale consumption of fossil fuels, and we need to change even the social systems in which we live. In this era of reform, Olympus is further committed to realize a sustainable

Management Philosophy of the Olympus Group

Toward the Realization of a Better Livelihood and Happiness



Social IN comes from Social Value IN the Company, a concept of incorporating social value into the Company's activities. The philosophy is also based on the three INs of INvolvement, INsight, and INspiration defining the relationship of the Company and society.

Olympus Group Corporate Conduct Charter (Extracts)

Based on the fundamental concept of Social-IN and being fully aware of its responsibilities as a corporate member of society and as a company prized by people with various value systems around the world, the Olympus Group continues to provide value for our society in support of the livelihood and happiness of people all over the world. The Olympus Group, with a strong sense of ethics, engages in global corporate activities while strictly complying with relevant laws and regulations.

Policies for Corporate Activities

1. Sound corporate activities
2. Act on behalf of the customer

Involvement with People

3. Respect for human rights
4. Working environment with vitality

Involvement with Society

5. Harmony with the environment
6. Good relationship with the community

WEB

<http://www.olympus-global.com/en/corc/csr/olycsr/philosophy/csrcorporate.cfm>

society through reducing carbon dioxide emissions. By fiscal 2020, we aim to halve our emissions, relative to fiscal 2007 levels, through measures targeting all phases of product life cycles, including not only the manufacturing stage, but also logistics, the use of products by customers, and disposal at end of life. We are determined to become a leading environmental company by promoting this “Make Carbon 1/2 2020” initiative.

Since its establishment, Olympus has made an important contribution as a manufacturer of products for prevention, diagnosis and investigation of diseases in the medical and life science fields, to help maintain the health of people all over the world. More recently, we have implemented the “BRAVE CIRCLE” campaign in Japan to encourage people to have checks for colorectal cancer. The aim of the campaign is to eradicate this disease, which has become increasingly common in Japan because of lifestyle changes and demographic aging. We are also implementing cancer eradication initiatives in other countries. In addition, we have contributed to the prevention of AIDS and malaria, which is one of the United Nations’ Millennium Development Goals (MDGs), through our “A Day in the Life of AFRICA” program. Photographic books and exhibitions resulting from this program have helped many people to gain a better understanding of the situation in Africa and the problems faced by its people. Our approach to these initiatives reflects our awareness that one-off social contribution activities are not enough, and that our efforts

need to be maintained over the medium to long-term future.

By meeting the expectations of society and fulfilling its social responsibility, Olympus wants to establish a win-win relationship encompassing all stakeholders, including its employees. We will continue to do everything in our power to contribute to the creation of a sustainable society through initiatives in the economic, social and environmental fields.



Tsuyoshi Kikukawa
President
Olympus Corporation

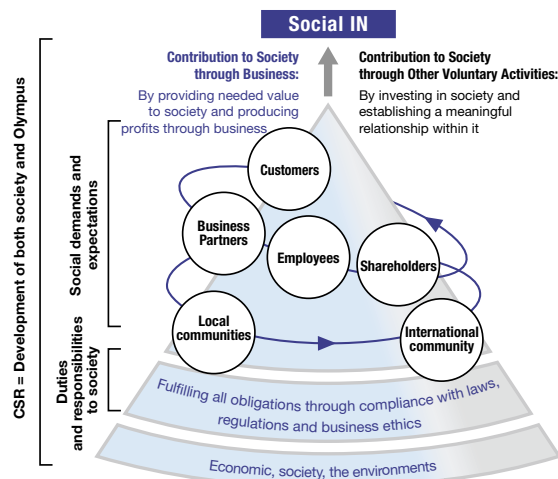
UN Global Compact



Olympus agrees with the 10 principles of the UN Global Compact and has participated in the Compact since October 2004. Details of the Global Compact can be found on the websites of the Global Compact Japan Network.

WEB <http://www.unglobalcompact.org/>

CSR Concept of the Olympus Group



Through its CSR activities, the Olympus Group meets the demands and expectations of society whilst fulfilling its duties and obligations to it.