

> Since 1919, when Olympus was inspired to develop Japan's first microscope for the advancement of medicine in Japan, the founding spirit of Olympus has always been to contribute to society. This founding spirit still runs strong today, even after Olympus has grown into a global corporation with 149 subsidiaries around the world.

Olympus formulated its "Social IN" management principle in 1994. "Social IN" is our official declaration to strive to realize better health and happiness for people by being integral members of society, sharing common values, and proposing new ones through our business. Olympus believes that a win-win relationship between Olympus and its stakeholders, including shareholders, customers, users, employees, business partners, society at large, and the global environment is what creates true value.

To clarify these ideas and accelerate efforts at CSR, Olympus declared its participation in the United Nations Global Compact in October 2004, becoming the 22nd Japanese company to join. By incorporating the 10 principles of the Global Compact into our corporate activities, Olympus aims to be a leading global company that contributes to the sustainable development of society.

I gained immense satisfaction from helping to raise funds for the John Grooms Charity, helping disabled people live the most normal of lives possible, at last year's Southend Air Show.

I was pleased to see Olympus make efforts to raise funds for the Sumatra Earthquake and Tsunami victims.

I take pride in the fact that we are contributing to better health and quality of life in society as a whole through efforts to spread minimally invasive endoscopic treatments in China by supporting and working together with local doctors.

It is our responsibility to spread the word globally that colorectal cancer is preventable, treatable, and beatable.

we do,

By sponsoring and providing a conservation NGO with digital cameras and other equipment for documentation of biodiversity research, we are supporting the conservation of endangered species and promoting responsible tourism in Nicaragua, Cambodia, and other countries.

For me, the Olympus Europa Foundation "Science for Life," which donates funding to promote research in the life sciences, is a great example of Olympus' social commitment.

Olympus collected comments on its CSR activities through a survey of Group employees.

Management Philosophy and Conduct Charter

> The fundamental management concept of Olympus, "Social IN" is also positioned as a cornerstone of CSR activities. "Social IN" stands for Social Value in the Company, and signifies three relationships between Olympus and society. These three "IN" relationships are INvolvement (social involvement), INsight (sharing social values), and INspiration (creating new value).

Applying this concept to daily business activities to fulfill its social responsibility, Olympus formulated the Olympus Group Corporate Conduct Charter and the Olympus Group Code of Conduct in September 2004. Including environmental initiatives, the Corporate Conduct Charter is a comprehensive declaration of our position on CSR and identifies a framework for our CSR activities. The Code of Conduct is put in place to guide all directors and employees to act in compliance with the Conduct Charter. The principles of the United Nations Global Compact were used as a reference in developing the Corporate Conduct Charter and the Code of Conduct.

Olympus Environmental Principles

> In line with its goal of being an excellent corporate citizen, Olympus drafted the Olympus Environmental Principles in August 1992 to articulate its basic positions on environmental issues and to set ambitious environmental protection goals, thereby promoting

enhanced environmental protection activities. The Corporate Conduct Charter states the fundamental ideas of the Environmental Principles in the "Harmony with the Environment" chapter.

Corporate Brands and CSR

> Olympus developed Japan's first microscope, launched the world's first endoscope, and has released innovative, compact, and light-weight cameras. In this way, Olympus has responded to the expectations and visions of people through its development capabilities in both optical and production technologies. Through our creative capabilities, we have proposed visions to society and our stakeholders. Embodying the creative value of Olympus, we created "Your Vision, Our Future" as a new corporate slogan in April 2003 and have deployed it globally ever since.

Olympus believes that the Olympus Group's involvement in CSR will nurture trust in the Olympus Group, reinforce the corporate culture, and eventually help the Olympus brand enhance its value. Olympus also believes that it will help the employees of the Olympus Group realize the importance of working with one of the world's leading brands and of taking pride in the value of the brand with appropriate actions, ultimately reinforcing CSR activities.

because we can.



Olympus promotes greener, alternative, and sustainable forms of transportation among its staff and local communities. The "Green Travel Plan" developed in cooperation with our local borough council is leading more people to walk, cycle, or car pool to work, and to increasingly use company and public transportation.

I think it is wonderful that we are helping people lead fuller lives through our activities in the imaging field and medical field with minimally invasive techniques.



Through our work at the Prototype Test Center, we ensure compliance with international laws and regulations as well as ascertain international traceability to uphold the corporate social responsibility of Olympus products.

We have successfully introduced Olympus' microscopes and objective lenses containing lead-free optics into the North American market.

Establishment of the Division for Promoting CSR Activities

- > In April 2004, Olympus inaugurated the CSR and Brand Strategy Department as an organization for advancing CSR initiatives across the Company. In April 2005, Olympus established the Corporate Social Responsibility Division to directly control the CSR Department, the Environmental Development Department, and the Corporate Quality Assurance Department. Through the Corporate Social Responsibility Division, Olympus aims to bolster its activities in the following areas further.

Main CSR Activities

Quality Assurance and Customer Support

- > Olympus has defined its philosophy on quality as the realization of world-leading total quality and the provision of products and services of the finest quality. While building quality assurance systems in each business, Olympus strives to ensure quality through the establishment of a cross-divisional corporate quality assurance department to coordinate efforts throughout the Group. Olympus has set up an optimal quality assurance system for each field of business in each region of the world, beginning with Japan, the Americas, and Europe.

- > Human Rights and Labour Policy and the Global Compact
- > Since its founding, Olympus has been actively engaged in creating a working environment where every employee can perform his or her best through respecting human rights, having a varied sense of values, and fostering individual personalities in order to fully develop human resources and an organization with vitality. Olympus participates in the United Nations Global Compact, which supports universal principles related to human and labor rights. The Olympus Human Rights and Labour Policy was created in March 2005 to send a strong message of respect for human rights to all employees in the Group.

Environmentally Friendly Products

- > Olympus aims to increase the number of environmentally friendly products around the world by purchasing goods that are easy on the environment while manufacturing and selling its own environmentally conscious products. Specifically, Olympus has set its own standards for reducing the environmental burden of its products as much as possible. Products conforming to these standards are certified as Olympus Eco-Products.
- > Prevention of Global Warming
- > Olympus focuses its efforts on the reduction of greenhouse gases to help prevent global warming. We have identified greenhouse gases applicable to the Group, set reduction targets, and are proceeding to reduce emissions.

Through donations of digital cameras, grants, training, and other outreach programs to the educational community, Olympus is helping younger generations engage in "visual learning."



On the "World of Work" day arranged by a local school, I provided guidance on interview techniques to groups of children who found these sessions very useful. I myself found it very rewarding.



The Paperless Office Project and On-line Ordering System help our customers and us to reduce paper consumption, ultimately protecting the forests.



I am proud of our ongoing activities to support the arts and provide international aid by creating A Day in the Life of Africa, an exhibition of pictures taken by 100 famous photographers, from which proceeds go to the AIDS Education Program run by the United Nations.

Every day, we seriously take our responsibility for developing and manufacturing high quality in-vitro diagnostic products for our customers in the health care system.

Contributing to Society

> Based on the management philosophy of "Social IN," Olympus proactively contributes to society in various regions around the world. In March 2005, we created the Social Contribution Policy, which sharpens our focus on the four fields of medicine and health, culture and the arts, the global environment, and natural science. Moreover, each and every one of our employees makes an effort to participate in voluntary activities of their choice.

• Donating Endoscopes to Developing Nations

> Since September 2003, Olympus has cosponsored the Outreach Program operated by the World Organization of Digestive Endoscopy and the World Gastroenterology Organization to make annual donations of endoscopes and materials to hospitals in developing nations. Our first endoscope system donation was to the Eva Peron Education Hospital in Argentina. We are following this up with a second donation planned for the Yalgado Ouédraogo University Medical Center in Burkina Faso, West Africa.

• KeyMed Receives Queen's Award for Enterprise in Sustainable Development

> KeyMed (Medical & Industrial Equipment) Ltd. ("KeyMed"), a British subsidiary of Olympus, was honored with the Queen's Award for Enterprise in Sustainable Development in April 2004. Based on the philosophy that companies should do more than pur-

sue profits, KeyMed has provided support for local school education, transportation safety improvements, the construction of facilities for the severely handicapped, and has lent a helping hand to children injured by the Chernobyl accident as well as Ugandan children infected with HIV and AIDS. KeyMed's philosophy and efforts were recognized with the award in April 2004.

• Contributing to Cancer Medicine

> In recognition of contributions to the advancement of cancer medicine at Olympus C&S, spol. s.r.o., a subsidiary in the Slovak Republic, Olympus President Tsuyoshi Kikukawa was presented with the Slovak Republic Presidential Cross from the Slovak Republic government in July 2004. The award is the highest honor bestowed on private sector entities in Slovakia, and the first one received by a Japanese company.

Information Disclosure

> Olympus has set forth an Information Disclosure Policy, and strives to disclose corporate information fairly in a timely and appropriate manner to all of its stakeholders to gain accurate understanding and trust. Based on the Information Disclosure Policy, Olympus has created internal rules for disclosure procedures. Olympus strictly follows the laws and regulations of each country governing business activities as well as regulations related to securities transactions. When disclosing information, Olympus takes precautions to protect personal information and prevent infringing on the rights of related parties.

Olympus supports the Chernobyl Children's Project (UK) charity, and I am acting as the Southend Group Coordinator for the project apart from my job at Olympus.



When I participated in a 3-day, 60-mile walk to support breast cancer research, I received support not only from my fellow Olympus employees, but also from Olympus America Inc. who provided an additional contribution.

As the safe driving manager of the Corporate Center, the chief of police presented me with an award in recognition of our training and guidance programs dedicated to traffic safety.

I take great pride in our business aim of eradicating cancer at Olympus Medical Systems Corp.

By providing total surgical systems, we contribute to greater safety through space conservation and higher efficiency in operating rooms packed with a variety of medical equipment.