

CORPORATE SOCIAL RESPONSIBILITY

> The Olympus Group clarified its stance on corporate social responsibility (CSR) by formulating the Olympus Group Corporate Conduct Charter and the Olympus Group Code of Conduct. These offer guidance in putting into practice in day-to-day operations the principles embodied in our “Social IN” (“Social Value in the Company”) management philosophy and in fulfilling our CSR objectives. We have also established a CSR Division and a Quality and Environment Administration Division, which work to promote CSR initiatives across the Group and to foster business operations based on respect for involvement with people, harmony with the environment and good relations with communities. Since its founding, Olympus has been engaged in manufacturing activities that contribute to people’s emotional and physical wellbeing. We devise products that create value from the customer’s perspective and demonstrate our strong awareness of the importance of quality assurance.

Olympus conducts business activities based on human dignity, eliminating discrimination in the workplace. With this in mind, Olympus established an Olympus Human Rights and Labor Policy to thoroughly advocate human rights, provide working environments that respect the individual and foster each employee’s skill development by showing concern for their health and safety. Together with this, we will create workplaces where each employee can acquire knowledge, where technological capabilities can be improved and where the values society demands can be offered.

Olympus drew up its Basic Environmental Plan as part of its 2006 Corporate Strategic Plan to introduce ISO 14001 environmental management systems at all Olympus manufacturing sites in Japan and overseas. We are also working to reduce the environmental impact of our products, while promoting our range of Eco-Products. Furthermore, Olympus produces nature-photo calendars and donates the proceeds to WWF Japan as a way of supporting environmental conservation activities.

> The Group contributes to society by offering safe, secure and highly efficient medical equipment through its businesses. In addition, the Group is highly aware of its social responsibility as a leading endoscope company. In this light, we have held the “BRAVE CIRCLE” colorectal cancer awareness campaign since 2007 to promote colorectal cancer detection and diagnosis and to reverse a disease rate that has been increasing in Japan in recent years. To raise awareness of this type of cancer detection and as a way of reducing as far as possible the number of cancer fatalities, the Group energetically promotes the campaign’s wide-ranging enlightenment activities. We will make continuous efforts to extend our activities to develop them to the social level.

Furthermore, we participated in a project commenced in 2002, for which photographers of worldwide renown take pictures of the reality of people’s lives in Africa to give their full support to the establishment of the AIDS Education Fund in Africa. Called “A Day in the Life of AFRICA,” Olympus took part in the event as an official sponsor and photographic equipment supplier to extend its own all-out support. We donate all revenues from a photo exhibition, first held in Tokyo in 2003, to the United Nations Development Programme (UNDP) for the purpose of attaining its Millennium Development Goals (MDGs), which set targets for international society to address such issues as eradicating poverty and starvation, and implementing universal primary education. Since then, we have continued to hold photo exhibitions throughout the world in cooperation with NGOs and NPOs, including the UN agencies. The Olympus Group will strive to publicize the international issues of the MDGs as a company that gives its wholehearted support to and participates in the UN-driven Global Compact.



A Day in the Life of Africa (DITLA) Photo Exhibition in 2008.