01 Corporate Philosophy
02 Global Facts and Figures
03 Global Financial Highlights
04 Our Business Fields
05 Social Responsibility
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07 Our Executive Officers
Olympus is passionate about the solutions it creates for the medical, life sciences, and industrial equipment industries, as well as cameras and audio products. For more than 100 years, Olympus has focused on making people’s lives healthier, safer and more fulfilling by helping detect, prevent, and treat disease, furthering scientific research, ensuring public safety, and capturing images of the world.
Corporate Philosophy
OUR PURPOSE
Making people’s lives healthier, safer and more fulfilling

OUR CORE VALUES

INTEGRITY
We are trustworthy and act in good faith

UNITY
We are strongest when we work together as a team

EMPATHY
We care about all of our stakeholders

AGILITY
We challenge the status quo with open minds, focus and speed

LONG-TERM VIEW
We look beyond the present to deliver future value
Global Facts and Figures
Our Contribution to Patients

1.8 million
New Incidents of Colon Cancer

39 million
Colonoscopies Performed Worldwide*

Source: Number of new cases in 2018, GLOBOCAN 2018

*Numbers for EMEA, US, Canada, Japan, China, South Korea, Australia and India. As of 2017
Our Contribution to Patients

100 Diseases or Conditions Treated
At Olympus we have versatile medical devices with the ability to treat approximately 100* diseases or conditions

TOP 4 Cancers Treated
Olympus provides products/solutions for lung, stomach, colon and prostate cancers - the top 4* highest incidence of cancers

*As of June 2020

*Top 4 highest incidence of cancers excluding breast cancer, as of June 2020. Source: GLOBOCAN 2018
We are a Global Company

35,174 Employees Worldwide*

39 Countries or Regions*

*As of March 2020
We are a Medical Company

Total Medical Revenue FY2020*
Medical Business occupies the largest part of our revenue

¥641.8bn

Global Market Share*
Olympus is the leader in gastrointestinal endoscopic equipment
70%

Patents
across our product portfolio*
20,000

*Figures are fiscal year revenues as of March 2020
*As of June 2020
*As of June 2020
We are a Technology-Driven Company

**TOP 100**

**Global Innovator**
Since 2012 to 2020, Olympus has been awarded as one of the top 100 most innovative companies in the world.

https://clarivate.com/derwent/top100innovators/company/olympus/

**282**

**Awards**
Since 1966, Olympus has been consistently honored with national and international design awards for its innovative product designs.*

*As of June 2020

**60%**

**Olympus R&D* expenditures**
are dedicated to the medical business.

*Research and development for fiscal year ending March 2020.
Global Financial Highlights
Revenue by Business Divisions

- **Imaging**: ¥43.6bn (5.5%)
- **Scientific Solutions**: ¥105.2bn (13.2%)
- **Therapeutic Solutions**: ¥216.1bn (27.1%)
- **Endoscopic Solutions**: ¥425.7bn (53.4%)
- **Other**: ¥6.8bn (0.9%)

Total Revenue: ¥797.4bn

March 2020
Revenue by Region

¥797.4bn
March 2020 *Approx.

- **18%** Japan
  - ¥144.4bn
- **33%** North America
  - ¥266.7bn
- **24%** Europe
  - ¥191.3bn
- **13%** China
  - ¥103.0bn
- **9%** Asia, Oceania
  - ¥72.8bn
- **2%** Other
  - ¥19.2bn
Revenue and Operating Profit

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (Billions of Yen)</th>
<th>Operating Profit (Billions of Yen)</th>
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<tr>
<td>2016</td>
<td>804.6</td>
<td></td>
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<tr>
<td>2017</td>
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<tr>
<td>2018</td>
<td>786.5</td>
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<td>2019</td>
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<td>28.3</td>
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<tr>
<td>2020</td>
<td>797.4</td>
<td>83.5</td>
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04 Our Business Fields
MEDICAL
In its Endoscopic Solutions business, Olympus uses innovative capabilities in medical technology, therapeutic intervention and precision manufacturing to help healthcare professionals deliver diagnostic, therapeutic and minimally invasive procedures to improve clinical outcomes, reduce overall costs and enhance the quality of life for patients. Starting with the world’s first gastrocamera in 1950, Olympus’ Endoscopic Solutions portfolio has grown to include endoscopes, laparoscopes, and video imaging systems, as well as system integration solutions and medical services.
Endoscopic Solutions

Gastrointestinal Endoscopy System
- Video endoscopy system

Surgical Endoscopy System
- 4K surgical endoscopy system
- 3D surgical endoscopy system

Reprocessing
- Endoscope reprocessor

Systems Integration
- Operating room

Medical Services
- Repair center
In its Therapeutic Solutions business, Olympus uses innovative capabilities in medical technology, therapeutic intervention, and precision manufacturing to help healthcare professionals deliver diagnostic, therapeutic, and minimally invasive procedures to improve clinical outcomes, reduce overall costs, and enhance the quality of life for patients. Starting with its early contributions to the development of the polypectomy snare, Olympus’ Therapeutic Solutions portfolio has grown to include an array of surgical energy devices and a wide range of instruments to help prevent, detect, and treat disease.
Therapeutic Solutions

Endotherapy Devices

- Clip
- Electrosurgical knife
- Retrieval basket

Respiratory

- EBUS-TBNA*
- Intrabronchial Valve**

Urology / Gynecology

- Resectoscope
- Uretero-reno videoscope

Ear, Nose and Throat

- Multidebrider
- Rhino-laryngo videoscope

Surgical Devices

- Surgical energy devices

*Endobronchial ultrasound-guided transbronchial needle aspiration

**This device is not available in some areas.
We provide solutions to “See” and “Treat”

**See**

- Medical Endoscopy
  - Medical Endoscopes
  - Video Endoscopy Systems
  - Ultrasound Endoscopy Systems
  - Reprocessing
  - Documentation
  - Peripheral Equipment

**Early Diagnosis, Minimally Invasive Therapy**

**Treat**

- Surgical Endoscopy
  - Surgical Rigid and Flexible Endoscopes
  - 4K Imaging System
  - 3D Imaging System
  - OR Integration
  - Lens Cleaner
  - Insufflator
  - Recorder

- Endotherapeutic Diagnosis and Treatment
  - ERCP
  - Polypectomy, EMR, ESD
  - Hemostasis
  - Stricture Management
  - EUS-FNA, EBUS-TBNA
  - Respiratory Endoscopy
  - Electrosurgical Generators

- Surgical Treatment
  - Unique Hybrid Technology
  - PLASMA Technology
  - Monopolar and Bipolar Energy
  - Ultrasound
  - Laser
  - Powered Systems
  - Instruments and Single-use devices
SCIENTIFIC SOLUTIONS
Olympus’ Scientific Solutions business provides imaging, instrumentation, and measurement solutions to meet the evolving needs of professionals in the industrial and life sciences sectors. Olympus offers a wide array of industrial solutions, including industrial microscopes and videoscopes, nondestructive testing technology, and x-ray analyzers. Olympus is also a leading supplier of optical and digital microscope systems for life science solutions.
Scientific Solutions

**Life Sciences**

- Biological microscope
- Incubation monitoring system
- Inverted research microscope

**Industrial**

- Digital microscope
- Industrial videoscope
- Phased array flaw detector
- X-ray fluorescence analyzer
Olympus’ Imaging business empowers consumers and professionals alike with innovative digital cameras, lenses, audio recorders, and binoculars. The company’s precision optics and groundbreaking technology open up new possibilities for capturing life’s most precious moments.
Imaging

Interchangeable Lens Cameras

Professional model  Advanced amateur model

Interchangeable Lenses

Compact Cameras

Digital Voice Recorders

Binoculars

Standard model  Entry model
05 Social Responsibility
Social Responsibility

Corporate Citizenship
1. Health and medicine
2. Science and technology
3. Culture and the arts
4. Global environment
5. Humanitarian support

Environmental Management
1. Participation by all
2. Environmental management
3. Compliance with laws, Regulations, and social norms
4. Reduction of environmental Impact
5. Development of technologies
6. Communication on environmental importance

Diversity and Inclusion
1. Global human resource strategy and human resource development
2. Promotion of diversity
3. Promotion of health and productivity management
Corporate Citizenship Activities

Cancer Awareness Campaign
Shine a Light on Cancer

Youth Education Support Campaign
Education Creates the Future
Corporate Citizenship Activities

Cancer Awareness Campaign
Shine a Light on Cancer

Scope It Out
USA

I am Camera
Korea

Cancer Council Rally
Australia

Patient Presentation
UK

MOPO Relay Race
Germany

Colorectal Cancer Seminar
Japan
Corporate Citizenship Activities

Endoscope Kids Class
Japan

Girls & Boys Day
Germany

Science Lectures
China

Tree Planting at World Heritage
Japan

Photography Workshops
Spain

Support of Medical Checks
India

Youth Education Support Campaign
Education Creates the Future
Environmental Management

Eco Products to Reduce Environmental Burden

Rhinolaryngoscopes:
CO₂ reduction by lighter weight during transportation

Interchangeable Lens Camera:
Standby power reduction

Inspection Microscope:
Power consumption reduction

Our Products to Help Environmental Management

X-ray fluorescence equipment to select recyclables non-destructively

Industrial videoscopes to inspect inside the engine part of the car and/or airplanes
Olympus Corporation

Environmental Management

Reduce Environmental Impact

Gyrus ACMI, Inc., a U.S. subsidiary, has changed the source of the electricity purchased in its Brooklyn Park center in the state of Minnesota to 100% renewable energy.

Renewable energy such as solar power and geothermal energy is being proactively utilized in the Olympus Group.

Eco Logistics

Olympus has reduced loading volume by around 35% by revising shipping container sizes for production components for its North American subsidiaries.
Diversity & Inclusion

Declaration of Work Life Integration Booklet “WLI”, published in Japan

The nursery open in April, 2020, in Ishikawa, Hachioji-city, Japan

Certified as a company to promote active roles of women, based on the Act on Promotion of Female Participation and Career Advancement in the Workplace, in Japan

Certified as a company to support work-life balance especially for families with children, based on the Act on Advancement of Measures to Support Raising Next-Generation Children, in Japan
Diversity & Inclusion

Colleague Affinity Networks Activities:
Filipino culture day and Mexican Holiday Celebration,
USA

Raise awareness for Diversity and Inclusion:
Celebrating the Pride Month at Olympus France
Olympus History
Olympus History

1919
Founding of **Olympus** by Takeshi Yamashita under the company name **Takachiho Seisakusho**; established in Tokyo, Japan, for domestic production of microscopes.

1920
Sales launch of **Asahi** microscope.

1921
Registration of **Olympus** name as a trademark.

1927
Launch of **Showa GK** immersion microscope.

1949
Renaming of company to **Olympus Optical Co., Ltd.**

1950
Development of world’s **first practical gastrocamera**.

1952
Launch of the **GT-I gastrocamera**.

1959
Launch of **Olympus PEN**, an innovative half-frame film camera.

1936
Launch of first Olympus camera, the **Semi-Olympus I**, after development of Zuiko photographic lenses.
Olympus History

1964
Start up of Olympus Optical Co. in Hamburg, Germany, as Olympus’ European headquarters.

1966
Launch of GFS gastrofiberscope, which didn’t have a camera mechanism on the tip.

1968
Establishment of Olympus Corporation of America as a sales subsidiary for microscopes and medical equipment in the United States.

1969
Introduction of ZUIKO PEARLCORDER, the world’s first microcassette tape recorder.

1972
Launch of OM-1, a compact, lightweight, SLR camera, which was initially named M-1.

1974
Collaboration with Winter & Ibe GmbH to produce surgical rigid medical endoscopes, with Olympus supplying the optical systems.

1977
Establishment of Olympus Camera Corporation as a sales base in the United States.

1979
Opening of the National Service Center in San Jose, California, for U.S.-based Olympus equipment repairs.
Olympus History

1979
- Acquired Winter & Ibe GmbH to establish Olympus Winter & Ibe for the production and supply of surgical endoscopes and instruments.

1980
- Development of an Olympus ultrasound endoscope system.
- Launch of BH2 microscope series.

1981
- Development of OES (Olympus Endoscopy System).

1983
- Launch of AH2 microscope series, the world’s first microscope with autofocus functionality.
- Merger of two U.S. sales units to form the North American subsidiary, Olympus Corporation.

1985
- Introduction of Olympus’ endoscopic video information system.

1987
- Acquisition of British company KeyMed Ltd. as an Olympus subsidiary.
- Establishment of the Beijing office to market microscopes and endoscopes in China.

1990
- Launch of EVIS100 (1989) and 200 (1990) endoscopic video information systems.
- Launch of µ [mju:] / Infinity Stylus camera.
Olympus History

Launch of BX series of biological microscopes and UIS series of object lenses, which improved product appeal in the AX, BX, CX, and IX series of microscopes.

1993

Launch of C-800L/D-300L and C-400L/D-200L, Olympus' first consumer digital cameras.

1996

Launch of MX50 semiconductor inspection microscope.

1996

Introduction of FLUOVIEW confocal laser scanning biological microscope.

1996

Introduction of IPLEX industrial videoscope system.

2001

Launch of VISERA series, an integrated video system for surgery.

2002

Establishment of Olympus Endo-Repair Europa GmbH, endoscope repair service center for the European market, in Hamburg, Germany.

1995

Launch of EVIS EXERA series endoscopic video system.

2000

Launch of BX series of biological microscopes and UIS series of object lenses, which improved product appeal in the AX, BX, CX, and IX series of microscopes.

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Establishment of Olympus Endo-Repair Europa GmbH, endoscope repair service center for the European market, in Hamburg, Germany.
**Olympus History**

- **2002**
  - Launch of EVIS LUCERA, the world’s first high-definition endoscopic video system.
  - Launch of E-1 digital SLR camera with interchangeable lenses.

- **2003**
  - Renaming of company to Olympus Corporation.

- **2004**
  - Launch of FLUOVIEW FV1000, the world’s first laser scanning microscope with two independent scanners.
  - Launch of LEXT OLS3000 microscope, the first in the LEXT 3D confocal laser microscope series.
  - Acquisition of R/D Tech Inc. to expand the nondestructive testing device business.

- **2005**
  - Opening of Shirakawa Medical Equipment Service Operation Center (SORC Shirakawa) in Japan.
  - Opening of Shanghai Medical Equipment Service Operation Center (SORC Shanghai) in China.

- **2006**
  - Opening of EVIS EXERA II and EVIS LUCERA SPECTRUM endoscopic video systems.
Olympus History

2008
Merger with Gyrus PLC to deliver additional technology and sales/marketing knowhow to the Olympus surgical business.

2009
Launch of EPOCH1000 series ultrasonic flaw detectors.

2010
Launch of BX3 system biological microscope.
Launch of OmniScan MX2, a phased array flaw detector.

2011
Formation of OSTA, Olympus Surgical Technologies America.
Launch of VISERA ELITE integrated surgical video endoscope system.

2012
Formation of OSTE, Olympus Surgical Technologies Europe.
Launch of Innov-X Systems, Inc. to expand Olympus' presence in nondestructive testing.
Formation of a third-party committee by Olympus to investigate prior concealment of company losses.
Olympus History

2012
- Launch of **THUNDERBEAT**, an integrated surgical energy device.
- Launch of **EVIS LUCERA ELITE** system and **EVIS EXERA III** system.
- Launch of **OM-D E-M5** mirrorless camera.

2012
- Announcement of Olympus’ medium-term vision, designed to realize a “New Olympus” and take the Company “Back to Basics.”

2013
- Introduction of a surgical endoscope system with 4K resolution based on technology developed by Sony Olympus Medical Solutions Inc.

2014
- Launch of **ORB EYE** Surgical microscope, incorporating the latest advances in 4K 3D video technology.
- Launch of **OM-D E-M1 Mark II**.

2016
- Launch of **OM-D E-M1** mirrorless camera.
- Launch of **EVIS LUCERA ELITE** system and **EVIS EXERA III** system.
- Launch of **VANTA** series, a range of handheld XRF analyzers.
- Launch of **OM-D E-M1 Mark II**.

2017
- Launch of **VANTA** series, a range of handheld XRF analyzers.

2018
- Introduction of new Corporate Philosophy.
- Launch of **EVIS X1** system.

2019
- Celebration of Olympus 100th Anniversary.
Our Executive Officers
Executive Officers

Yasuo Takeuchi
Director,
Representative
Executive Officer,
President and CEO

Nacho Abia
Executive Officer /
Chief Operating Officer

Akihiro Taguchi
Executive Officer /
Chief Technology Officer

Chikashi Takeda
Executive Officer /
Chief Financial Officer

Stefan Kaufmann
Director,
Executive Officer /
Chief Administrative Officer