

Management Policies (Fiscal 2014)

Hiroyuki Sasa President and Representative Director Olympus Corporation

May 9, 2014

I. Successes during 2 Years under New Management Structure

II. Challenges and Responses

I. Successes during 2 Years under New Management Structure

II. Challenges and Responses

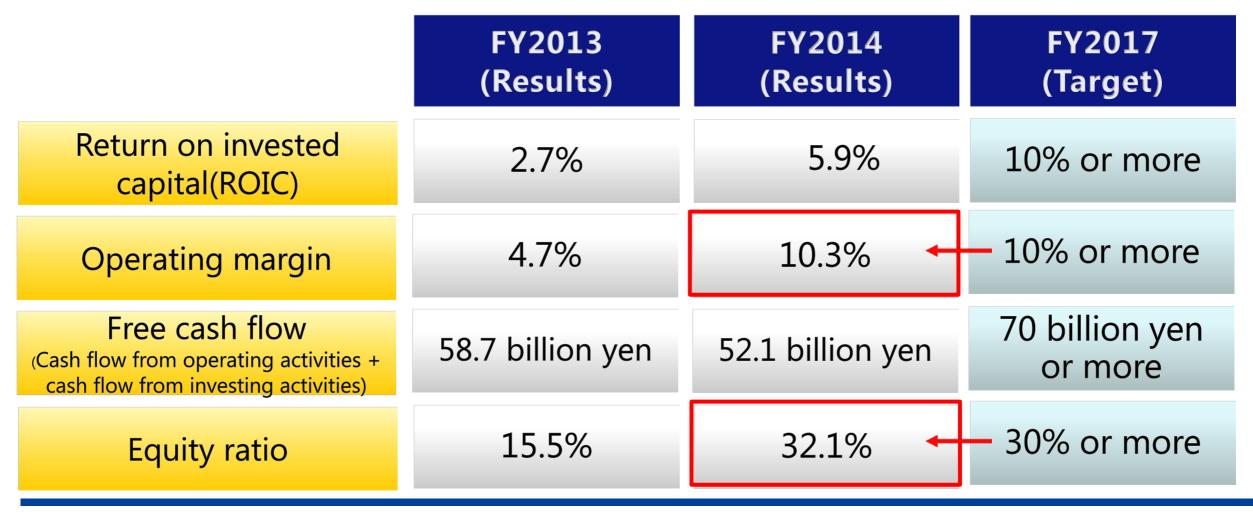
FY2014 - Consolidated Financial Results

- ◆ Substantial YoY income increases: Operating income => Doubled;
 Ordinary income => Approx. 4 times higher
- Record high net sales and operating income in Medical support overall performance

(Billions of yen)	FY2013 (Results)	FY2014 (Previous forecasts)	FY2014 (Results)	YoY (%)	Compared to forecast
Net sales	743.9	720.0	713.3	- 4%	- 1%
Operating income (Operating margin)	35.1 (4.7%)	72.5 (10.1%)	73.4 (10.3%)	+109% (+5.6pt)	+ 1% (+0.2pt)
Ordinary income (Ordinary income ratio)	13.0 (1.8%)	50.0 (6.9%)	50.9 (7.1%)	+290% (+5.3pt)	+ 2% (+0.2pt)
Net income (Net income ratio)	8.0 (1.1%)	0~- 4.0 (-)	13.6 (1.9%)	+70% (+0.8pt)	_ (-)

FY2014 - Performance Indicators

- **◆** Operating margin and equity margin: FY2017 goal achieved 3 years early
- **♦ ROIC** and free cash flow: Steady progress toward goals



New Management Structure - Successes over Past 2 Years

1. Strong performance in Medical Business

◆ Based on strong gastrointestinal endoscope business foundation, achieved record high net sales (¥492.3 billion) and operating income (¥112.7 billion)

2. Business portfolio reforms

◆ Transferred Information & Communication Business, withdrew from biologics business, and shrunk compact digital camera operations, thereby advancing reforms faster than planned

3. Quick improvement of financial position

◆ Equity ratio exceeded 30%, achieving FY2017 goal 3 years early

I. Successes during 2 Years under New Management Structure

II. Challenges and Responses

Operating Environment

> Global Economy:

Concerns for economic downturn in U.S. due to government finance instability and quantitative easing tapering, but U.S. economy expected to drive development of global economy with its solid overall growth.

Overall global economic conditions to remain difficult due to stagnant investment by U.S. medical institutions as a result of ObamaCare, economic deterioration in major European countries, and concern for economic slowdown in China.

> Japanese Economy:

Strong conditions to be seen due to ongoing yen depreciation trend and government finance policies, but impacts on consumer spending of consumption tax hike necessitate vigilance.

Challenges and Responses

Medical

Further strengthen surgical device operations

Strategically invest in long-term growth

Scientific Solutions*

Revise basic strategies

• Shift from product lineup based strategies to customer group based strategies

Imaging

Expand mirrorless camera operations / Minimize risks

- Expand mirrorless camera sales by leveraging OM-D series
- · Continue risk minimization measures in consideration of digital SLR market risk

Cost structure

To begin deliberations on group reorganization

Accelerate rationalization of indirect departments to optimize Group organization

Risk management

Construct stable financial base

• Build firm financial base to prepare for securities litigation risks

Responses to Challenges:

"Strangthen Operating Foundation

Strengthen Operating Foundation and Pursue Long-Term Growth

"Strategic Investments" Targeting Long-Term Growth

Medical: Breakdown of Strategic Investments* in FY2015

Personnel expenses:	¥9 billion	For expanding staff by approx. 1,000, focused on sales force
Sales promotion expenses:	¥3 billion	For aggressive investment in major markets (Japan, Europe, U.S., and China)
R&D expenditures:	¥6 billion	For upfront investment for future business growth and expansion
Total:	¥18 billon	

No data copy / No data transfer permitted 11

^{*} Investments not included in the medium-term vision

Medical Business



Further strengthen surgical device operations

Strategically invest in long-term growth

Solidify energy device business

- > Further strengthen sales force
 - Continue expanding sales force
 - Respond to collective purchasing organizations (GPOs, IDNs, etc.)
 with specialized staff
 - Implement domestic sales measures (successes) overseas

Expand lineup of products utilizing advanced technologies of THUNDERBEAT

Medical Business

Medical

Further strengthen surgical device operations

- Strategically invest in long-term growth
- Promote surgical device field strategies
- Aggressively expand operations in ENT (otorhinolaryngology) area
 - Globally expand paranasal sinus surgical device business leveraging lineup centered on DIEGO ELITE
 - Expand specialized ENT sales force in North America to strengthen sales capabilities in energy device and disposable product field
- > Promote bipolar TUR sales in urology area



DIEGO ELITE

Explore new businesses in peripheral areas

Scientific Solutions Business

Scientific Solutions

Revise basic strategies

- Shift from product lineup based strategies to customer group based strategies
- Select and concentrate businesses by customer group to reorganize business structure and expand sales
- > Narrow range of target customers and identify unprofitable fields
- > Step up activities in business fields with high investment efficiency and expand shares of existing product lineups
- Improve business efficiency and constitution through reorganization to generate profit
- Integrate management functions, reform sales organizations, and improve asset efficiency

Imaging Business

Imaging

Expand mirrorless camera operations / Minimize risks

- Expand mirrorless camera sales by leveraging OM-D series
- · Continue risk minimization measures in consideration of digital SLR market risk
- Expand mirrorless camera sales by leveraging OM-D series of highvalue-added cameras
- ➤ Increase digital SLR (mirrorless) sales by approx. 40% centered on strategic model OM-D E-M10 (FY2015)
 - Shift focus to OM-D series and focus sales promotion investments on core models in this series
 - Expand share of middle-range SLR market by leveraging E-M10





OM-D EM-10



Imaging Business



Expand mirrorless camera operations / Minimize risks

- Expand mirrorless camera sales by leveraging OM-D series
- · Continue risk minimization measures in consideration of digital SLR market risk
- Continue risk minimization measures in consideration of digital SLR market risks
- > Substantially reduce compact camera sales volume targets
 - FY2014: 2,710,000 units => FY2015: 1,000,000 units
- > Thoroughly reduce costs and improve profitability
 - Improve logistics efficiency, reduce inventories, reduce number of models developed (compact cameras), enhance sales channel efficiency, etc.
- > Respond to digital SLR market risks and strengthen BtoB businesses

Imaging Business - Earnings Improvement Forecasts for FY2015

(Billions of yen)	FY2013	FY2014	FY2015	Change	
Net Sales	107.6	96.1	97.0	+ 0.9	_
Digital SLR (mirrorle	ess) 37.7	42.8	59.5	+16.7	
2 Compact camera	57.4	40.8	20.0	- 20.8	
Others	12.5	12.5	17.5	+ 5.0	_
Gross profit	32.6	42.2	45.2	+ 3.0	
4 SG&A expenses	55.7	51.3	48.7	- 2.6	
Operating loss	- 23.1	- 9.2	- 3.5	+ 5.7	_

Note: From fiscal 2015, sales from BtoB businesses and sales of accessories previously included under compact cameras will be included in other and digital SLR respectively.

- Expand sales volumes centered on OM-D series
- Increase average selling prices

Decrease sales volume targets in anticipation of future market shrinking

(Compact camera sales volume target: 2,710,000 units => 1,000,000 units)

- Lower cost of sales (logistics, inventories, quality, etc.)
- Increase mirrorless sales ratio (Percent of net sales accounted for by mirrorless cameras: 44% → 61%)

Cut SG&A expenses by reducing number of models to be developed, improving sales channel efficiency, etc.

1. Strategic investments in Medical Business

Expand Medical Business

- 2. Structural reforms and operating foundation reinforcements in Scientific Solutions Business and Imaging Business
- 3. Risk management: Construct stable financial base
- 4. Shareholder returns: Create system for realizing flexible shareholder returns

Medium-Term Vision - Consolidated Financial Targets

- **◆** Achieve targets for FY2015 while advancing strategic investments
- **◆ Leave targets for medium-term vision's final year (FY2017) unrevised**

	FY2	015	FY2017
	Target	Current forecast	(No change to targets)
Net sales	760 billion yen	760 billion yen	920 billion yen
Operating income (Operating margin)	93 billion yen 12%	88 billion yen 12%	143 billion yen 16%
Ordinary income (Ordinary income ratio)	70 billion yen 9%	70 billion yen 9%	125 billion yen 14%
Net income (Net income ratio)	45 billion yen 6%	45 billion yen 6%	85 billion yen 9%





Consolidated Financial Results for Fiscal 2014 Full-Year Forecasts for Fiscal 2015

Yasuo Takeuchi

Director, Senior Executive Managing Officer Group President of Group Management Office Olympus Corporation

May 9, 2014

FY2014 - (1)Consolidated Financial Results

◆ Strong support for overall performance from Medical, all income figures increase substantially

◆ Significant improvement in finances due to decrease in interest-bearing debt, ordinary income

4 times higher as result

FX impact on operating income

		Full Year				[Announced in Feb 2014]		
(Billions of yen)	FY2013	FY2014	YoY change	YoY (%)	After excluding impacts*	FY2014 (Previous forecast)	Difference (Change)	
Net sales	743.9	713.3	-30.6	-4%	+1%	720.0	-6.7	
SG&A expenses (% of sales)	343.1 (46.1%)	367.0 (51.5%)	+23.9 (+5.4pt)	+7%	-	374.5 (52.0%)	-7.5	
Operating income (% of sales)	35.1 (4.7%)	73.4 (10.3%)	+38.4 (+5.6pt)	+109%	+55%	72.5 (10.1%)	+0.9	
Ordinary income (% of sales)	13.0 (1.8%)	50.9 (7.1%)	+ 37.9 (+5.3pt)	+290%	-	50.0 (6.9%)	+0.9	
Net income (% of sales)	8.0 (1.1%)	13.6 (1.9%)	+ 5.6 (+0.8pt)	+70%	-	-4.0 ~ 0	+13.6~ +17.6	
¥/US\$	¥83	¥100	¥17 (yen de	preciation)				
¥/Euro	¥107	¥134	¥27 (yen de	preciation)				
FX impact on net sales	-	+¥95.5 bil						

+¥25.9 bil

* YoY change after excluding impacts of FX movements, Information & Communication

Business transference, reorganization of subsidiaries in non-core business domains, etc.

^{2014/5/9} No data copy / No data transfer permitted 22

FY2014 - (2) Results by Business Segment

◆ Strong performance in Medical, new records set for full-year and quarterly sales and income

Substantial decrease in operating loss in Imaging

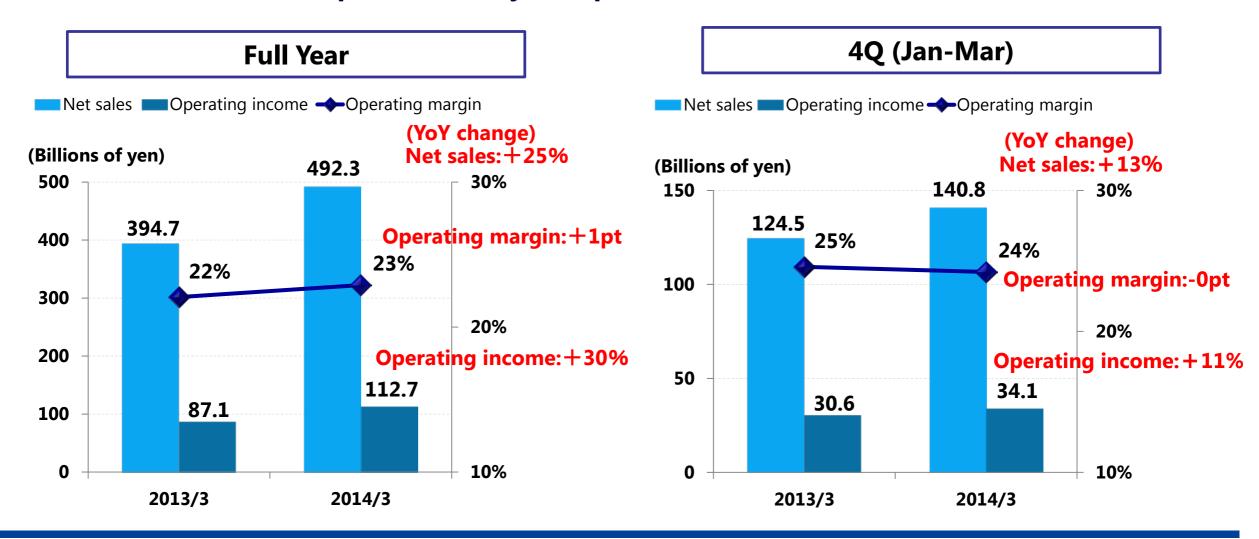
			Full	Year			4Q (Jar	ı-Mar)	
(Billions of yer	1)	FY2013	FY2014	YoY change	YoY (%)	FY2013	FY2014	YoY change	YoY (%)
Medical	Net sales	394.7	492.3	+97.6	+25%	124.5	140.8	+16.3	+13%
Medicai	Operating income	87.1	112.7	+25.7	+30%	30.6	34.1	+3.5	+11%
Scientific	Net sales	85.5	98.5	+13.0	+15%	28.0	30.9	+2.9	+10%
Solutions*1	Operating income	3.5	4.9	+1.4	+40%	2.3	2.9	+0.5	+22%
Imaging	Net sales	107.6	96.1	-11.5	-11%	20.7	21.1	+0.4	+2%
	Operating loss	-23.1	-9.2	+13.9	-	-14.3	-4.8	+9.5	<u></u>
Others	Net sales	41.7	26.4	-15.4	-37%	9.4	6.8	-2.6	-28%
Others	Operating loss	-4.9	-5.4	-0.5	-	-1.6	-1.0	+0.6	-
Elimination	Net sales	-	-	-	-	-	-	-	-
and corporate	Operating loss	-29.3	-29.7	-0.4	-	-6.6	-7.7	-1.1	-
Consolidated	Net sales	743.9	713.3	-30.6	-4%	182.6	199.6	+17.0	+9%
Total*2	Operating income	35.1	73.4	+38.4	+109%	10.5	23.5	+13.1	+125%

^{*1.} On April 1, 2014, the Life Science & Industrial Business was renamed the Scientific Solutions Business.

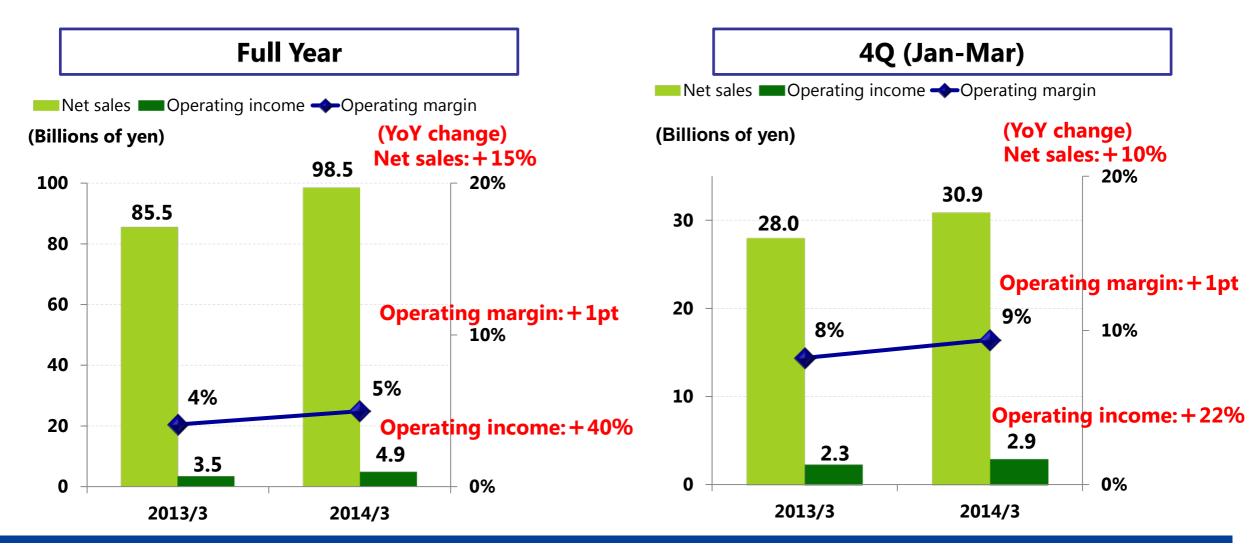
^{*2.} Consolidated total for FY2013 includes amounts pertaining to the transferred Information & Communication Business.

FY2014 – (3) Medical Business

 Record highs set for full-year and quarterly net sales and operating income due to benefits from new products and yen depreciation

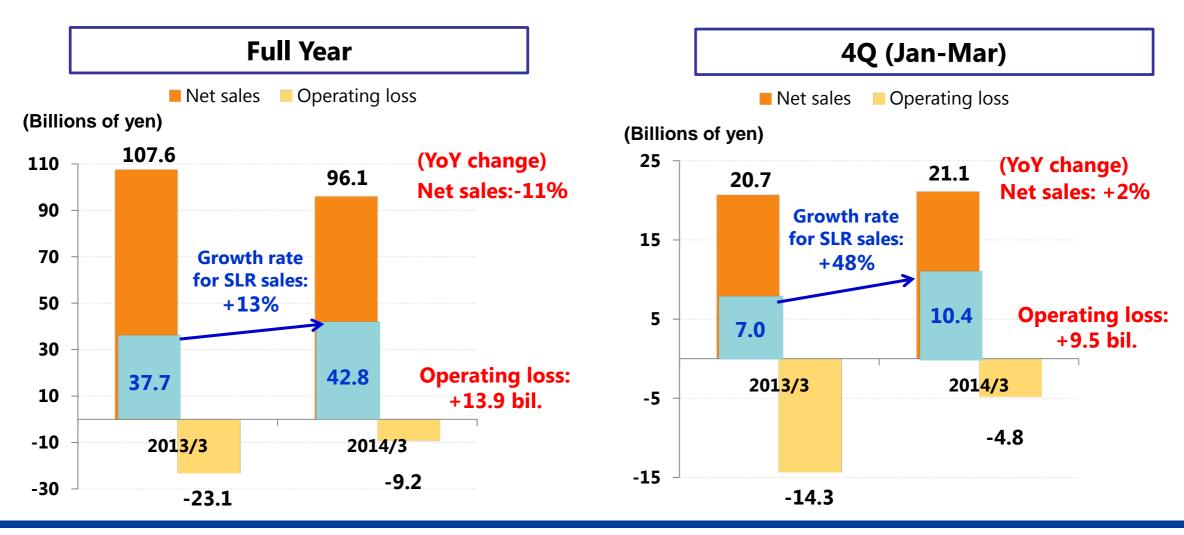


♦ Higher net sales and operating income due to brisk budget execution in Japan



FY2014 - (5) Imaging Business-(i)

 Substantial decrease in operating loss following accelerated shift to digital SLR (mirrorless) cameras



FY2014 - (5) Imaging Business-(ii)

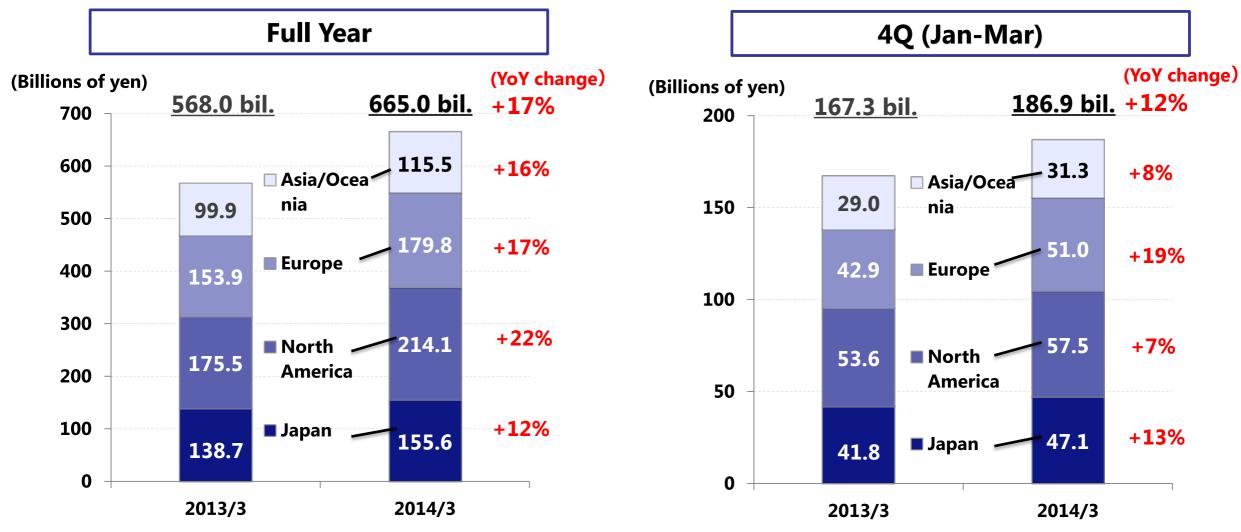
 Comparison with targets: Targets unmet due to lower-than-expected sales of digital SLR (mirrorless) cameras

Difference between 4Q (Jan-Mar) Targets and Results

[4Q: Jan-Mar] (Billions of yen)	FY2014 (Target released in 3Q)	FY2014 (Result)	YoY change (Difference)	
Net sales	29.0	21.1	-7.9	
SLR (mirrorless)	17.8	10.4	-7.4	Net sales target unmet
Compact camera	6.8	7.6	+0.8	
Others	4.4	3.2	-1.2	
Gross profit	12.5	8.5	-4.0	Gross profit down
SG&A expenses	13.1	13.3	+0.2	
Operating loss	-0.6	-4.8	-4.2	Operating income target unmet

FY2014 - (6) Net Sales by Region

Strong Medical Business performance results in higher earnings in all regions



Note: Graphs above are the total of core three businesses (Medical, Scientific Solutions, and Imaging)

Balance Sheet (March 31, 2014)

◆ Equity ratio improves to 32.1%, interest-bearing debt declines by approx. ¥145 billion

(Billions of yen)	End Mar 2013	End Mar 2014	Change		End Mar 2013	End Mar 2014	Change
Current assets (Digital camera inventories)	541.0 (23.6)	576.5 (21.7)	+35.5 (-1.9)	Current liabilities	316.9	276.3	-40.6
Property, plant and equipment	129.8	135.4	+5.6	Non-current liabilities (Incl. bonds/long-term loans payable)	491.5 (422.9)	419.9 (346.8)	-71.6 (-76.1)
Intangible assets	174.6	173.6	-1.0	Net assets	151.9	331.3	+179.4
Investments and other assets	114.8	142.0	+27.2	(Equity ratio)	(15.5%)	(32.1%)	(+16.6pt)
Total assets	960.2	1,027.5	+67.2	Total liabilities and net assets	960.2	1,027.5	+67.2

Interest-bearing debt: ¥415.8 billion (-¥144.6 billion from March 2013)

Net interest-bearing debt: ¥163.7 billion (-¥167.1 billion from March 2013)

Cash Flows (April 2013 to March 2014)

(E	Billions of yen)	FY2013	FY2014	Change
N	et sales	743.9	713.3	-30.6
0	perating income	35.1	73.4	+38.4
	(%)	4.7%	10.3%	+5.6pt
	CF from operating activities	25.2	72.4	+47.5
	CF from investing activities	33.5	-20.3	-54.1
	CF from financing activities	-42.4	-39.7	+2.7
C	ash flow	16.3	12.4	-3.9
F	ree cash flow	58.7	52.1	-6.6
C	ash and cash equivalents at end of year	225.8	251.3	+25.6

Depreciation and amortization	33.9	36.9	+3.0
Amortization of goodwill	9.7	9.5	-0.2
Capital expenditures	28.0	32.6	+4.6

Full Year Forecasts for Fiscal 2015

Forecasts for Consolidated Financial Results in FY2015 (Full Year)

- ◆ Overall performance to be driven by qualitative growth in core businesses, particularly Medical
- Substantial improvements in ordinary income and net income expected due to improved balance of non-operating items

(Billions of yen)		FY2014 (Results)	FY2015 (Forecast)	YoY change	YoY (%)
Net sales		713.3	760.0	+46.7	+7%
Operating income	% of net sales)	73.4 (10.3%)	88.0 (11.6%)	+14.6 (+1.3pt)	+20%
Non-operating income/expenses		-22.5	-18.0	+4.5	-
Ordinary income	% of net sales)	50.9 (7.1%)	70.0 (9.2%)	+19.1 (+2.1pt)	+38%
Net income	% of net sales)	13.6 (1.9%)	45.0 (5.9%)	+31.4 (+4.0pt)	+230%
¥/US\$		¥100	¥100	¥0 ()	
¥/Euro		¥134	¥135	¥1 (yen depre	ciation)
Impact on net sales		-	¥0.7 billion		
Impact on operating in	ncome	-	¥0.4 billion		

Segment Forecasts for FY2015 (Full Year)

- **♦** Income improvements in almost all segments
- **♦** Operating loss in Others to decrease ¥5.4 billion due to withdrawal from biologics business

(Billions of yen)		FY2014 (Result)	FY2015 (Forecast)	YoY chage	YoY (%)
Medical	Net sales	492.3	540.0	+47.7	+10%
	Operating income	112.7	115.0	+2.3	+2%
Scientific Solutions*	Net sales	98.5	104.0	+5.5	+6%
Scientific Solutions	Operating income	4.9	4.5	-0.4	-8%
Imaging	Net sales	96.1	97.0	+0.9	+1%
Imaging	Operating loss	- 9.2	-3.5	+5.7	
Others	Net sales	26.4	19.0	-7.4	-28%
Others	Operating loss	-5.4	0	+5.4	
Elimination and	Net sales	-	-	-	_
corporate	Operating loss	-29.7	-28.0	+1.7	-
Consolidated Total	Net sales	713.3	760.0	+46.7	+7%
Consolidated Iotal	Operating income	73.4	88.0	+14.6	+20%

^{*}On April 1, 2014, the Life Science & Industrial Business was renamed the Scientific Solutions Business.



Supplementary Materials

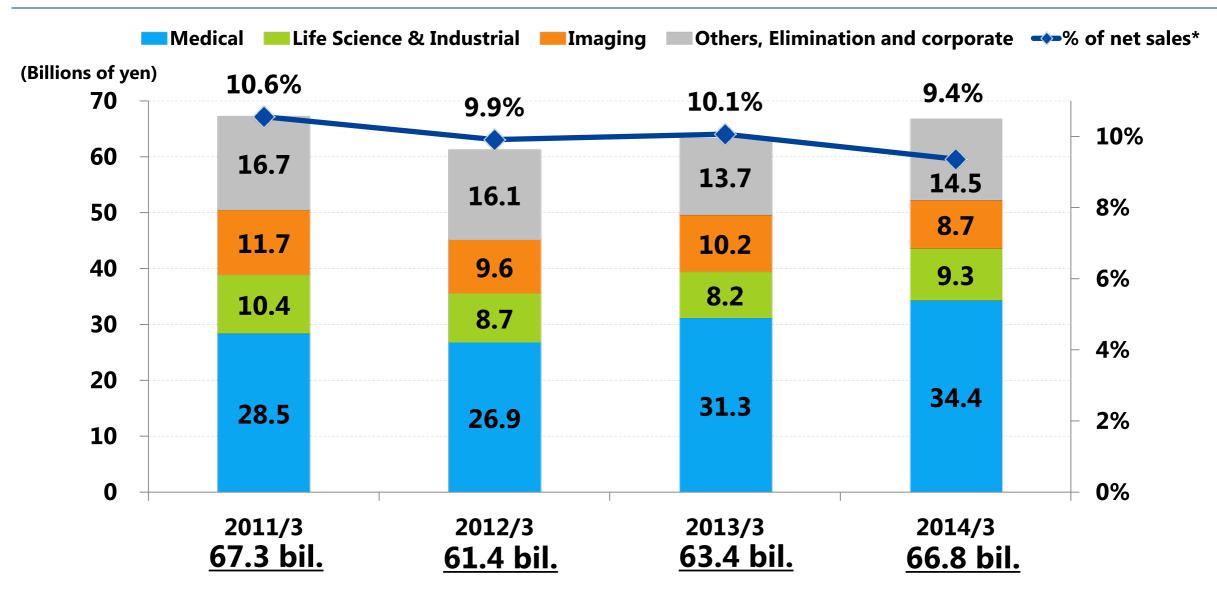
[Supplementary Materials] Forecasts for FY2015 (1H and 2H)

	FY2014 (Results)		FY2015 (Forecast)		YoY (%)	
(Billions of yen)	1H (Apr-Sep)	2H (Oct-Mar)	1H (Apr-Sep)	2H (Oct-Mar)	1H (Apr-Sep)	2H (Oct-Mar)
Net sales	333.8	379.5	360.0	400.0	+8%	+5%
Operating income (% of net sales)	28.5 (8.5%)	44.9 (11.8%)	35.0 (9.7%)	53.0 (13.2%)	+23%	+18%
Ordinary income (% of net sales)	17.0 (5.1%)	34.0 (8.9%)	25.0 (6.9%)	45.0 (11.3%)	+48%	+33%
Net income (% of net sales)	-7.9 (-)	21.6 (5.7%)	13.0 (3.6%)	32.0 (8.0%)	-	+48%

[Supplementary Materials] Segment Forecasts for FY2015 (1H and 2H)

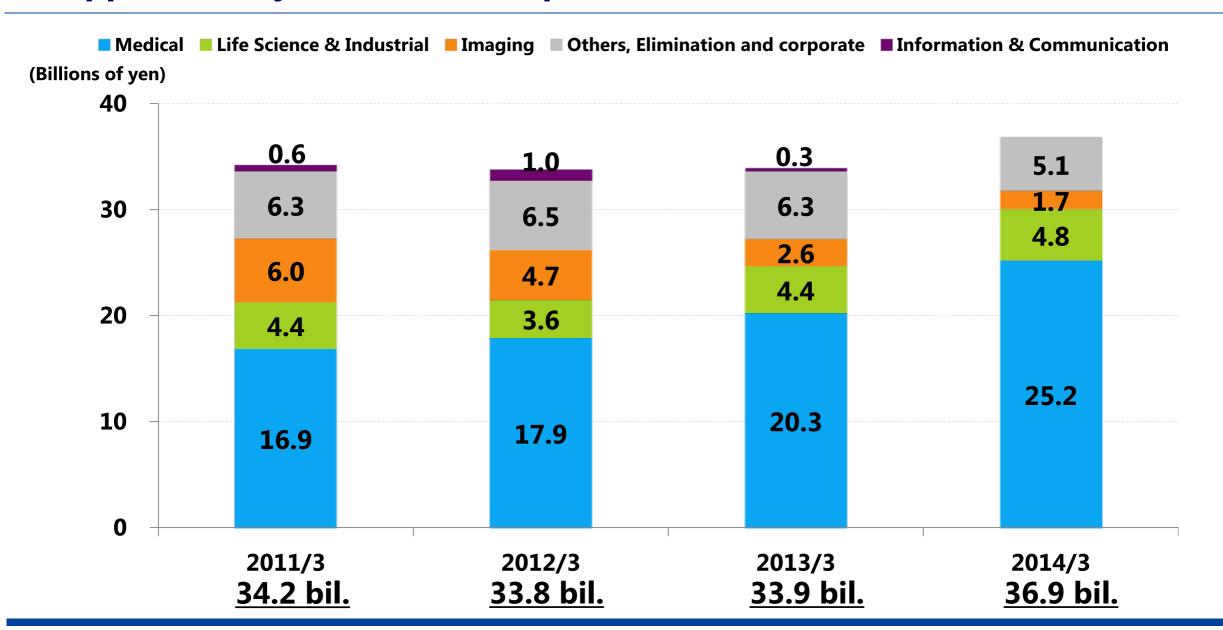
		FY2014(Results)		FY2015 (Forecast)		YoY (%)	
(Billons of yen)		1H	2H	1H	2H	1H	2H
Medical	Net sales Operating income	229.8 49.2	262.5 63.5	260.0 52.0	280.0 63.0	+13% +6%	+7% -1%
Scientific Solutions	Net sales Operating income	44.0 0.5	54.5 4.4	48.0 0	56.0 4.5	+ 9 % -	+3% +2%
Imaging	Net sales Operating loss	47.0 -2.7	49.1 -6.5	44.0 -3.0	53.0 -0.5	-6% -	+8%
Others	Net sales Operating loss	13.0 -2.8	13.4 -2.5	8.0 0	11.0 0	-39% -	- 18 %
Elimination and corporate	Net sales Operating loss	- -15.7	- 14.0	- -14.0	- - 14.0	-	-
Consolidated Total	Net sales Operating income	333.8 28.5	379.5 44.9	360.0 35.0	400.0 53.0	+8% +23%	+5% + 1 8%

[Supplementary Materials] R&D Expenditures

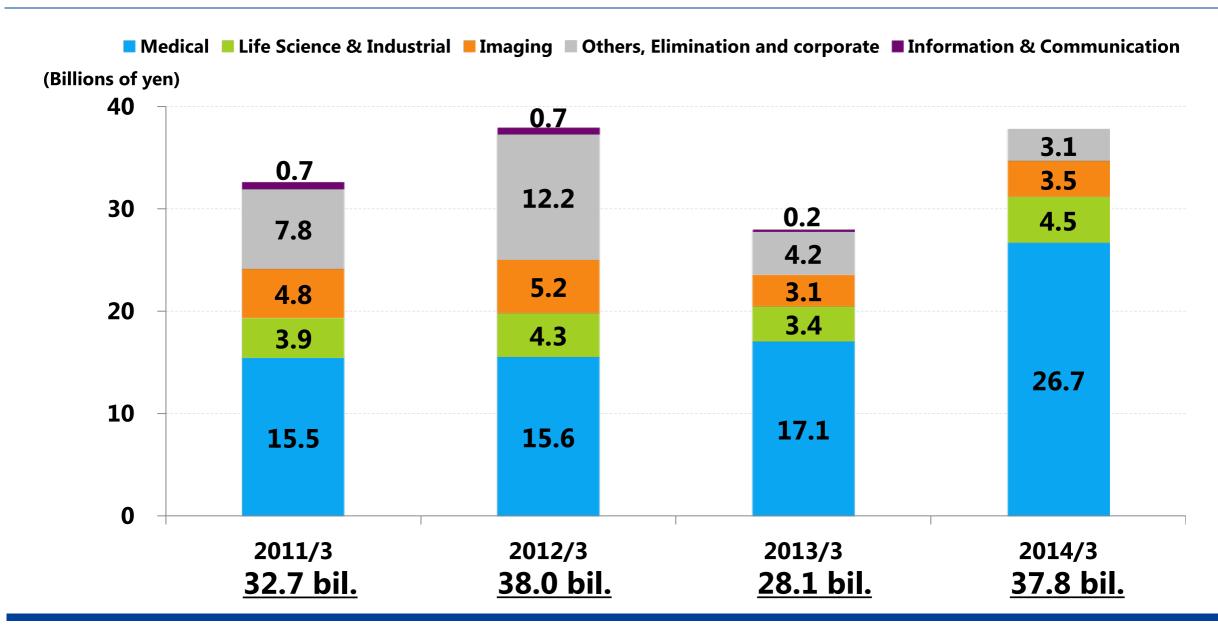


^{*} Excludes net sales from Information & Communication Business

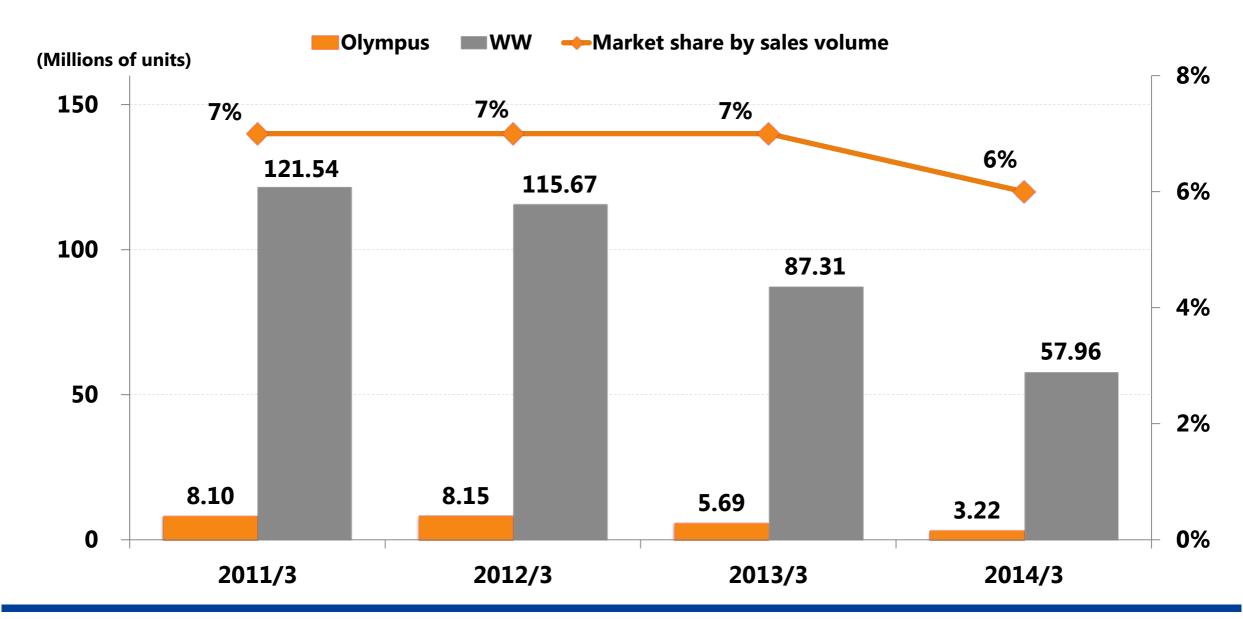
[Supplementary Materials] Depreciation and Amortization



[Supplementary Materials] Capital Expenditures



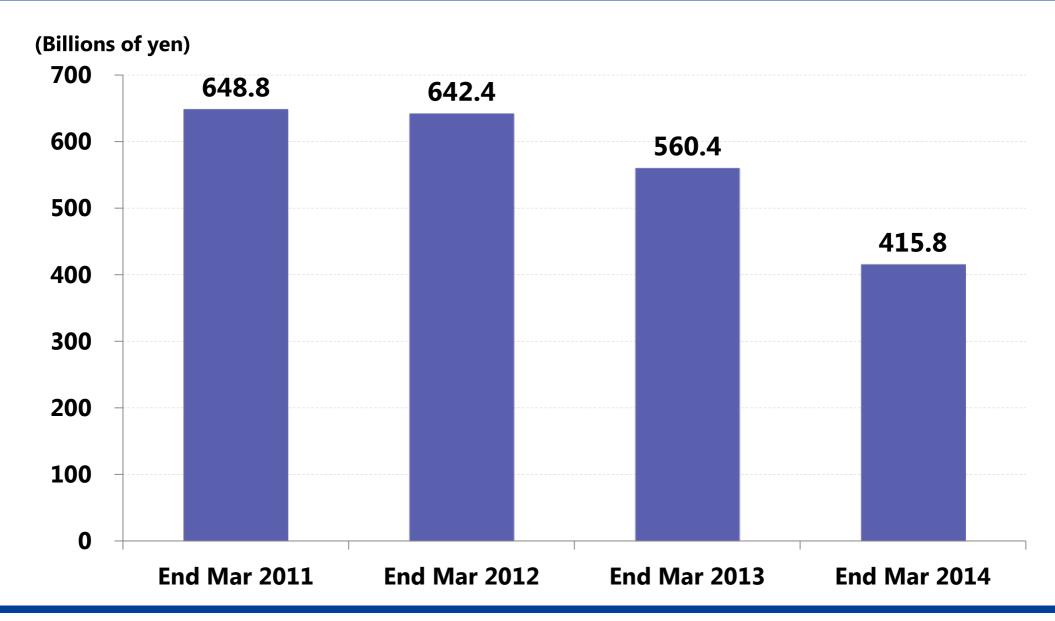
[Supplementary Materials] Digital Cameras



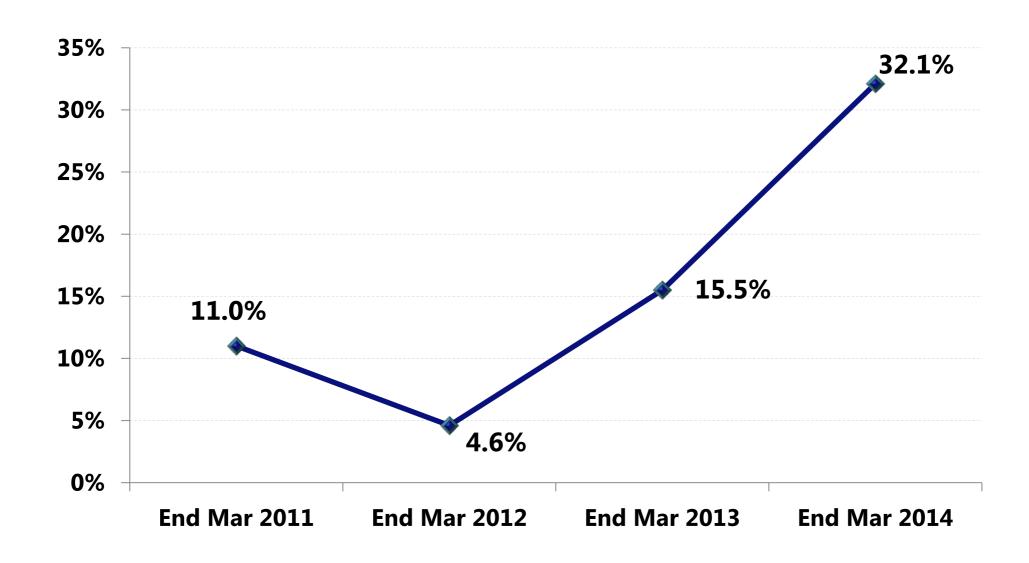
[Supplementary Materials] Medium-Term Vision - Target by Segment

		FY2	FY2017 (No change to targets)	
(Billions of yen)		Previous target		
Net Sales	Medical	520 —	540	650
	Scientific Solutions	115	104	135
	Imaging	100	97	100
	Others	25	19	35
	Total	760	760	920
Operating income	Medical	111 -	115	150
	Scientific Solutions	9	4.5	15
	Imaging	7	-3.5	9
	Others	-1	0	1
	Elimination or Corporate	-33	-28	-32
	Total	93	88	143

[Supplementary Materials] Interest-bearing Debt



[Supplementary Materials] Equity Ratio



OLYMPUS

- This material contains forward-looking statements that reflect management's current views, plans, and expectations based on information available at the time of preparation. These forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, future business decisions, and other internal and external factors that may cause the Company's actual results, performance, achievements, or financial position to be materially different from any future results expressed or implied by these forward-looking statements.
- Additionally, this information is subject to change without notice. Accordingly, other information should be used in addition to this
 material when making investment decisions.
- Olympus Corporation assumes no responsibility for any damage resulting from the use of this material.