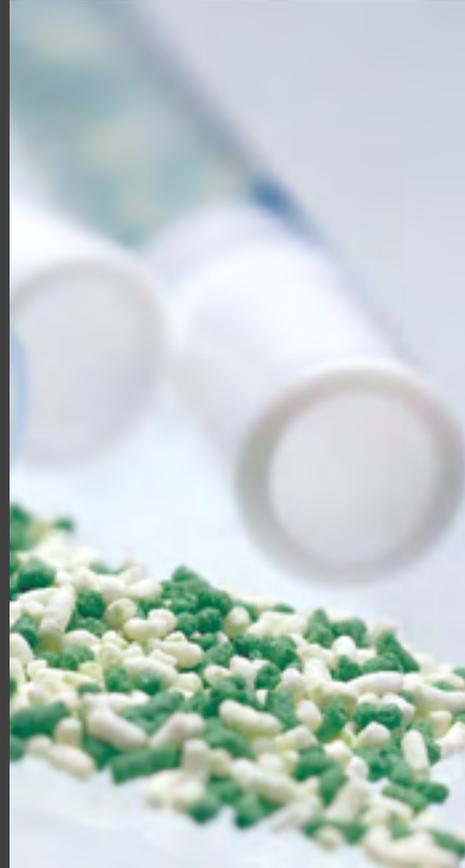
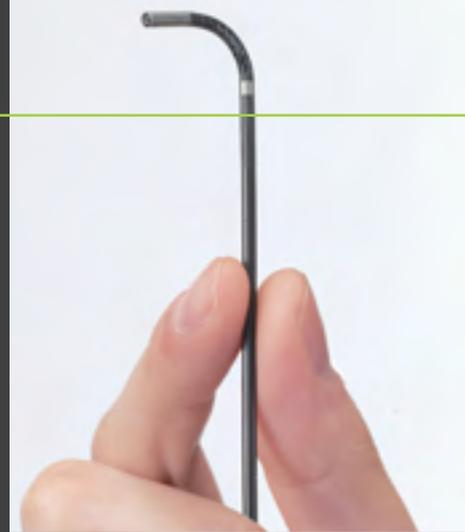


LIFE SCIENCE & INDUSTRIAL BUSINESS



In the life science field, tremendous strides are being made toward the realization of next-generation healthcare in areas such as the elucidation of brain mechanisms, the mechanisms of cancer occurrence and metastasis, and the mechanisms of drug activity and immune response. Olympus supports such research with bio-imaging technologies for the visualization of the movement and activity of molecules within organisms. In addition, Olympus high-accuracy microscope technologies contribute to society in wide-ranging fields, including science education, hospital and pathology, food products, and agriculture.

In the industrial field, in the area of non-destructive testing, Olympus supports public infrastructure safety and security and contributes to R&D and quality improvement in production by offering industrial endoscopes, ultrasonic flaw detectors, eddy current flaw detectors, and X-ray diffraction analyzers. Olympus meets wide-ranging needs in the area of industrial endoscopes, where rigorous observation, measurement, and control have become increasingly important for responding to the higher density of electronic component and semiconductor packaging technologies.





Main Products

Life Science

Upright microscopes and polarizing microscopes, inverted microscopes, laser confocal microscopes, box-type fluorescence imaging devices, stereo microscopes, fluorescence macro-microscopes, microscope digital cameras, imaging software, bio-imaging systems, virtual slide systems



BX3 series biological microscopes

Industrial

Metallurgical microscopes, semiconductor inspection microscopes, flat panel display inspection microscopes, laser microscopes, measuring microscopes, microscopic 3D measurement systems, industrial videoscopes, industrial fiberscopes, industrial rigid scopes, ultrasonic flaw detectors, eddy current flaw detectors, phased array flaw detectors, X-ray diffraction analyzers, peripheral equipment



LEXT OLS4000 industrial microscope



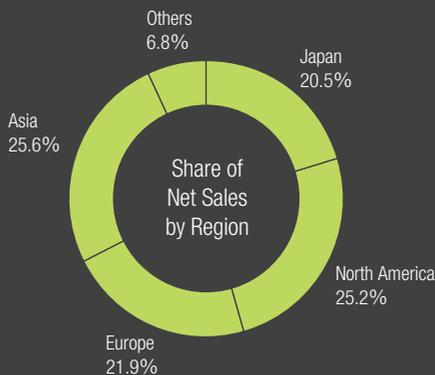
OmniScan MX2 ultrasonic flaw detector



Shinichi Nishigaki
President
Life Science & Industrial Group

LIFE SCIENCE & INDUSTRIAL BUSINESS

Consolidated Net Sales **¥92.4** billion
Consolidated Operating Income **¥5.4** billion



(Fiscal 2012 results)

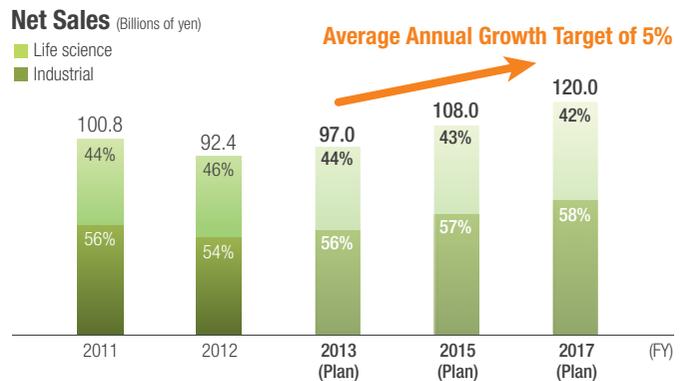
Fiscal 2012 Business Results and Activities

Although full-year sales and profits declined year on year as a result of factors including the transfer of the inkjet printer business in March 2011 and the impact of yen appreciation and the Great East Japan Earthquake, both sales and profits are stable when these additional factors are excluded.

In the industrial field in particular, sales increased on higher sales of ultrasonic non-destructive testing (NDT) devices, ultrasonic flaw detectors, which contribute to public safety and security, a new industrial videoscope that is the smallest and lightest in the series, and favorable sales of products such as industrial microscopes and optical measuring devices fueled by buoyant conditions in semiconductor-related markets.

New Products

In the industrial field, newly introduced industrial microscopes and industrial endoscopes are expected to contribute to future sales. January 2012 marked the launch of the DSX series of opto-digital microscopes, the industry's first industrial microscopes that fuse optical technology and digital technology, and IPLEX UltraLite, Olympus' first handheld industrial videoscope.



Business Strategy as Part of Our Medium-Term Vision

Life Science Field

➔ Optical technology driver

Industrial Field

➔ Growth driver

Business Environment

In the life science field, the forecast is for growth for biological microscopes in mature markets and strong growth in fast-growing emerging markets. The life science field is an optical technologies driver because microscope lens technologies and other technologies, that go back to Olympus' origins, are applied to production technologies for photographic lenses, medical endoscopes, and other products.

Olympus aims to achieve further growth by leveraging these industry-leading technology development capabilities and high market share to continue to introduce differentiated new products that contribute to society.

In the industrial field, in the global semiconductor and electronic components market, further robust expansion of demand for industrial microscopes is expected to accompany the creation of new market sectors, such as the smartphone market, and higher development investment in the "eco" sector. In addition, strong demand for industrial endoscopes and NDT devices is forecast against a backdrop of robust demand in the aviation, automotive, and other markets, mainly in emerging countries.

Policy

1

Proactive expansion of product portfolio

In the industrial field, Olympus' industrial microscopes, industrial endoscopes, ultrasonic flaw detectors, and eddy current flaw detectors have been industry-leading products for many years. In addition to these products, in 2010, Olympus strengthened and expanded the portable X-ray fluorescence analyzer business, which has steadily contributed to profits. Future plans call for unfailingly linking this success to profitability improvement by actively entering untapped growth sectors and offering high-value-added products.

Policy

2

Drastic reform of the earnings structure through a review of the high cost structure

In addition to strengthening product competitiveness, important priorities are production structure reform and improvement in operating efficiency. Specifically, Olympus will reduce SG&A expenses and implement profit structure reform by means including manufacturing cost reductions from a review of production sites including the closing of manufacturing sites in the Philippines and transferring production to plants in China, global control of procurement, and shared utilization of the Group's existing infrastructure. These initiatives are expected to yield an improvement of one percentage point in the cost of sales ratio and an improvement of two percentage points in the SG&A ratio in the Life Science & Industrial Business in three years.

Policy

3

Market share expansion in emerging markets

Aim for particularly high growth in fast-growing emerging markets, principally China and India. Specifically, seek to increase sales by means including the development and enhancement of the sales personnel in China and sales network and service upgrading and expansion in India. Pursue stable growth while maintaining high market share in Europe, U.S.A., Japan, and other mature markets, and simultaneously seek profit improvement from sales expansion in emerging countries.

Ongoing Introduction of New Products to Become Future Profit Drivers

January 2012 Launch of Strategically Important New Industrial Microscopes and Industrial Endoscopes

The DSX series of opto-digital microscopes

These opto-digital microscopes feature touch panel operation that makes it possible for even people not thoroughly familiar with microscope operation to obtain optimal images, perform measurements, and prepare reports using a single microscope. Excellent ease of use and high performance are expected to contribute to further expansion of their application to areas including natural science research.



The IPLEX UltraLite industrial videoscope

This industrial videoscope features a unique design that reduces fatigue even during long hours of inspection. Although it is Olympus' smallest and lightest videoscope, it delivers the image quality and durability of high-end models. IPLEX series videoscopes are widely used in inspections of pipes at manufacturing plants and thermal and nuclear power plants, and Olympus aims to continue to contribute to people's safety and peace of mind through industrial videoscopes.



July 2012 Launch of Strategically Important New Biological Microscopes and Industrial Endoscopes

Life Science Field

IX3 series of biological microscopes — A new mainstay product line

These microscopes meet needs in the fields of life science and medical research by realizing ease of operation and advanced capacities to observe living cells under cultivation.



Industrial Field

The IPLEX TX—The world's thinnest industrial articulating videoscope

At a time of ever-advancing precision in parts and molds in the automotive industry and other sectors, the IPLEX TX offers the world's smallest insertion tube, with a tip diameter of 2.4 mm, for an ultra-thin scope and improved image quality and durability.

