








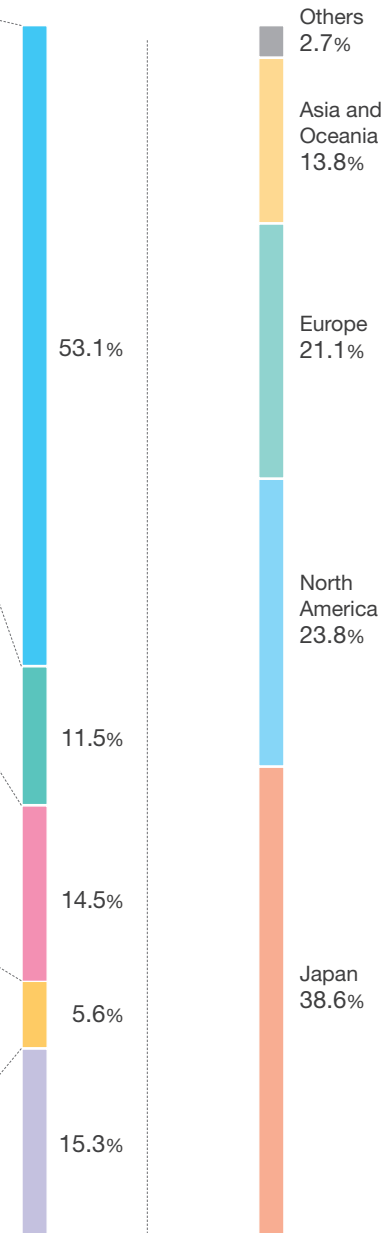
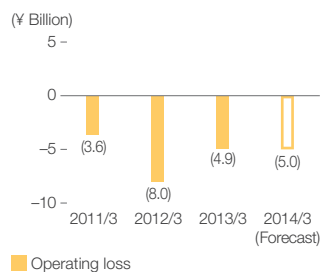
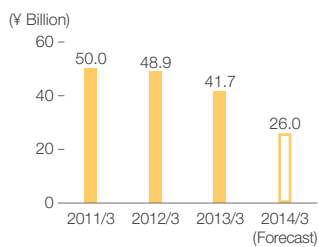
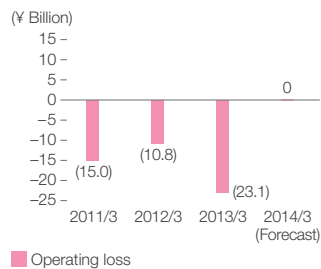
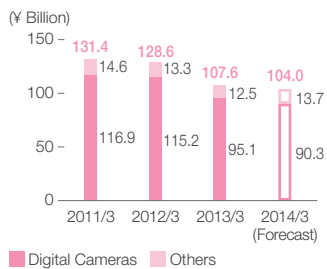
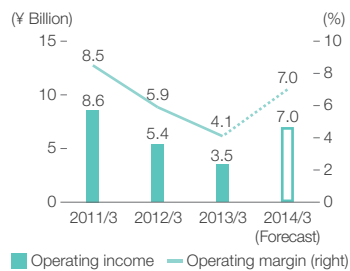
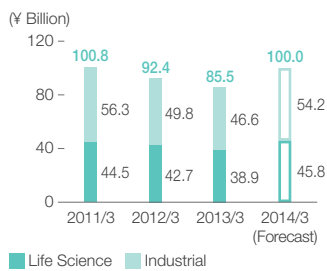
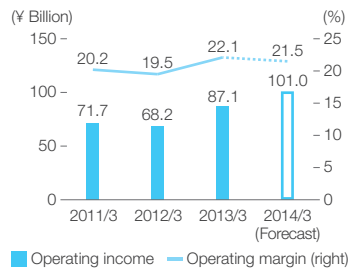
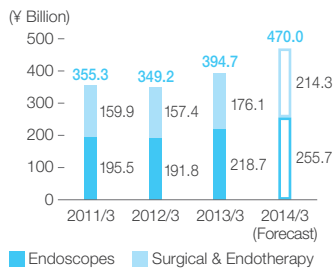
## ▶ At a Glance

Business Segment	Business Description	Results of Operations (FY2013)
<p><b>Medical Business</b></p>  <p>▶ P. 30</p>	<p>Olympus commands the world's highest market share in its gastrointestinal endoscope operations and is playing an important role in realizing early diagnoses. Currently, the Company is focusing on accelerating growth in the surgical and endotherapy device field, which is central to developing minimally invasive treatments, and in rapidly expanding emerging markets.</p>	<p>New products introduced into Japan and overseas in the gastrointestinal endoscope and surgical and endotherapy device fields made strong contributions to earnings. As a result, net sales increased 13% year on year, operating income was up 28%, and the operating margin improved 2.0 percentage points, to 22%. With these strong results, the Medical Business supported the performance of the entire Company.</p>
<p><b>Life Science &amp; Industrial Business</b></p>  <p>▶ P. 38</p>	<p>The Company's life science operations support the advanced life science field. Olympus is a global market share leader for biological microscopes in this field. Key products provided in our industrial operations include industrial microscopes as well as industrial endoscopes and ultrasonic flaw detectors that help ensure the safety and security of social infrastructure through applications in the non-destructive testing field.</p>	<p>Both net sales and operating income were down year on year due to the impacts of limited capital expenditure by companies and delayed government budgets. Regardless, we introduced new products in both the life science and industrial fields, rationalized production sites, and otherwise advanced preparations for growth in fiscal 2014 and onward.</p>
<p><b>Imaging Business</b></p>  <p>▶ P. 42</p>	<p>Olympus boasts the leading domestic share for mirrorless cameras, a field in which it offers the PEN and OM-D series of cameras designed with a focus on being small and light weight and having high image quality and operability. The Company also provides unique digital cameras, such as its high-end, high-power zoom compact cameras, as well as voice recorders that command a high market share.</p>	<p>The market for low-priced compact cameras shrunk rapidly, resulting in a 16% year-on-year decrease in net sales and the recording of an operating loss of ¥23.1 billion. Conversely, we saw a 15% increase in sales of mirrorless cameras, an area of focus for the Company, with sales growth particularly prominent in Japan.</p>
<p><b>Others</b></p>	<p>The segment is developing business in the medical and healthcare fields, such as bone replacement material, and new businesses operated by Olympus Business Creation Corp.</p>	<p>Non-core business domains were reorganized, entailing the sale and liquidation of unprofitable businesses. This resulted in a year-on-year decrease in net sales, but the operating loss contracted nonetheless.</p>
<p><b>Information &amp; Communication Business</b></p>	<p>On September 28, 2012, the Company transferred its Information &amp; Communication Business to Japan Industrial Partners, Inc. As a result, performance for fiscal 2013 only includes the six months ended September 30, 2012. Accordingly, net sales were down 50% year on year, to ¥114.2 billion, and operating income was ¥1.7 billion.</p>	

### Company History

				
<p><b>1919</b></p> <p>Established as Takachiho Seisakusho to manufacture microscopes in Japan</p>	<p><b>1920</b></p> <p>Asahi 600x microscope introduced</p>	<p><b>1936</b></p> <p>Semi-Olympus I, the first Olympus camera introduced, marking entry into camera business</p>	<p><b>1949</b></p> <p>Name changed to Olympus Optical Co., Ltd.</p> <p>The Company listed on the TSE</p>	<p><b>1950</b></p> <p>Development of the world's first practical gastrocamera</p>
		<p><b>1968</b></p> <p>Entry into industrial endoscope field</p>		

Net Sales	Operating Income (Loss) / Margin	Share of Net Sales	Share of Net Sales by Region
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**1969**

The world's first micro-cassette tape recorder developed



**1975**

Entry into medical surgical endoscopy field



**1996**

Entry into digital camera business



**2008**

Acquisition of Gyurus Group PLC to strengthen surgical area of Medical Business



**2009**

Olympus launches its first mirrorless interchangeable lens camera, OLYMPUS PEN E-P1