

# Where There's a **Will**, There's

Olympus continues to provide world-leading technologies, products, and services based on two forms of value: early diagnosis and minimally invasive therapies.



## Evolution of Gastrointestinal Endoscopes

1950

### Photographing

First step toward early diagnosis of cancer  
Development of world's first practical gastroscope



1964

### Viewing

Contributions to diagnosis and treatment  
Creation of fiberscopes



1966

### Treatment

Beginnings in biopsies  
Launch of Olympus' first biopsy scope and endotherapy devices (biopsy forceps and cytology brushes)

1982

### Creation of the world's first ultrasonic endoscopy system

1985

### Birth of video-scope

2002

### Development of the world's first HD endoscopy systems

Realization of clear, high-definition (HD) images that can detect even the smallest abnormality



# a Way.

## Two Forms of Value Provided by Olympus

Early  
Diagnosis

Minimally  
Invasive  
Therapies

Olympus' Medical Business is charged with the social mission of continuing to contribute to a medical environment that cares for both the physical and mental health of people around the world.

We fulfill this mission by developing and supplying equipment for realizing early diagnosis of illness and reducing the physical burden on patients through minimally invasive therapies. Through these efforts, we strive to contribute to improved quality of life for patients while helping make medical treatment more efficient and affordable.

# 65 years

History of contributing to early diagnosis

# 70%

Share of global gastrointestinal endoscope market



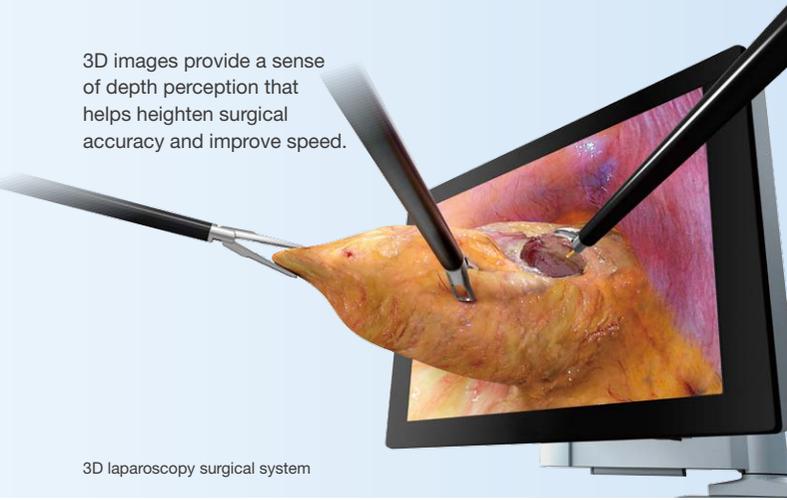
Today

New era of observation using specific light spectra to display fine details of disease sites

Continued development of endoscopes to evolve beyond simple viewing tools to become medical equipment for performing treatment and other procedures



3D images provide a sense of depth perception that helps heighten surgical accuracy and improve speed.



3D laparoscopy surgical system

Application of robotics technologies to next-generation medical equipment.



Gastrointestinal endoscope treatment support system\*

\* Devices will be available upon declaration of conformity, product registration, or market clearance in each country's jurisdiction

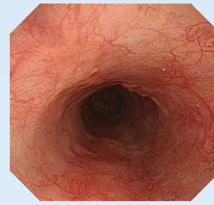


Image taken using standard optical imaging (esophagus)

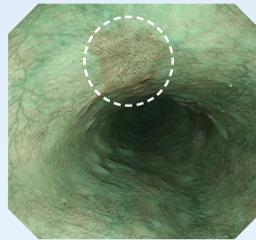


Image taken using NBI (esophagus)



Endoscopic videoscope system equipped with NBI functionality

Images courtesy of Dr. Manabu Muto of Kyoto University Hospital

Olympus is responding to the needs of physicians across the globe with the technologies and manufacturing capabilities it has developed over more than half a century.



Where There's a **Will**, There's a Way.

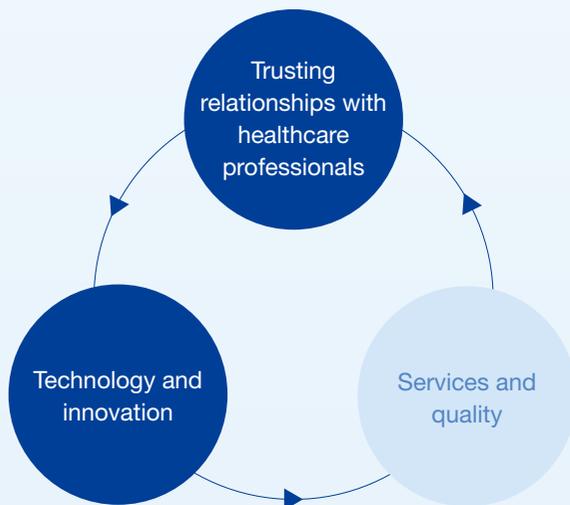
Olympus responds to medical needs by leveraging its technological prowess and collaborating with healthcare professionals as it moves forward on its never-ending quest to create a medical environment that alleviates the physical and mental burdens of patients around the world.

Cancer is a disease for which early diagnosis and treatment can greatly increase the chance of a successful recovery. Olympus has continued to contribute to early diagnosis through such advancements as the development of the world's first gastrointestinal videoscope capable of autofluorescence imaging as well as narrow band imaging (NBI) technologies that utilize optical mechanisms to enhance visualization.

These technologies aid physicians in observing cancer and other illnesses by highlighting capillaries in mucosal surface layers, which are difficult to view through standard imaging methods. Olympus has forged distinctive technology development capabilities and cutting-edge manufacturing technologies over the more than half a century it has been developing medical equipment.

These strengths are the tools we use to respond to the ever-more sophisticated needs of physicians across the globe.

Competitive Edge Supporting Olympus  
in Creating Value



Over **6,700**

Number of patents held in the Medical Business

**70%**

Percentage of consolidated R&D expenditures conducted in the Medical Business\*

\* Ratio of consolidated R&D expenditures (excluding Others / Corporate) conducted in the Medical Business



The world's largest endoscope repair center, established in San Jose, California, in 1979, is the main center for performing major repairs, including full instrument disassembly and reassembly.



With a service network consisting of more than 200 sites on six continents, Olympus is able to provide the same high-quality service in any country or region.



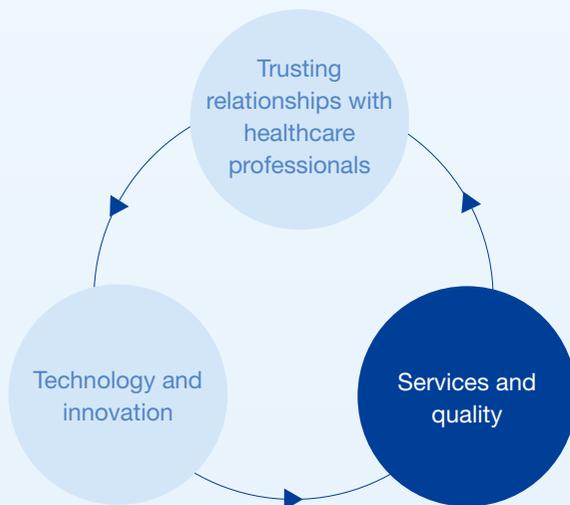
Olympus believes that the most fundamental value of endoscopes is the ability to be used safely and reliably.

Where There's a **Will**, There's a Way.

## Olympus' service network offers safety and reliability anywhere in the world based on the belief that medical treatment does not stop at the doors of the hospital.

Olympus' endoscopes are used for a variety of life-saving applications and must be operating as intended to ensure effective outcomes. For this reason, we are devoted to enhancing service systems to ensure that our products can continue to be used safely and reliably anywhere in the world. Olympus' industry-leading service network consists of more than 200 sites in all corners of the globe and is one of the Company's core strengths.

Competitive Edge Supporting Olympus  
in Creating Value



More than **200**

Number of repair and service sites worldwide

Over **20%**

Average annual improvement of repair site quality evaluation scores over past five years\*

\* Scores of globally instituted quality evaluations conducted in accordance with the Olympus Group's shared Global Technical Service Guidelines and based on the three areas of repair quality, customer service, and business profitability

Corporate Philosophy

# Social IN



**INtegrity**

Integrity in Society

**INnovation**

Creating Innovative Value

**INvolvement**

Social Involvement

**We aim towards establishing firm ties with society through the three INs.**

The Olympus Group strives to realize better health and happiness for people by being an integral member of society, sharing common values, and proposing new values through its business activities.

This “Social IN” concept is key to the basic Olympus philosophy underlying all of our activities. Social IN comes from Social Value IN the Company, a concept of incorporating social values into the Company’s activities.

#### Editorial Policy

The Olympus Group strives to conduct disclosure in a manner that meets the information needs of its stakeholders.

*Annual Report 2015* is a report for fiscal 2015, the year ended March 31, 2015, that provides stakeholders with the management, financial, and non-financial information necessary to understand the Company’s operations.

Detailed non-financial information can be found in *CSR Report 2015*, while the Company’s corporate website provides up-to-date information on a variety of topics.

#### Forward-Looking Statements

This annual report contains forward-looking statements concerning the Company’s future plans, strategies, and performance. These forward-looking statements are not historical facts, rather they represent assumptions and beliefs based on economic, financial, and competitive data currently available.

Furthermore, these statements are subject to a number of risks and uncertainties that, without limitation, relate to economic conditions, worldwide business competition, customer demand, foreign currency exchange rates, tax rules, regulations, and other factors.

Olympus therefore wishes to caution readers that actual results may differ materially from its expectations.

#### General Corporate Information

Corporate website  
<http://www.olympus-global.com/en/>

#### Financial information

IR website  
<http://www.olympus-global.com/en/ir/>



#### Non-financial information

CSR Activities website  
<http://www.olympus-global.com/en/csr/>

