Value Creation Story

Olympus has committed itself to product creation activities based on an acute understanding of the needs of specialists, including healthcare professionals, researchers, and other highly specialized customers. The strengths accumulated through this process have been utilized to swiftly supply solutions and services that accurately address customer needs. Olympus will continue to contribute to a medical environment that cares for both the physical and mental health of people around the world while also creating value together with the specialists who are both its customers and its partners.

Goals of Olympus (Management Policy)

The greatest "Business to Specialist" Company

- . We will strive to be the most valuable partner to experts and customers with high aspirations through the timely provision of appropriate solutions that meet their high-level needs.
- We will achieve this goal by utilizing our innovative thinking, expertise in advancing technology, operational excellence, and high ethical standards.
- Through these efforts as well as through sustainable growth, Olympus will meet the expectations of all stakeholders and act as a good corporate citizen.

Olympus will contribute to the resolution of social issues through its business to realize ongoing improvements in corporate value.

Management Issues

П



Resolve issues by leveraging highly specialized skills

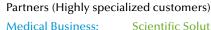


Specialists

Society

- Growing pressure to limit medical costs
- · Rising medical needs due to declining birth rates and aging populations
- · Growing presence of emerging countries in global market
- Industry structure changes accompanying ICT development and advances (diversification)

П Megatrends



- Physicians, technicians, nurses
- Medical institutions

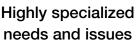
Scientific Solutions Business:

- Researchers, developers
- Academic institutions. manufacturers

Imaging Business:

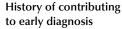
- Professional photographers
- Consumers











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.

Gastrointestinal endoscope market share (Global)

More than 70% No. 1



Biological microscope and industrial videoscope market share (Global)

Approx. 40% No. 1



Healthie

Strengths and Driving Force for Business Development

- Innovative minds that breed innovation
- Monozukuri and technological abilities, the most fundamental aspects of business
- Operational excellence



Mirrorless camera market share (Japan)

Approx. 25% No. 1



Our Solutions

Create value together with specialists (customers and partners)

Number of patents held in the Medical Business

Over 7,800

Number of repair and service sites worldwide

Approx. 200

Scientific Solutions Business

Source of the optical technologies that arise from microscopes, which are then adapted to cameras and endoscopes Number of patents held in the Scientific Solutions Business

Over **5,100**

Medical Business

Trusting relationships with healthcare professionals

Two Forms of Value Provided by Olympus

Early Diagnosis Minimally Invasive Therapies

Technology and innovation

Improvement of patient of quality of life Contribution to improved medical efficiency and economic benefits

and quality

Key Technologies

Optical Technologies / Electronic Imaging Technologies / Precision Technologies / Biological-based Technologies Number of patents held in the Imaging Business

Over **4**,900

Imaging Business

Technological driver for creating sophisticated electronic imaging technologies

Our Strengths

Competitive Edge Supporting Olympus in Creating Value