Our Value Creation Process

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 the health and well-being of people around the world while also creating value together with the specialists who are both its customers and its partners.

Create value together with 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)
- Accomplishment of the Sustainable Development Goals and other social issues to be addressed through businesses

SUSTAINABLE GOALS DEVELOPMENT GOALS 17 GOALS TO TRANSFORM OUR WORLD

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7 ановыеми	8 ECCENTINGES AND ECONOMIC EXPANTIO	9 INDUSTRY INDIVIDUA AND NY AND NY AN			12 RESPONSEDE CONSUMPTION AND PROTOCOLOURS
13 CUMATE	14 UFE SELION WATER	15 III.uo	16 FEACE JISTICE AND STRONG INSTITUTIONS	17 PARTNEESIIPS	SUSTAINABLE DEVELOPMENT GOALS

|| Management Issues customers and partners

Specialist

(Highly specialized customers)



Medical Business:

 Physicians, technicians, nurses

Medical institutions

Scientific Solutions Business:

- Researchers, developers
- Academic institutions, manufacturers



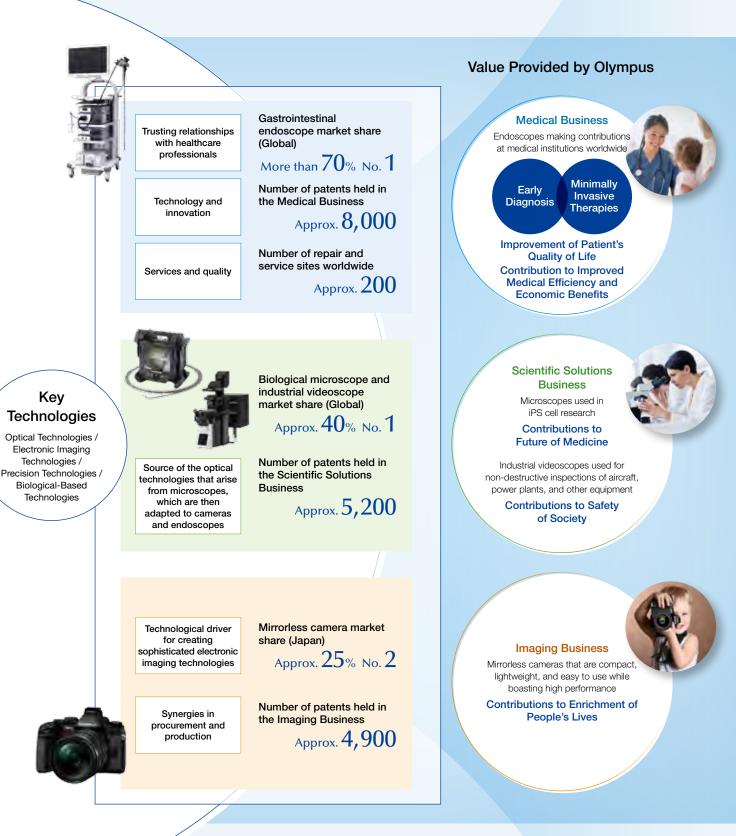
- Professional photographers
- Consumers

Competitive Edge Supporting Olympus in Creating Value

our Strengths

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.



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