## **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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|| Management Issues customers and partners

### Specialist

(Highly specialized customers)



#### Medical Business:

 Physicians, technicians, nurses

Medical institutions

#### Scientific Solutions Business:

- Researchers, developers
- Academic institutions, manufacturers



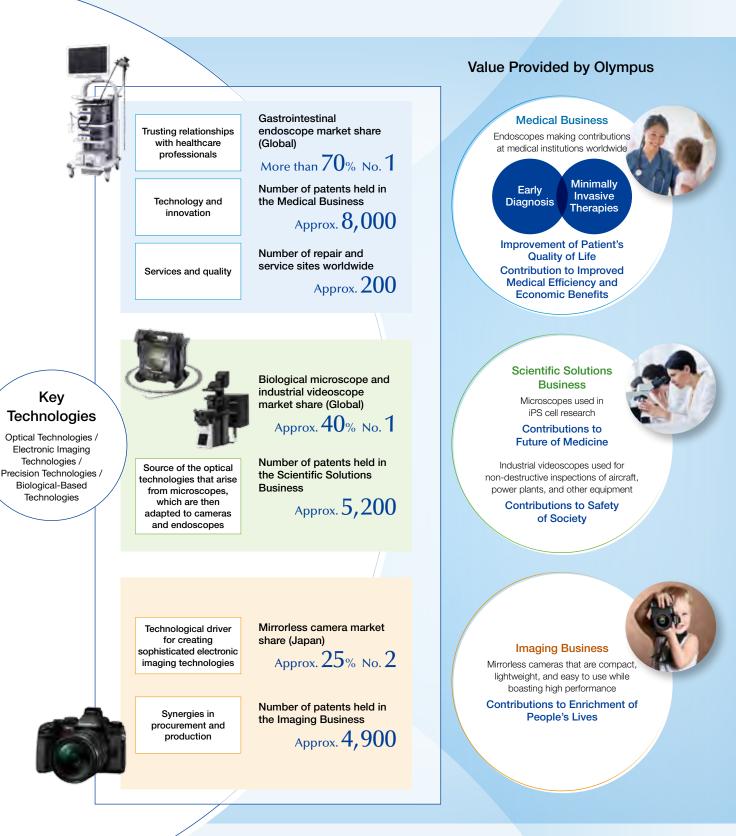
- Professional photographers
- Consumers

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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