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

Specialist

II Management Issues

Our Strengths

customers and partners

Medical Business:
- Physicians, technicians, nurses
- Medical institutions

Scientific Solutions Business:
- Researchers, developers
- Academic institutions, manufacturers

Imaging Business:
- Professional photographers
- Consumers

Competitive Edge Supporting Olympus in Creating Value
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.

Value Provided by Olympus

<table>
<thead>
<tr>
<th>Medical Business</th>
<th>Early Diagnosis</th>
<th>Minimally Invasive Therapies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Endoscopes making contributions at medical institutions worldwide</td>
<td>Improvement of Patient’s Quality of Life</td>
<td>Contribution to Improved Medical Efficiency and Economic Benefits</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Scientific Solutions Business</th>
<th>Contributions to Future of Medicine</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microscopes used in iPS cell research</td>
<td>Industrial videoscopes used for non-destructive inspections of aircraft, power plants, and other equipment</td>
</tr>
<tr>
<td>Contributions to Safety of Society</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Imaging Business</th>
<th>Contributions to Enrichment of People’s Lives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mirrorless cameras that are compact, lightweight, and easy to use while boasting high performance</td>
<td></td>
</tr>
</tbody>
</table>

Key Technologies

- Optical Technologies / Electronic Imaging Technologies / Precision Technologies / Biological-Based Technologies

- Trusting relationships with healthcare professionals

- Technology and innovation

- Services and quality

Gastrointestinal endoscope market share (Global)
More than 70% No. 1

Number of patents held in the Medical Business
Approx. 8,000

Number of repair and service sites worldwide
Approx. 200

Biological microscope and industrial videoscope market share (Global)
Approx. 40% No. 1

Number of patents held in the Scientific Solutions Business
Approx. 5,200

Mirrorless camera market share (Japan)
Approx. 25% No. 2

Number of patents held in the Imaging Business
Approx. 4,900

Source of the optical technologies that arise from microscopes, which are then adapted to cameras and endoscopes

Technological driver for creating sophisticated electronic imaging technologies

Synergies in procurement and production

Improvement of Patient’s Quality of Life

Contribution to Improved Medical Efficiency and Economic Benefits

Contribution to Safety of Society

Contributions to Enrichment of People’s Lives