

Our Innovation History —100 Years of Olympus

Olympus was born in 1919 with the purpose of manufacturing microscopes domestically. The Company succeeded in developing the world's first practical gastroscope roughly 30 years later. For 100 years from the delivery of its first product, Olympus has continued to create new value for society.



History of Olympus

From the Founding of Olympus and the Path to Business Modernization

- 1919 Established as Takachiho Seisakusho to manufacture microscopes in Japan
- 1921 Registered trademark as Olympus
- 1949 Name changed to Olympus Optical Co., Ltd. Company listed on Tokyo Stock Exchange (TSE)

Evolution as an Integrated Optical Manufacturer and Expansion of Overseas Sales Networks

- 1964 Established Olympus Europe
- 1968 Established Olympus Corporation of America
- 1979 Established U.S. location in California (currently world's largest endoscope service center)
- 1989 Established Beijing residential office and corporation in Singapore

Diversification of Medical Field

- 2001 Commenced collaboration with Terumo Corporation
- 2004 Acquired Celon AG
- 2008 Established first training center in China (Shanghai)
- Acquired Gyus Group PLC to strengthen surgical area of Medical Field

Unveiled "Back to Basics" Slogan and Began Shifting Resources to Medical Field

- 2011 Deferred recording of past losses discovered
- 2012 Appointed new management team
- Announced medium-term vision (corporate strategic plan)
- Formed business and capital alliance with Sony Corporation
- Transferred Information & Communication Business
- 2013 Security on Alert Designation placed on Company stock by TSE removed
- Procured capital through public offering in overseas markets (approx. ¥110 billion)
- 2015 Integrated three companies and shifted to matrix-style operational structure

Transition from Stage of Reconstructing Management to Stage of Sustainable Growth and Development

- 2016 Increased production capacity (completed construction of new buildings) at medical endoscope development and production sites (Aizu, Shirakawa, and Aomori)
- Announced new medium-term management plan, 16CSP
- 2017 Acquired Image Stream Medical, Inc., of the United States
- 2018 Introduce new Corporate Philosophy

Aiming to Become a Truly Global Medical Technology Company

- 2019 Announced corporate transformation plan, *Transform Olympus*
- Announced corporate strategy



Evolution of Medical Field

Development of World's First Practical Gastroscope

Olympus succeeded in creating a gastroscope through joint development between the Company's R&D team and a physician in the Department of Gastroenterology of The University of Tokyo. The introduction of fiberscopes made it possible to see directly inside a patient's stomach in real time.

Entry into Surgical Device Business

Predicting that endoscopes would eventually be used in surgery, Olympus acquired German rigid endoscope manufacturer Winter & Ibe GmbH in 1979 and expanded its business into the surgical endoscope field.

New Era of Videoscopes

The development of videoscopes, which feature imaging elements such as CCDs built into their distal tips, contributed to a substantial increase in the accuracy of diagnoses. This increase in accuracy came from the ability to display images on monitors for multiple healthcare professionals to view.

Development of Endoscopic Surgery

Olympus continued to release innovative products, including HD surgical endoscopes—the world's first surgical energy device to integrate both advanced bipolar and ultrasonic energy—and 3D and 4K surgical endoscopes.

Advent of Observation Using Specific Light Spectra

Olympus continued to accelerate the advance of technologies, such as narrow band imaging (NBI) technologies. As a result, endoscopes evolved from being mere observation tools to becoming medical devices capable of treatment and therapy.

Scientific Solutions and Imaging Products

 1920 Introduced Asahi 600x microscope	 1936 Introduced Olympus' first camera, the Semi-Olympus I, marking entry into camera business	 1963 Launched the Olympus Pen F, the world's first half-size SLR camera	 1968 Launched Company's first industrial-use fiberscope	 1983 Launch of AH2 microscope series, the world's first microscope with autofocus functionality.	 2006 Introduced OmniScan IX non-destructive testing system	 2009 Introduced first Olympus mirrorless camera, OLYMPUS PEN E-P1	 2013 Launched flagship mirrorless camera OLYMPUS OM-D E-M1	 2016 Launched IPLEX NX industrial videoscope	 2016 Released FV3000 laser scanning confocal microscope	 2016 Introduced VANTA, handheld X-ray fluorescence (XRF) analyzer	 2019 Launched OLYMPUS OM-D E-M1X, an OM-D system designed for professionals
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Medical Equipment

 1950 Developed world's first practical gastroscope	 1964 Introduced GTF fiber gastroscope	 1966 Launched Olympus' first biopsy scope and endotherapy devices (biopsy forceps and cytology brushes)	 1975 Entered medical surgical endoscopy field	 2000 Introduced EVIS EXERA endoscopic video system	 2002 Launched EVIS LUCERA, the world's first HD endoscopy system	 2006 Introduced EVIS EXERA II and EVIS LUCERA SPECTRUM, endoscopic video systems that include NBI technologies	 2012 Introduced THUNDERBEAT, the world's first energy device to integrate both advanced bipolar and ultrasonic energy	 2012 Introduced EVIS EXERA III and EVIS LUCERA ELITE platform systems for gastrointestinal endoscopy	 2015 Introduction of a surgical endoscopy system incorporating 4K technology developed by Sony Olympus Medical Solutions Inc.	 2017 Launched VISERA ELITE II surgical endoscopy system compatible with 3D and infrared (IR) observation functions
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Revenue

Note: Excludes sales from the Information & Communication Business (FY2005–FY2013)
 Figures through FY2016, based on Japanese GAAP (JGAAP); Figures from FY2017 onward, based on IFRS



Foundation
 Founding of Olympus by Takeshi Yamashita under the company name Takachiho Seisakusho; established in Tokyo, Japan, for domestic production of microscopes.



Revenue (2019/3)
¥793.9 billion

