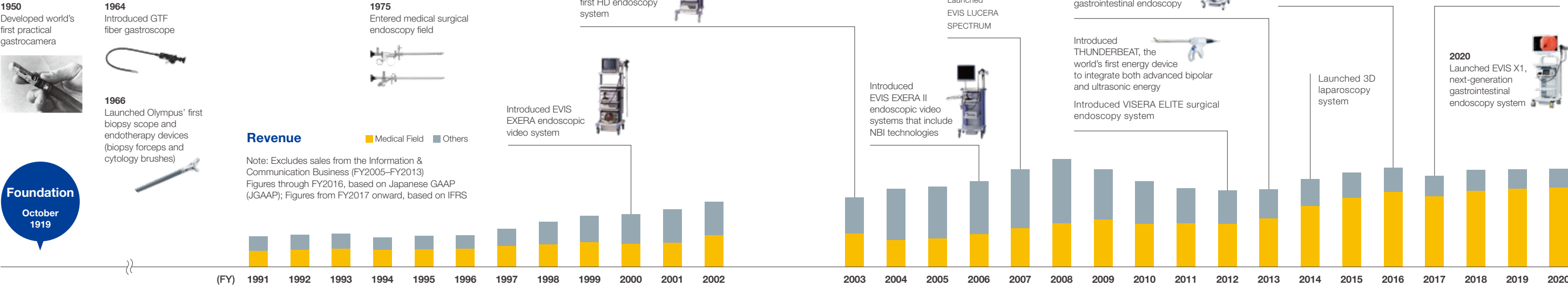


Overview

Our History

Medical Devices



1919–1950s

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 of Medical Field

Development of World's First Practical Gastrocamera

Olympus succeeded in creating a gastrocamera 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.

1960–1980s

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

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.

1990–2010

Diversification of Medical Field

2001 Commenced collaboration with Terumo Corporation

2004 Acquired Celon AG

2008 Established first training center in China (Shanghai)

Acquired Gyrus Group PLC to strengthen surgical area of medical 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.

2011–2015

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

2011 Deferred recording of past losses discovered

2012 Appointed new management team 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)

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.

2016–2018

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)

2017 Acquired Image Stream Medical, Inc., of the United States

2018 Introduced new Corporate Philosophy

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.

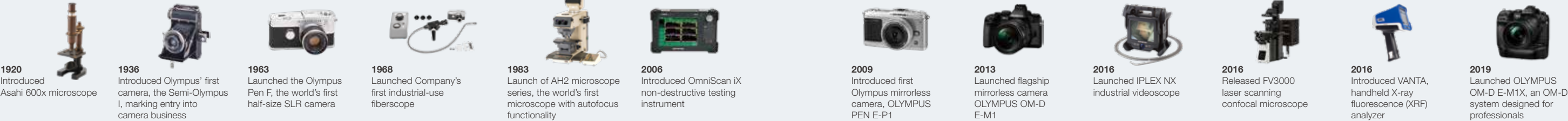
2019–

Aiming to Become a Truly Global Medtech Company

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

Please refer to Chapter 02 for details of corporate strategy

Scientific Solutions and Imaging Products



# At a Glance

The medical field, which consists of the Endoscopic Solutions Division and the Therapeutic Solutions Division, accounts for 80% of Olympus' revenue.

Medical Field

## Endoscopic Solutions Division



Share of Revenue\*1  
**53.4%**  
¥425.7 billion

The gastrointestinal endoscopes contribute to the early diagnosis of diseases while its surgical endoscopes allow for minimally invasive treatments for reducing the burden placed on patient bodies. By providing such device, we support healthcare professionals and contribute to the health of people around the world. Our global market share of gastrointestinal endoscopes, one of our core products, is over 70%.

## Therapeutic Solutions Division



Share of Revenue\*1  
**27.1%**  
¥216.1 billion

The Therapeutic Solutions Division provides a variety of medical device that meets the expectations of healthcare professionals and people around the world. Such device includes endotherapy devices equipped on gastrointestinal endoscopes for treatments and therapies, and energy devices for use in blood vessel sealing and tissue cutting in endoscopic surgery as well as endoscopes for use in urology/gynecology and the ENT field.

Major Products



Gastrointestinal endoscopy systems



Surgical endoscopy systems



Surgical microscopes



Endoscope reprocessor



Maintenance / Service



System integration

Major Products



GI-Endotherapy devices



Respiratory-Endotherapy devices



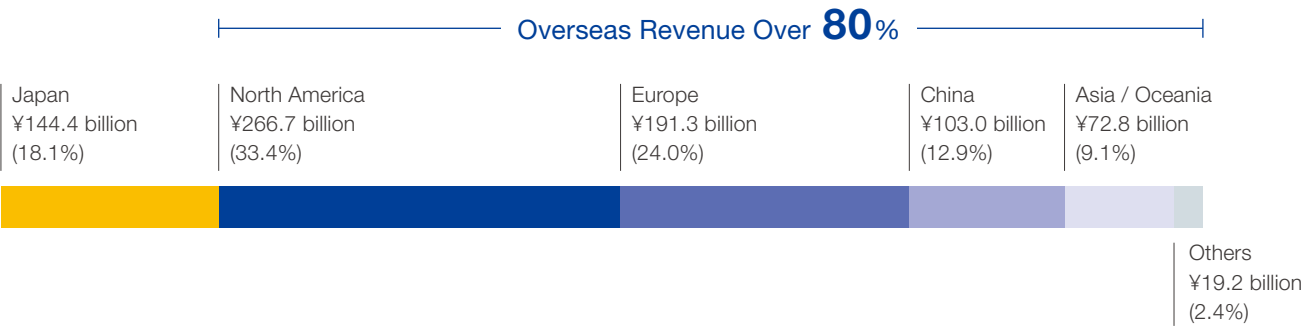
Urology/gynecology products



Energy devices, surgical single-use devices



ENT products



## Scientific Solutions Division



Share of Revenue\*1  
**13.2%**  
¥105.2 billion

The Scientific Solutions Division provides microscopes which Olympus has been manufacturing since its inception. These microscopes are used in various fields, whether for conducting blood tests or pathological examinations related to cancer diagnosis in hospitals and other facilities, assisting advanced research in the life science and medical fields, or performing quality control on manufacturing lines. Furthermore, the industrial videoscopes and ultrasonic flaw detectors offered in this division are used in inspections and examinations underpinning the safety of social infrastructure.

Major Products



Biological microscopes



Digital microscopes (industrial microscopes)



Industrial videoscopes



Non-destructive testing instruments



X-ray fluorescence (XRF) analyzers

## Imaging Division\*2



Share of Revenue\*1  
**5.5%**  
¥43.6 billion

The Imaging Division provides Olympus brand cameras, which boast unparalleled image quality realized through world-leading lens processing technologies and have won the hearts of photographers around the world. We continue to introduce the world to such unique cameras as our compact, lightweight mirrorless cameras and our Tough series of dustproof, waterproof cameras that are ideal for outdoor use.

Major Products



Mirrorless interchangeable-lens cameras



Interchangeable lenses



Compact digital cameras



IC recorders

## Others

Share of Revenue\*1  
**0.9%**  
¥6.8 billion

In Others, we provide filler material for artificial bone and other biomaterials. In addition, this segment is responsible for seeking out new businesses and conducting R&D activities in relation to such businesses. To develop future pillars supporting the Company, we are searching for new business opportunities and advancing R&D and discovery activities for acquiring technologies.

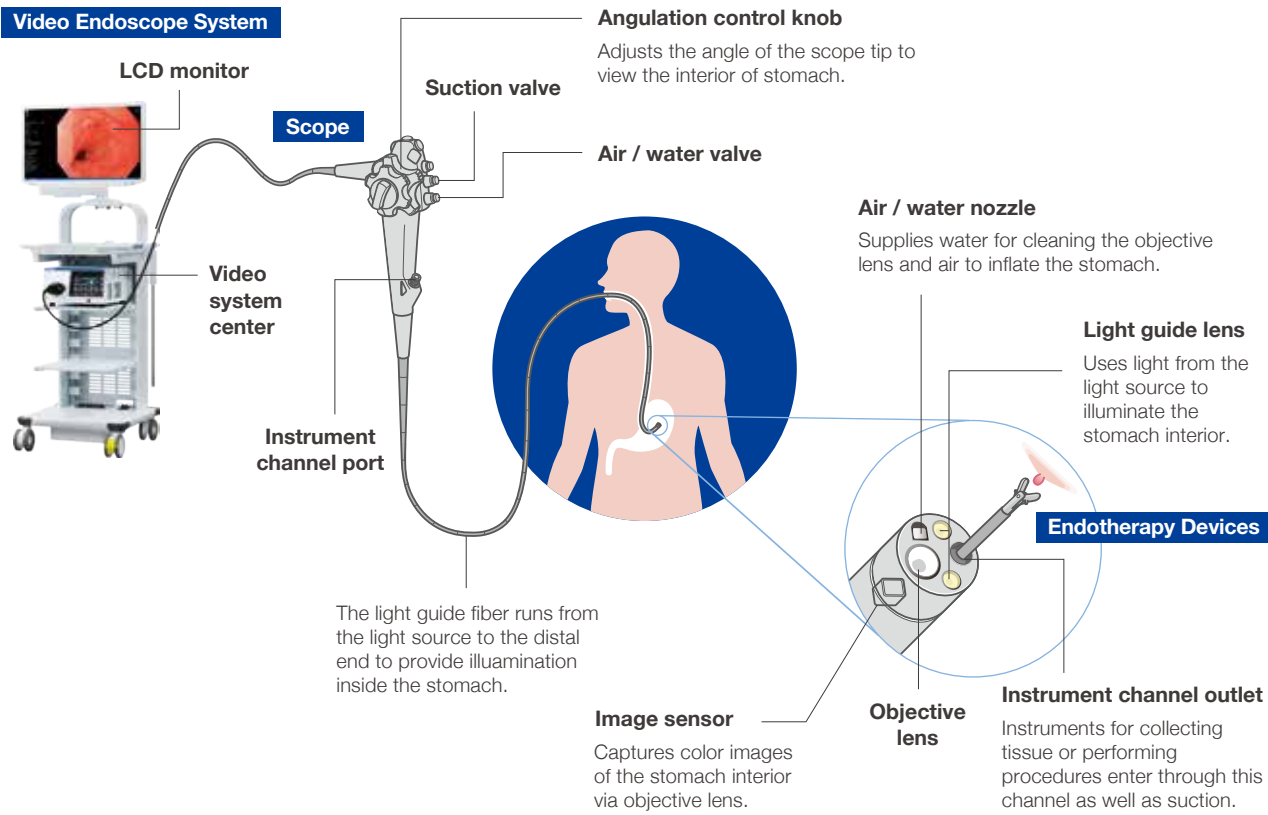
\*1 FY2020  
\*2 Olympus initiated the process to split off the Imaging business and transfer it to a special purpose company managed and operated by Japan Industrial Partners Inc. on January 1, 2021.

# Our Products

## Early Diagnosis

- By incorporating technology aimed at improving the quality of lesion detection, diagnosis, and treatment, as well as examination efficiency, gastrointestinal endoscopes, which are one of Olympus' mainstay products, contribute to the early detection of lesions from gastrointestinal diseases such as cancer.
- Gastrointestinal endoscopes enable various procedures to be conducted, including the removal of suspicious lesions detected in pathological examinations, extracting accidentally ingested foreign objects, and removing polyps.

> Example of early diagnosis of lesions with gastrointestinal endoscopes and minimally invasive treatment with endotherapy devices



Used in Organs

- Esophagus
- Stomach
- Colon
- Duodenum

- Bile duct
- Respiratory (bronchus)

Scope Types

**Flexible Endoscopes**

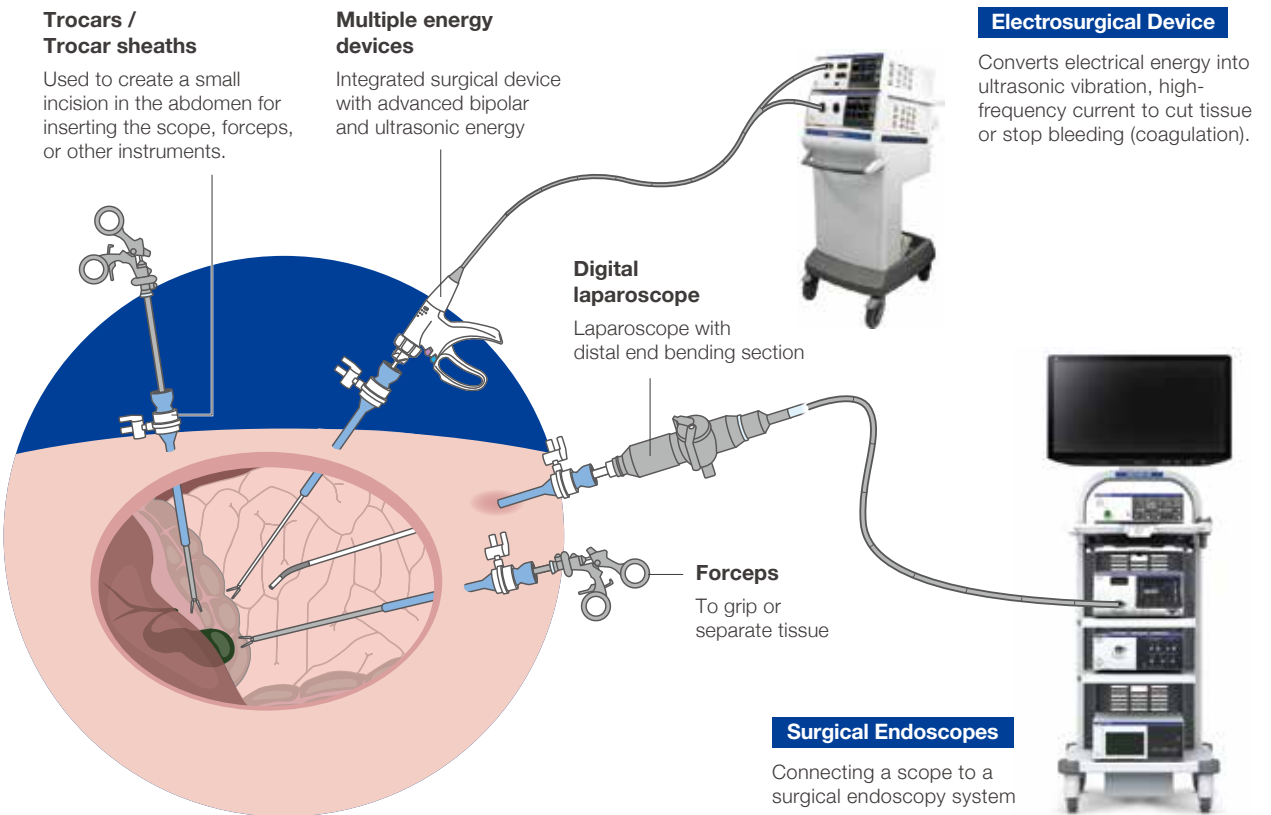
Suitable for examination and treatment of internal organs by utilizing the flexibility of the insertion tube and distal end to insert the scope through the mouth or nose, for example

Olympus provides two kinds of value, through Early Diagnosis, particularly in terms of gastrointestinal endoscopes, and Minimally Invasive Treatment with emphasis placed on surgical products. Through this, we hope to contribute to improvements in the quality of life of patients while also helping to address the worldwide trend of rising healthcare costs.

## Minimally Invasive Treatment

- Olympus' surgical endoscopes are used for laparoscopic surgery, which offers a variety of benefits. This type of surgery does not require large abdominal incisions, so unlike conventional open abdominal surgery, patients are expected to feel relatively little post-surgical pain, spend shorter times in hospital and return to normal life more quickly.

> Examples of laparoscopic surgical equipment



Hospital Department

- Gastrointestinal surgery
- Bronchial surgery

- Urology
- ENT
- Gynecology

Scope Types

**Rigid Endoscopes**

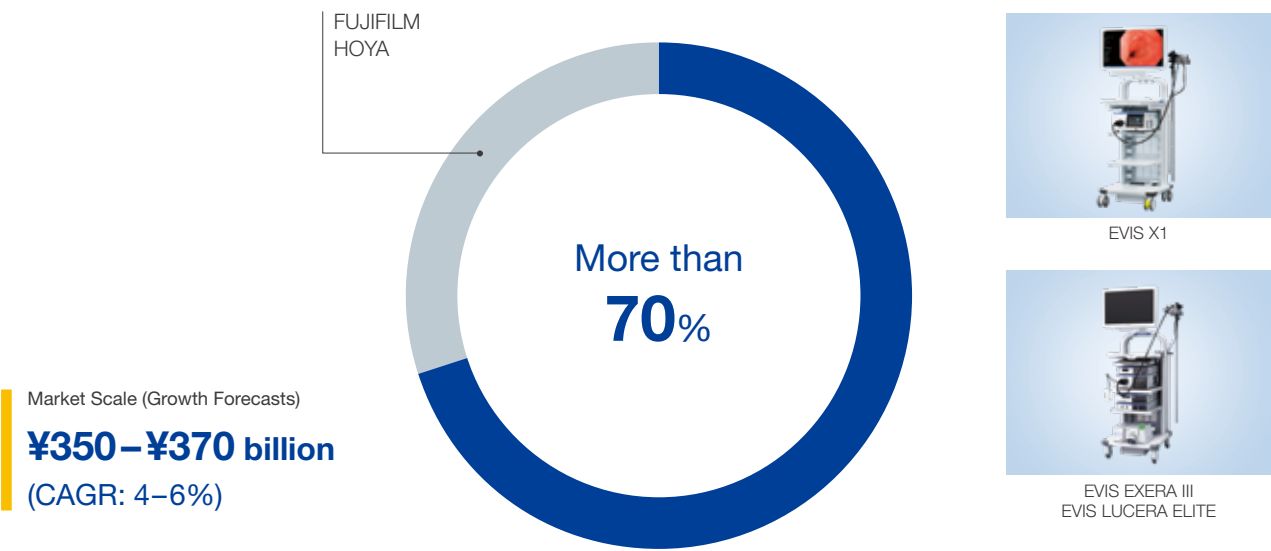
Suitable for laparoscopic surgical procedures, such as laparoscopy and cystoscopy, using a rigid endoscope made from a lens contained in a metal tube



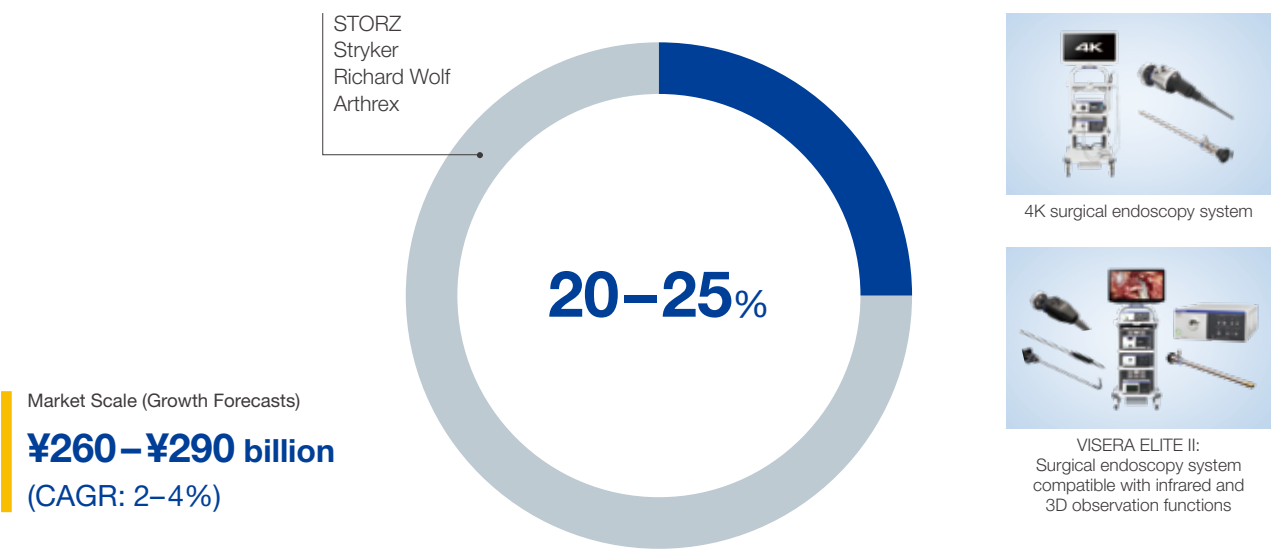
# Our Market Share

## Endoscopic Solutions Division

### Gastrointestinal Endoscopes



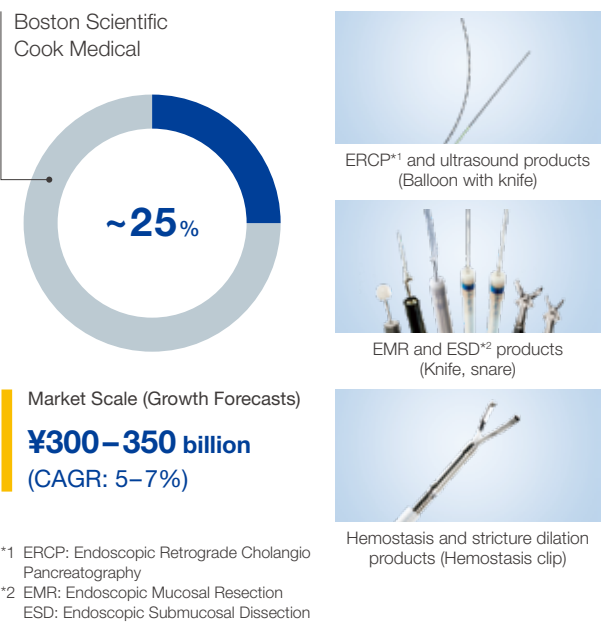
### Surgical Endoscopes



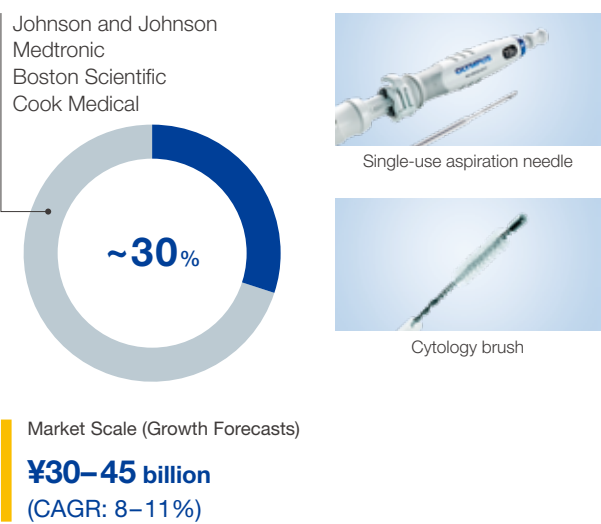
Note: Market share, market scale, and growth forecast information for this page come from the Company's research. Market share and market scale are as of March 31, 2020. Growth forecasts are projected for the fiscal year ending March 31, 2020 through March 31, 2023.

## Therapeutic Solutions Division

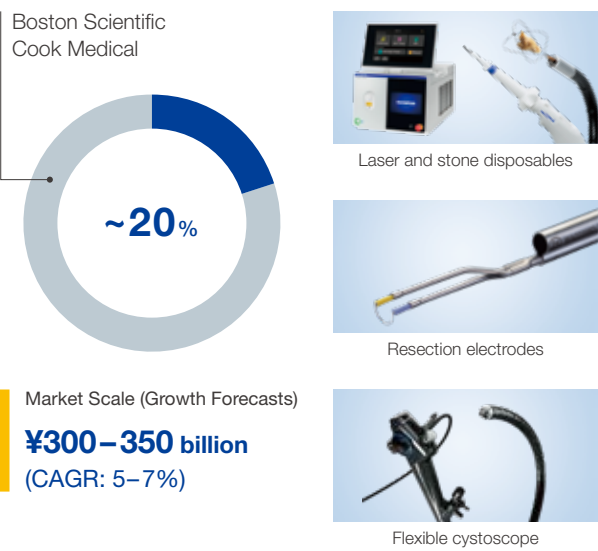
### GI-Endotherapy



### Respiratory-Endotherapy



### Urology



### Other Therapeutic Areas

