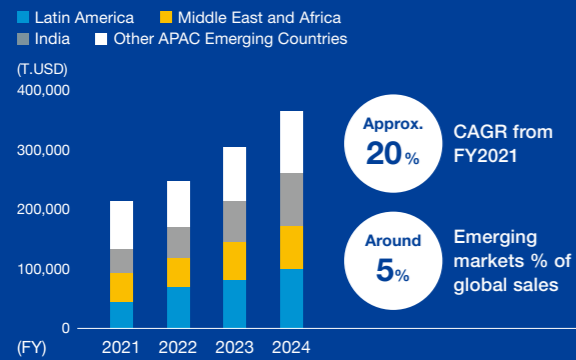


Emerging Markets

Support for Training of Endoscopists and Contribution to Strengthening Medical Infrastructure in Emerging Markets

Sales Growth Trends in Emerging Markets in the Medical Business



Approx. **1,900** people

Number of healthcare professionals in emerging markets (India, Indonesia, Philippines, Brazil, Mexico) who participated in training courses in which Olympus was involved in FY2024*1

Number of Endoscopists per Million People*2

Thailand	31
Malaysia	18
Vietnam	11
India	7
Philippines	4
Indonesia	2
[Reference] Japan	282
[Reference] US	47
[Reference] China	34

*1 In addition to those organized by Olympus, total number of participants in online/hybrid/on-site training courses, including those co-sponsored by NGOs, academic societies, and hospitals
*2 As of September 2023. Compiled by Olympus using publicly available data.

India is a vast country with a population of 1.4 billion, the largest in the world. Even as India undergoes rapid economic development, there is an extreme shortage of infrastructure for cancer screening and treatment. In an effort to provide a partial solution to this issue, Olympus created the Outreach Screening Program, which installs endoscopic screening equipment in a vehicle that travels to small villages. The head of the medical business in India discusses the certain results observed from this program and the substantial expansion to be pursued in the future. In addition, we will also introduce our activities aimed at promoting endoscopic care in Kenya, where there is also a shortage of endoscopists.

Manish Kumar
General Manager, Medical Business,
Olympus Medical Systems India

Joined Olympus in 2010 as a Product Manager in the gastrointestinal and respiratory medical field. Later served as a Marketing Manager and General Manager of Sales, and was appointed General Manager of the Medical Business in 2020.

Contributing to Improvements in Healthcare Standards in India by Supporting Outreach Gastrointestinal Endoscopic Screenings

In India, while the number of cancer patients is expected to increase in the future due to population growth and lifestyle changes resulting from economic development and other factors, the number of endoscopists per million people is only 7 in India*2, compared to 282 in Japan. It is said that in general, early detection and treatment through periodic screenings are important for the treatment of cancer. Despite this, India has few facilities that can conduct cancer screenings, and there is also a shortage of specialist doctors

who can perform screenings and treatment. The survival rate of cancer patients is lower than in developed countries. For example, whereas the five-year survival rate for colorectal cancer patients has reached about 70%*3 in Japan, it is about 30%*4 in India. To address these issues, Olympus is collaborating with local academic societies and hospitals to support the development of endoscopists by providing opportunities for training on endoscopic equipment. However, it takes 10 or more years for a physician to become an endoscopic specialist. As a result, three years ago, Olympus launched a project for traveling endoscopic screenings as a more direct solution.

This project is conducted in collaboration with hospitals that want to perform endoscopic screenings for people who are unable to undergo testing due to access and other issues and with medical institutions with which Olympus has discussed possible solutions for these social issues. The hospitals provide the vans on which the equipment is installed, communications equipment, the personnel who perform the screenings and so on, and Olympus provides the

endoscope screening equipment.

One measure that has already started is an initiative with the Asian Institute of Gastroenterology (AIG), a leading medical institution in Hyderabad, India. Under this initiative, a van travels one to two times each month to distant villages located up to 100 km from the base hospital and performs endoscopic screenings as well as basic blood screenings. The screening data is transmitted via satellite communications to the AIG main hospital in Hyderabad the same day for diagnosis. The following day, the physician who traveled to the site can prescribe therapeutic drugs.

The Outreach Screening Program is currently being operated with a total of four hospitals in the southern and central regions as bases, and so far, more than 2,000 endoscopic screenings have been performed. Based on the results from the past two to three years, it has become clear that this type of infrastructure enables people to undergo screenings in a timely manner, and hospitals are able to identify patients and detect cancer at an early stage.

We aim to begin collaborating with a minimum of 20 additional hospitals in the next two years. To achieve this, we established a specialized organization in April 2023 to be involved in this solution. We are already collaborating with three new medical institutions in the northern region and are currently making preparations.

As the program expands, we will also face challenges including resource issues relating to the collaborating hospitals and doctors. We hope to engage in close communication with them and actively address these types of issues in order to increase colleagues who are in agreement with the objectives of these activities. In addition, by leveraging the experience, data, and expertise gained through these outreach screenings, we hope to contribute to the launch of a screening program at the nationwide level in India in the future.

*3 National Cancer Center Japan, Cancer Information Service, Aggregation of Hospital-based Cancer Registry Survival Rates https://ganjoho.jp/public/qa_links/report/hosp_c/hosp_c_reg_surv/index.html (in Japanese, accessed March 16, 2023)
*4 World Health Organization. (n.d.). GCO-SURVCAN. Retrieved from International Agency for Research on Cancer: <https://gco.iarc.fr/survival/survcn/dataviz/table?survival=5&populations=0&cancers=90>

COLUMN

Enhancing Innovation Capabilities by Expanding R&D to Hyderabad, India

Olympus announced its strategic initiative to establish an R&D Offshore Development Center (ODC) in Hyderabad, India. This decision comes as a result of a strategic agreement with global technology company HCLTech, aimed at diversifying Olympus' innovation generation activities.

Concurrent with the creation of the ODC, Olympus will also prepare for the establishment of Olympus' in-house R&D center in the coming years. This center would be in addition to the our

current R&D centers in Japan, the United States, and Europe.

Olympus plans to further establish its presence in the country by collaborating with AIG Hospitals in Hyderabad for joint research projects. By partnering with one of India's premier healthcare institutions, Olympus aims to leverage clinical expertise and insights to drive the development of innovative medical solutions that address the evolving needs of patients worldwide.

Launched Development Support Project in Kenya for the Diagnosis of Gastrointestinal Diseases

In Kenya, the proportion of non-communicable diseases as a cause of death has been growing. Cancer is now the third-highest leading cause of death in the country, and esophageal, colorectal, and gastric cancers are the leading causes of gastrointestinal-related morbidity and mortality cases. In response to this social problem, the Kenyan Ministry of Health established a basic policy against cancer in 2019 and is currently strengthening its efforts by setting target screening figures for colorectal cancer for citizens aged 45 and older. However, while the demand for endoscopic screenings, which are essential for the early detection and treatment of cancer, is expected to increase, there is a shortage of physicians with the advanced knowledge and skills required for these examinations. Furthermore, there is a need to improve the standard of endoscopic care by enhancing the knowledge and skills of physicians.

Olympus launched the "Kenya Endoscopy Human Resource Development Support Project for the Diagnosis of Gastrointestinal Diseases*5" to contribute to the early detection and treatment of gastrointestinal cancers. This includes the international deployment of Japan's latest medical technology through the training of Kenyan doctors, as well as helping to solve Kenya's

medical issues and assisting in the development of medical care.

Olympus conducted this project from July 2023 to January 2024 at Kenyatta National Hospital, a leading medical education institution in Kenya, in addition to other major medical institutions, including seven that received the latest endoscopic equipment provided by Japanese Official Development Assistance (ODA) last year. Japanese physicians affiliated with partner institutions served as lecturers and both trained Kenyan doctors directly and instructed on how to train the next generation of endoscopists.



Training in Kenya

*5 This program is funded by "Projects for Global Growth of Medical Technologies, in 2023" conducted by the National Center for Global Health and Medicine under the Ministry of Health, Labour and Welfare, Japan.

Details : [Contributing to Improvements in Healthcare Standards in India by Supporting Outreach Gastrointestinal Endoscopic Screenings: https://www.olympus-global.com/csr/materiality/stories/oms/](https://www.olympus-global.com/csr/materiality/stories/oms/)
[Olympus Enhances Innovation Capabilities by Expanding R&D to Hyderabad, India: https://www.olympus-global.com/news/2024/nr02701.html](https://www.olympus-global.com/news/2024/nr02701.html)
[Olympus to Launch Development Support Project in Kenya for the Diagnosis of Gastrointestinal Diseases: https://www.olympus-global.com/news/2023/nr02539.html](https://www.olympus-global.com/news/2023/nr02539.html)