

Company Strategy and Progress

Guiding Principles

Olympus has decided “Patient safety and sustainability,” “Innovation for growth,” and “Productivity” as the three priorities in order to achieve “Making people’s lives healthier, safer and more fulfilling” as stated in Our Purpose. In addition, we will accelerate investment in strategic value pools that drive long-term sustainable growth: Business and Global Expansion, Strategic M&A, Care Pathway Enhancement, and Intelligent Endoscopy Ecosystem. Please refer to the following pages for the progress of each of these initiatives.

Company Strategy (Guiding Principles)

Patient safety and sustainability 	1 Resolve pending commitments to the FDA, prove confidence with regulators <hr/> 2 Lead in organization health and ESG
Innovation for growth 	3 Strengthen the Olympus brand, elevate the experience of our customers <hr/> 4 Grow our business, through purposeful innovation and acquisitions
Productivity 	5 Build a high performing organization focused on patient safety and product quality <hr/> 6 Ensure simplicity and operational efficiency

Related Contents

- > Message from the CEO (P.05)
- > Message from the CFO (P.07)
- > Message from the CSO (P.09)
- > Our Executive Team (P.10)
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- > Investments for Patient Safety and Our Future Growth (P.30)
- > Efforts to Support Organic Growth through Inorganic Initiatives (P.40)
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- > Evolving Our Corporate Culture (P.49)

Strategic Value Pools that Drive Long-term Sustainable Growth



Business and Global Expansion

- > Overview and Direction of Three Focus Areas (P.20)
- > High Growth Potential Markets (P.36)
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Strategic M&A

- > Efforts to Support Organic Growth through Inorganic Initiatives (P.40)



Care Pathway Enhancement

- > Overview and Direction of Three Focus Areas (P.20)



Intelligent Endoscopy Ecosystem

- > Intelligent Endoscopy Ecosystem (P.34)