Initiatives Planned to Achieve 16CSP Targets

Strategy revisions of life science field: Focus on profitability without tracking revenue size

Issues

- Life science field: overall growth is slow and profitability became an issue

Key strategy revisions

- In the life science field, improvement of profitability is given top priority by structural reform and strengthening selective investment in growing fields
- Industry field continues to promote organic growth and product portfolio expansion
- The 10% target for operating margin remains unchanged, and the business will be structured to deliver an operating profit

<table>
<thead>
<tr>
<th>FY2017 (actual)</th>
<th>FY2018 (actual)</th>
<th>FY2019 (forecast)</th>
<th>FY2021 Target (adjusted)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>Operating profit</td>
<td>Magin</td>
<td></td>
</tr>
<tr>
<td>93.4</td>
<td>6%</td>
<td>7%</td>
<td>100.0</td>
</tr>
<tr>
<td>5.9</td>
<td>6%</td>
<td>7.0</td>
<td>10%</td>
</tr>
<tr>
<td>6.4</td>
<td>7%</td>
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<td>130.0</td>
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</tbody>
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OLYMPUS
OLYMPUS Investor Day 2018
Imaging Business Unit (IMBU)

Hiroyuki Sasa
President and Representative Director
Olympus Corporation
September 5, 2018
Initiatives Planned to Achieve 16CSP Targets

Continuously Improve Profitability by Advancing High-Value-Added Business

Improve Profitability

- Expand sales of highly-profitable OM-D series cameras and PRO series lenses: Mirrorless camera system that are uniquely Olympus, attaining high level of compatibility between overwhelmingly compact & lightweight and high image quality with the Micro Four Thirds Standard
- Accelerate development of products aimed for professional and high-level amateur users
- Improve manufacturing cost ratio by consolidation of manufacturing facilities and improved efficiency in manufacturing startups

Groupwide technology driver

- Apply technologies acquired in Imaging Business to other businesses
  ① Advanced digital technologies
    Scientific Solutions Business
    Development of regenerative medicine solution prototypes using Wi-Fi and ICT
  ② Low-cost production and design technologies
    Medical Business
    Development of next-generation energy devices using shortened, low-cost development processes and mass-production and miniaturization technologies
  ③ Mobile technologies

<table>
<thead>
<tr>
<th></th>
<th>FY2017 (actual)</th>
<th>FY2018 (actual)</th>
<th>FY2019 (forecast)</th>
<th>FY2021 Target (Adjusted)</th>
<th>FT2021 Target (initial)</th>
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</thead>
<tbody>
<tr>
<td>Sales</td>
<td>62.8</td>
<td>60.3</td>
<td>60.0</td>
<td>47.0~50.0</td>
<td>55.0</td>
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<tr>
<td>Operating profit</td>
<td>0.2</td>
<td>(1.2)</td>
<td>(7.0)</td>
<td>2%~4%</td>
<td>4%</td>
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<tr>
<td>Margin</td>
<td></td>
<td></td>
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<td>2.0</td>
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