

May 31, 2018

Olympus Unveils New Corporate Philosophy

Olympus Corporation today unveiled its new corporate philosophy which reinforces the company's continuing drive to raise and globally align its corporate value leading up to and beyond its 100th anniversary in 2019. The new philosophy comprises *Our Purpose* and *Our Core Values*, below, which Olympus will now share with its global stakeholders.



Under the company's previous corporate philosophy, *Social IN*^{*}, Olympus contributed to health and happiness by serving as an integral member of society that proposed new value through its business.

As Olympus turns to the future, beginning with its 100th anniversary in 2019, it aims to achieve more sustainable growth.

While continuing to honor its legacy corporate spirit and culture, Olympus has now established a new corporate purpose and values. Under this new philosophy, Olympus will continue to evolve and grow into a stronger and truly global company.

^{*}*Social IN*, which is short for "Social Value In the Company," represents the desire to imbue the relationship between Olympus and society with three "IN"s: Integrity (being faithful to society), Innovation (creating value), and Involvement (integrating with society).