

OLYMPUS Investor Day 2018  
Scientific Solutions Business (SSBU)

Hiroyuki Sasa  
President and Representative Director  
Olympus Corporation  
September 5, 2018

# Initiatives Planned to Achieve 16CSP Targets

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

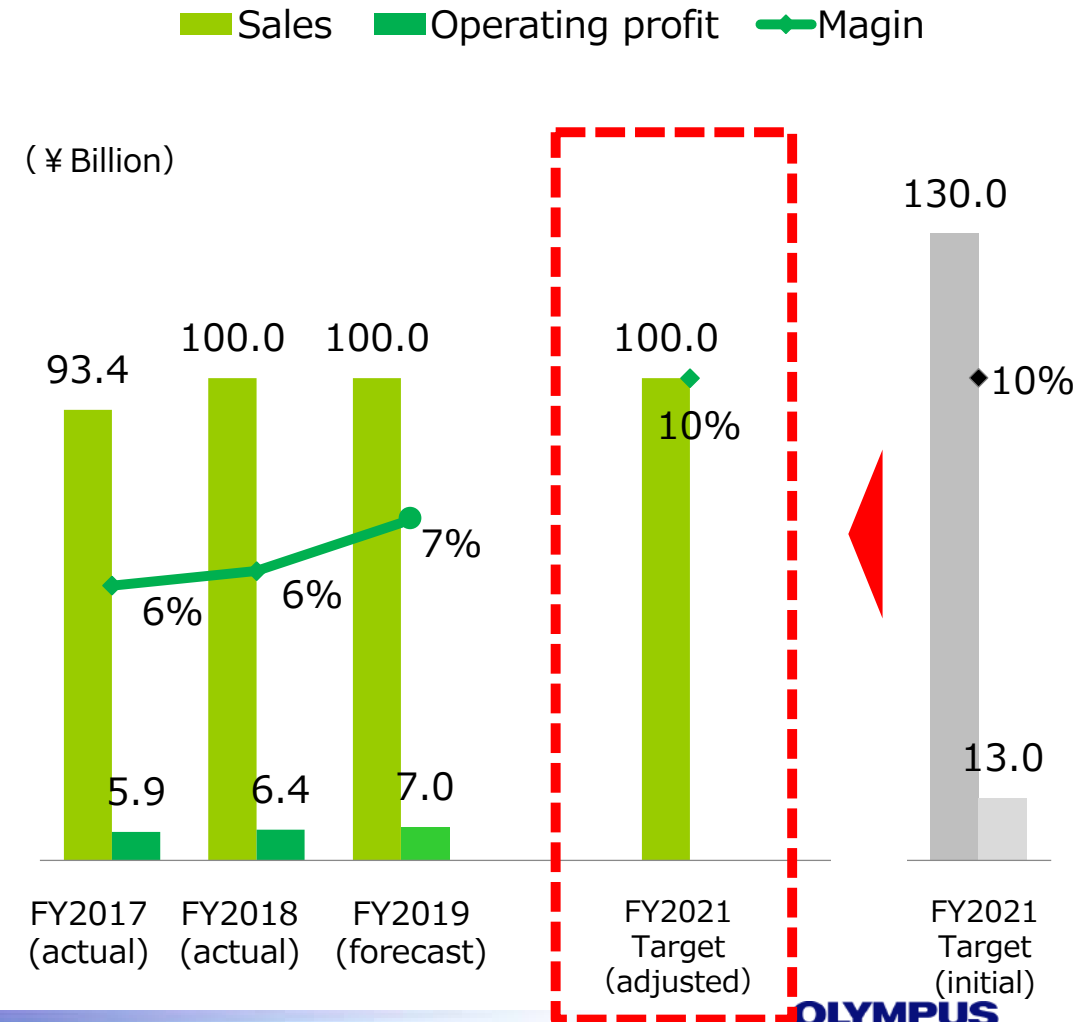
## Issues

- 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



OLYMPUS Investor Day 2018  
Imaging Business Unit (IMBU)

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President and Representative Director  
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# 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

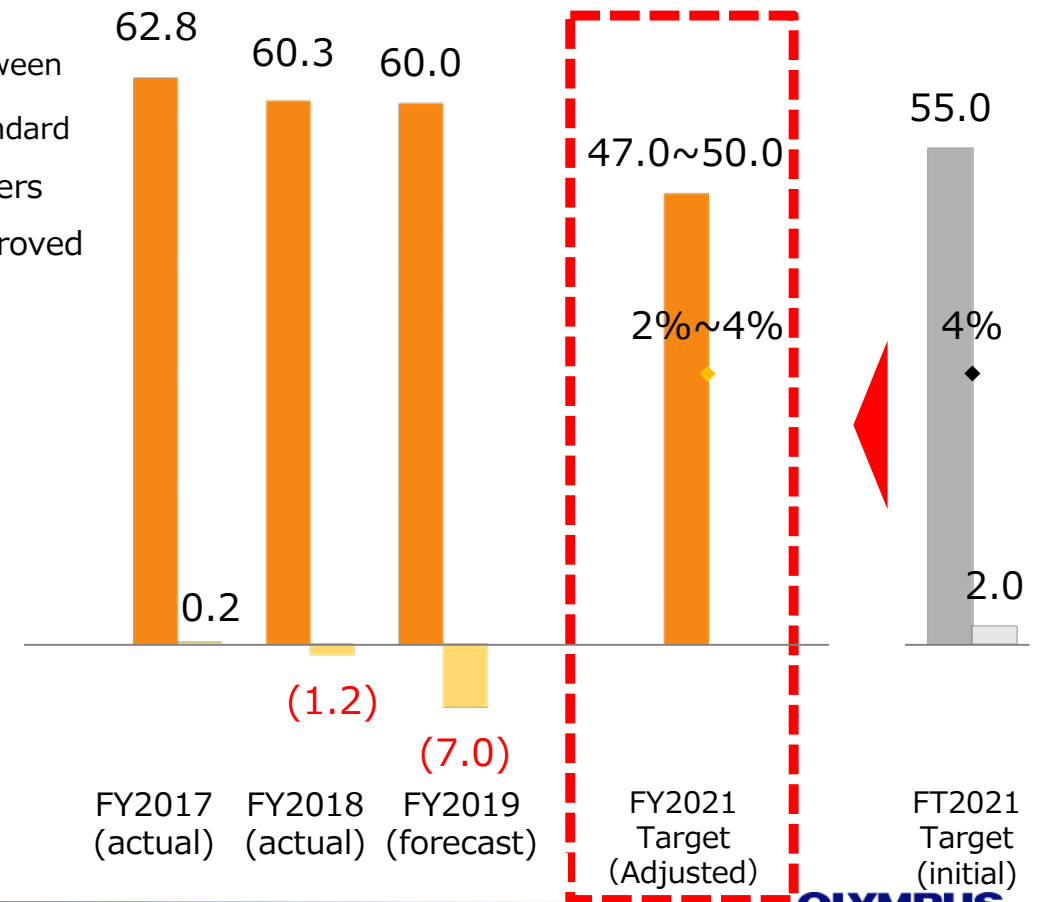
② Low-cost production and design technologies

Medical Business

Development of next-generation energy devices using shortened, low-cost development processes and mass-production and miniaturization technologies

③ Mobile technologies

( ¥ Billion) Sales Operating profit Margin



**OLYMPUS**

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