

Our Value Creation Process

Olympus has committed itself to product creation activities based on an acute understanding of the needs of specialists, including healthcare professionals, researchers, and other highly specialized customers. The strengths accumulated through this process have been utilized to swiftly supply solutions and services that accurately address customer needs. Olympus will continue to contribute to a medical environment that cares for the health and well-being of people around the world while also creating value together with the specialists who are both its customers and its partners.

Create value together with specialists

Society

- Growing pressure to limit medical costs
- Rising medical needs due to declining birth rates and aging populations
- Growing presence of emerging countries in global market
- Industry structure changes accompanying ICT development and advances (diversification)
- Accomplishment of the Sustainable Development Goals and other social issues to be addressed through businesses

SUSTAINABLE DEVELOPMENT GOALS
17 GOALS TO TRANSFORM OUR WORLD



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Management Issues

customers and partners

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Specialist

(Highly specialized customers)



Medical Business:

- Physicians, technicians, nurses
- Medical institutions



Scientific Solutions Business:

- Researchers, developers
- Academic institutions, manufacturers



Imaging Business:

- Professional photographers
- Consumers

Competitive Edge Supporting
Olympus in Creating Value

Our **Strengths**

Goals of Olympus (Management Policy)

The greatest “Business to Specialist” Company

- We will strive to be the most valuable partner to experts and customers with high aspirations through the timely provision of appropriate solutions that meet their high-level needs.
- We will achieve this goal by utilizing our innovative thinking, expertise in advancing technology, operational excellence, and high ethical standards.
- Through these efforts as well as through sustainable growth, Olympus will meet the expectations of all stakeholders and act as a good corporate citizen.



Trusting relationships with healthcare professionals

Gastrointestinal endoscope market share (Global)

More than **70%** No. **1**

Technology and innovation

Number of patents held in the Medical Business

Approx. **8,000**

Services and quality

Number of repair and service sites worldwide

Approx. **200**



Biological microscope and industrial videoscope market share (Global)

Approx. **40%** No. **1**

Source of the optical technologies that arise from microscopes, which are then adapted to cameras and endoscopes

Number of patents held in the Scientific Solutions Business

Approx. **5,200**

Key Technologies

Optical Technologies /
Electronic Imaging
Technologies /
Precision Technologies /
Biological-Based
Technologies



Technological driver for creating sophisticated electronic imaging technologies

Mirrorless camera market share (Japan)

Approx. **25%** No. **2**

Synergies in procurement and production

Number of patents held in the Imaging Business

Approx. **4,900**

Value Provided by Olympus

Medical Business

Endoscopes making contributions at medical institutions worldwide



Early
Diagnosis

Minimally
Invasive
Therapies

Improvement of Patient's
Quality of Life

Contribution to Improved
Medical Efficiency and
Economic Benefits

Scientific Solutions Business

Microscopes used in
iPS cell research



Contributions to
Future of Medicine

Industrial videoscopes used for
non-destructive inspections of aircraft,
power plants, and other equipment

Contributions to Safety
of Society

Imaging Business

Mirrorless cameras that are compact,
lightweight, and easy to use while
boasting high performance



Contributions to Enrichment of
People's Lives