Our Strategy

For a Sustainable Society and Company Development

Driving Better Health and Happiness through Responsible Business

We strive to realize better health and happiness for people by being integral members of society, sharing common values, and proposing new values through our business activities.

As a leading global business, Olympus is committed to nurturing world-class corporate responsibility. We are proud to have provided significant value to society for more than 100 years, making people's lives healthier, safer and more fulfilling around the world through our innovative range of products and services.

In particular, we have delivered benefits to the global healthcare community with solutions that have improved clinical outcomes for patients, boosted the quality of life and patient experience, and created economic value throughout the medical and scientific communities.

By taking a proactive approach to Environmental, Social and Governance (ESG) perspective, we believe we can play an essential role in helping to create a sustainable society. In doing so, we will also improve our economic value and fuel sustainable growth.

ESG Engagement

To better understand ESG considerations most relevant to the organization and identify the material topics, we regularly engage with a diverse selection of internal and external stakeholders. These include our customers, employees and their families, shareholders and investors, suppliers, communities, as well as the international governments and regulators.

As a result of these comprehensive discussions, we were able to extract six important ESG areas pinpoint four distinct ESG topics on which we focus:

We will Actively Engage on Six ESG Areas:

- 1. Corporate governance
- 2. Economic sustainability 3. Product sustainability
- 4. Environment
- 5. People
- 6. Society

Olympus will Focus on Improving:

- Healthcare access and outcomes
- Compliance, product quality and safety
- Responsible supply chain
- Diversity and inclusion

STEP 04

STEP 03

 Collect opinions of external experts and extract 6 important ESG areas

• Derivation of ESG items Identified 4 ESG topics

STEP 01

 Creating a list of candidate issues

STEP 02

 Verification of the importance of each element from inside and outside perspectives

Healthcare Access and Outcomes

We strive to provide medical information and educational opportunities for early detection and treatment of diseases to people globally. We also support disease awareness through social campaigns, including cancer awareness initiatives, broadly to the many local societies across the world.

Meanwhile, we are active in providing hands-on training opportunities for physicians, surgeons and other healthcare professionals in both urban and rural areas. Our support is made possible by our strong connections with medical societies and healthcare professional groups in local communities, and through our ongoing and wide range of educational grants.

In April 2020, we established a new Medical and Scientific Affairs department and appointed Dr. Ross D. Segan, MD, MBA, FACS, as Chief Medical Officer to lead the unit. You can read more about Dr. Segan on page 28.

- A cancer awareness campaign as Olympus 100th anniversary rollout
- Medical insight and safety sciences
- Safe & efficient use training
- Evidence generation, biostatistics & data management, library sciences

Compliance, Product Quality and Safety

We are committed to a robust corporate compliance program, and we are focused on maintaining rigorous levels of product safety and quality across the entire value chain. To support this, we employ a set of rigid internal rules to ensure we are compliant with regulators in each of the jurisdictions in which we operate. Through regular training and a culture of transparency, we seek to build greater awareness of the subject for all our stakeholders.

- Renewed our Code of Conduct, which is now available around the world and in 18 languages
- Established a comprehensive tax policy
- Reviewed and enhanced our responses to risks associated with changes in medical administration policy while strengthening reprocessing regulations

Responsible Supply Chain

By ensuring responsible and robust supply chain management (SCM), we foster sustainable value creation across the entire organization. Our systems and standards address environmental and social problems, including human rights, throughout our supply chain.

We strive to create and strengthen our relationships with suppliers by working in a fair, just and transparent way. We also continuously monitor and enhance product sustainability to benefit all parties.

- Introduced a multi-lingual global Integrity Hotline available 24/7
- Promoted an annual supplier questionnaire for major suppliers both in Japan and internationally
- Hosted several events with hundreds of suppliers that achieved a participation rate of 100%

Diversity and Inclusion

We believe that by promoting diversity and inclusion across the organization, we are creating a more engaging, competitive and innovative business. In doing so, we provide meaningful employment for a diverse workforce-irrespective of sex, disability, nationality, or race-enabling us to thrive professionally and grow sustainably.

To support this, we are active in providing training for employees in unconscious bias and collaborating with other businesses around the world to nurture best practice.

- OCA's Colleague Affinity Networks (CANs) special interest group activities, which celebrate our commonalities and increase our understanding of our differences
- Work-life balance and employee welfare initiatives, such as comprehensive health benefits for employees alobally, including special support for those with medical, parental, and social needs

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Meet the Chief Medical Officer

Dr. Ross D. Segan, MD, MBA, FACS, was appointed as Chief Medical Officer for Olympus in April 2020. A seasoned clinician with a solid international reputation, he took up his global role at a critical time in Olympus' transformation, as the company strives to become a leading global medtech player. Here he talks about his new role and how Olympus is evolving as a leading global medtech company.



What is Medical and Scientific Affairs (MSA)?

MSA is a global, integrated group of critical professional capabilities across the following areas: Medical Sciences & Patient Safety, Clinical Research Sciences, Professional Affairs, Professional Education, Health Economics, Policy & Market Access, Healthcare Provider Grants & Contracting, and Infection Prevention & Control.

MSA has a clear and compelling mission:

We serve patients, Olympus and each other by bringing our medical, scientific and professional capabilities to help ensure we deliver a portfolio of products and solutions that provide benefit to the global healthcare community by meaningfully and measurably:

- Improving the most important clinical outcomes for patients
- Improving quality of life and the patient experience
- Creating economic value for patients and the healthcare system

We will always advocate from the patient's point of view and base that advocacy on validated science, supported with evidence and delivered with sound judgment.

Tell us a bit about yourself and your background.

I first encountered Olympus medical devices early in my career as a surgeon in the military. I was excited about the ability to perform minimally invasive procedures because even at that early stage the benefits were clear–faster recovery time, lower risk of infection and less time in hospital, which not only reduces cost but also frees-up hospital resources. I believe my appointment is a very clear signal that Olympus is committed to understanding and improving the entire patient experience at every step of the journey, from bench to bedside.



What changes have you seen in the healthcare environment following COVID-19?

There have been so many—and some of the changes will have a lasting impact on the way we all interact with the healthcare system. One of the biggest considerations for me is how we help our partners to tackle the enormous backlog of procedures that were canceled or postponed as a result of the pandemic.

One study by the British Journal of Surgery estimates that more than 28 million procedures were postponed worldwide over a 12-week period since COVID-19 was declared a pandemic. While this helped to minimize the risk of infections and freed up resources, the risk now is that we

will have a surge in undiagnosed cases of diseases like colon cancer and other related conditions. That is why it is so important that elective procedures get back on schedule.

One of the ways we are helping to do this is through the enormous progress we have made in providing virtual consultancy, service and training. More healthcare providers joined virtual trainings and webinars than we would have otherwise reached via physical face-to-face training. Over 112,000 doctors participated in 430 training sessions globally in April and May. I am looking forward to building on the opportunities we can provide in this area.



How do you see Olympus developing as one of the world's leading medtech companies?

We have an unrivalled history of product innovation and I'd like to continue to build on that. As we continue to broaden our portfolio of products and solutions to meet more challenging unmet needs, it will enable us to bring greater value to even more patients and support healthcare systems worldwide.

To my mind there has never been a more exciting time in the medtech industry. There has been a seismic shift in the way companies are operating. Historically, the focus for medtech has always been on engineering excellence, harnessing the latest innovations in imaging and technology to bring benefit to patients. Around the globe, health authorities are demanding ever-increasing levels of objective evidence regarding safety and effectiveness of our products. Also, objective measures demonstrating differentiation and value against important unmet needs are required for physician adoption, reimbursement and pricing. Decision-making is increasingly influenced by economic buyers at the provider and government level.

In this competitive environment, the need has never been greater for effective collaboration with researchers and clinicians as well as the availability of high-quality education and training. Most global medtech companies can move the research and development function very fast, and can do effective strategy and portfolio management across its businesses. The way we are operating has made great progress towards those, but we still have opportunities to be stronger.

To be a leader in the medtech space, you have to be number one or two in the markets you serve. I'm delighted that Olympus is number one in the endoscopic field, and I am confident we can also achieve a similar lead across a broader portfolio to ensure our long-term success.

I am excited by the opportunities we have before us and very glad to be a small part of a dynamic, high-performance organization that thrives on challenge and has a clear strategic focus.



What is your plan to pursue your strategy across the group?

The most important thing for me is that we will ensure a proactive, patient-centered risk management and patient safety approach across Olympus.

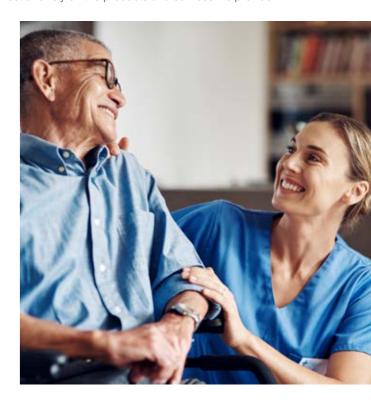
Secondly, we will generate and disseminate high-quality clinical and scientific insight. The world is best served when we can objectively measure the value we create, and that comes from the skill sets necessary to generate and disseminate valid scientific evidence.

Finally, we need to identify unmet medical needs and use those insights for shaping our portfolio, business strategy and decision-making.



Why do you feel ESG is important to Olympus?

ESG is critical for every business, no matter which sector they operate in. From our point of view, and as we are a significant force in the healthcare sector, let me put it this way: ESG is a measurement of our vital signs. Being a responsible business that is committed to creating long-term, sustainable value for all our stakeholders is about ensuring we are doing everything we can to deliver best practice when it comes to the environment, society, and how we run our organization. Our commitment to continuously monitor and improve ESG issues reflects on our reputation and signals to our customers that they can trust and rely on the products and services we provide.



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