

OLYMPUS®

Your Vision, Our Future

Olympus Corporate Social
Responsibility Report Digest

Toward the Realization of a Better Livelihood and Happiness

SocialIN

2011



Introduction

The Olympus Group first published its “Environmental Report” in 2000. In 2005, it began to publish the “Corporate Social Responsibility Report,” which also includes information about governance and social responsibility.

In 2008, we adopted a new approach designed to provide a clear overview of our business activities. Since then, we have provided detailed information on our website, while also publishing a printed digest version of the report containing information about our policies and significant initiatives each year.

Starting in 2011, we will publish a more detailed full report in addition to the digest version. Readers can choose the version that they wish to use according to their particular interests. (The full report is scheduled to appear in December 2011.)

Because of anticipated shortages of ink and paper following the Great East Japan Earthquake that occurred on March 11, 2011, we have decided to publish both the digest and full versions of the report only in PDF form. The English digest version was published a month behind schedule in October. It includes reports about past and future initiatives in response to the earthquake.

Overview of Corporate Social Responsibility Information

● Olympus Corporate Social Responsibility Report Digest

The digest report (this PDF file) is intended as a communication tool for use in providing stakeholders with selected information about initiatives and key topics relating to fiscal 2010.

● Olympus Corporate Social Responsibility Full Report

The full report, which we plan to publish in October 2011, will contain comprehensive information, including descriptions of specific initiatives and detailed data.



● Olympus CSR Activity Website

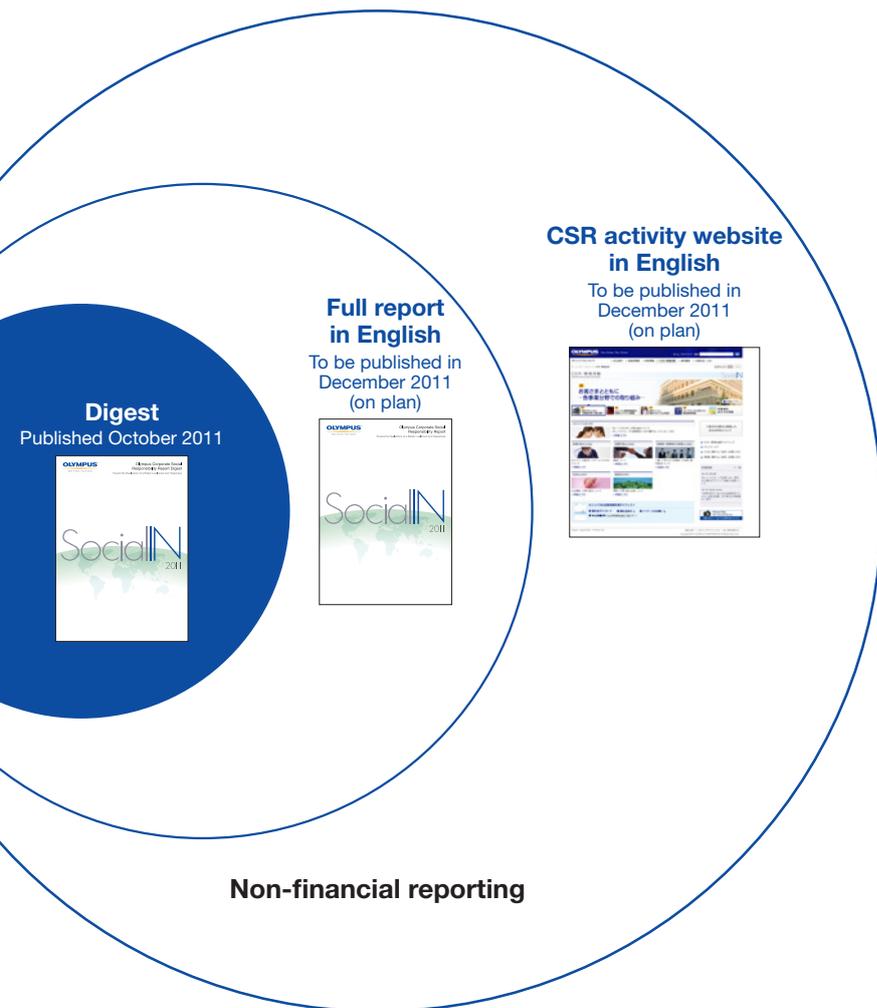
This notation **»WEB** indicates that more detailed information is available on the website.

»WEB [Olympus CSR activity website](http://www.olympus-global.com/en/corc/csr/)
<http://www.olympus-global.com/en/corc/csr/>

Reference Guidelines Used in the Compilation of the Corporate Social Responsibility Report

*Comparative tables pertaining to the Environmental Reporting Guidelines and the United Nations Global Compact have been placed on the Olympus Group CSR website.

- GRI, *Sustainability Reporting Guidelines 2006*
- *Environmental Reporting Guidelines* of the Ministry of the Environment, Japan (2007 edition)
- *Environmental Accounting Guidelines* of the Ministry of the Environment, Japan (2005 edition)



Non-financial reporting



- 1 The website provides information about the Group's CSR policies, detailed case studies and information for each stakeholder category.
- 2 There are also sections presenting information designed for specific groups of stakeholders, such as consumers, shareholders and investors.

Scope of Report

Period: April 1, 2010–March 31, 2011

*The report also includes information about important recent events occurring up to June 2011. (Special feature: The Olympus Group's Response to the Great East Japan Earthquake)

Organizations: **Economic Report** Olympus Corporation and its consolidated subsidiaries and affiliated companies
Social Report In principle, Olympus Corporation, Olympus Imaging Corporation, Olympus Medical Systems Corporation (Information about other companies is included in items about specific events.)

Environmental Report Olympus Group parent company and major production subsidiaries in Japan and overseas

*In principle, the ITX Group is excluded from the scope of the non-financial reports.

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Social IN – Olympus aims to realize a better livelihood and happiness for all through its activities.

In today's world, with accelerated globalization, many global issues have arisen, such as economic and social imbalance, global warming and water scarcity.

The Olympus Group began to export microscopes early in its history and by the start of the 1960s we were actively expanding our business globally, including the establishment of subsidiaries in Europe, North America and India. As our business activities expanded, I am keenly aware that we have a need to increase the scope of our social responsibility to contribute to the solution of various problems, and we can do more than we have already done.

Our slogan under the new medium-term corporate strategic plan adopted last year is "Advancing to the Next Stage of Globalization." For the Olympus Group to achieve true globalization under this plan, it is necessary for us to develop corporate strategies with a global perspective, not prioritizing our focus on local matters.

I believe it is not enough to focus simply on profit. We

also need to work with our stakeholders through dialog and build win-win relationships based on mutual trust. I am convinced that this is the meaning of the Olympus Group's Social IN management philosophy, through which we offer new value, based on engagement with society and the sharing of values.

As part of its responsibilities as a corporate citizen, determined to survive in a global environment, Olympus has continually supported the initiatives launched in 2002, to achieve the United Nations Millennium Development Goals (MDGs) and Olympus joined in activities under the 2004 United Nations Global Compact.

One of the ways in which we are contributing to the achievement of the MDGs is through the use of the Olympus Group's imaging technology, to raise awareness of key challenges in Africa, such as poverty and environmental problems. For example, we have staged

First of all, we would like to express our condolences for all the victims of the Great East Japan Earthquake, and our sympathy to the many people who are still in a difficult situation in the wake of the disaster.

We are also sorry for our customers, as many of our suppliers and some Olympus Group facilities were also affected by the disaster, whilst further work will be needed before we can fully restore the Olympus Group as a whole with stakeholders. We are not only making relief donations but wherever possible, donating our products and providing special repair services for those who suffered in the disaster.

photographic exhibitions in cooperation with the UNDP and the AFP Foundation. We are also making a positive contribution to society through our business activities, including the Brave Circle campaign to eradicate colorectal cancer.

Furthermore, it is essential to achieve sustainable development of society as a fundamental principle in fulfilling our management philosophy. With a strong sense of mission toward society's expectation of reducing the environmental burden, we set our long-term target, "Carbon 1/2 2020" to halve our total fiscal 2007 CO₂ emissions by fiscal 2020 and will promote this in all areas of our business activities, including products, manufacturing operations and logistics systems.

We will strive to establish group-wide CSR management structure, to realise our management philosophy at global level.



A handwritten signature in black ink, appearing to read 'T. Kikukawa', written in a cursive style.

Tsuyoshi Kikukawa
Representative Director, Chairman, and
Chief Executive Officer

Notice Concerning the Publication of the Second Edition of CSR Report Digest 2011

An event with significant implications for the Olympus Group occurred in October 2011. While this is outside of the period covered by CSR Report Digest 2011, we have decided to compile a revised edition of the report reflecting this event. The second edition of the CSR Report Digest was published on October 18, 2011.

Corporate Governance Organization and Role of the CSR Committee

Our "Social IN" management philosophy is the starting point for all activities of the Olympus Group. In September 2004, we adopted the Olympus Group Corporate Conduct Charter to ensure that we would fulfill our corporate social responsibilities by applying this philosophy to our day-to-day business activities. In fiscal 2010, we established the CSR Committee, which works through several promotion committees to strengthen our initiatives to realize our management philosophy.

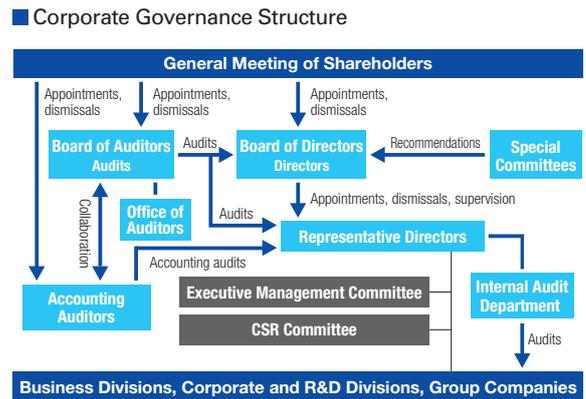
Corporate Governance

The Board of Directors consists of 15 directors, including three external directors. Normally the Board of Directors meets once each month to make timely decisions on business strategies and other important management matters, and to provide appropriate supervision of business operations. To ensure accountability, the term of office of directors has been set at one year so that their performance can be assessed annually. Olympus has further strengthened its governance by adopting an executive officer system, under which the decision-making and oversight responsibilities of the Board of Directors are separated from the operational executive functions of the executive officers. The external directors supervise decision-making by the Board of Directors from an independent perspective. They are also seen as a source of expert knowledge that can be applied to the management of Olympus.

Olympus discloses information about its governance systems, including details of its audit systems, in its Corporate Governance Report.

»WEB **Business Management System**
<http://www.olympus-global.com/en/corc/csr/olycsr/soundcorpo/business/>

Timely Decision-Making and Effective Supervision



Establishment of CSR Committee

Target Setting and Performance Assessment for CSR Activities in the Olympus Group

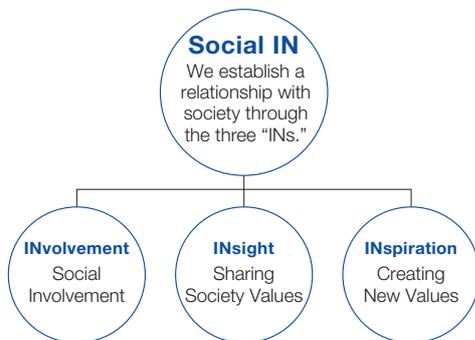
Olympus expanded its existing Risk Management Committee and created a new CSR Committee with the aim of realizing its "Social IN" corporate philosophy through further reinforcement of its company-wide CSR activities. The task of the CSR Committee is to spread and consolidate CSR activities throughout the Olympus Group by helping the President, who chairs the committee, to make decisions, and by promoting and monitoring the application of the plan, do, check action (PDCA) approach to all decisions.

Several promotion committees have been established under the CSR Committee. These work with the CSR Committee to study corporate policies, develop plans and promote their implementation in the functional areas for which they are responsible.



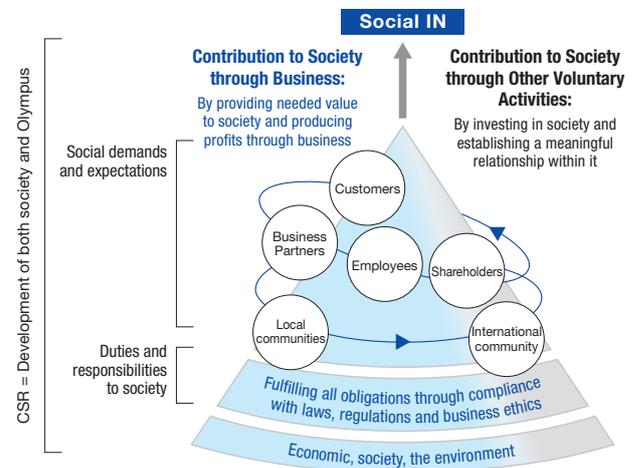
Management Philosophy of the Olympus Group

Toward the Realization of a Better Livelihood and Happiness



Social IN comes from Social Value IN the Company, a concept of incorporating social value into the Company's activities. The philosophy is also based on the three INs of INvolvement, INsight, and INspiration defining the relationship of the Company and society.

CSR Concept of the Olympus Group



Through its CSR activities, the Olympus Group meets the demands and expectations of society whilst fulfilling its duties and obligations to it.

Compliance Structure ————— **Reinforcement of Compliance Structure and Enhancement of Education Systems**

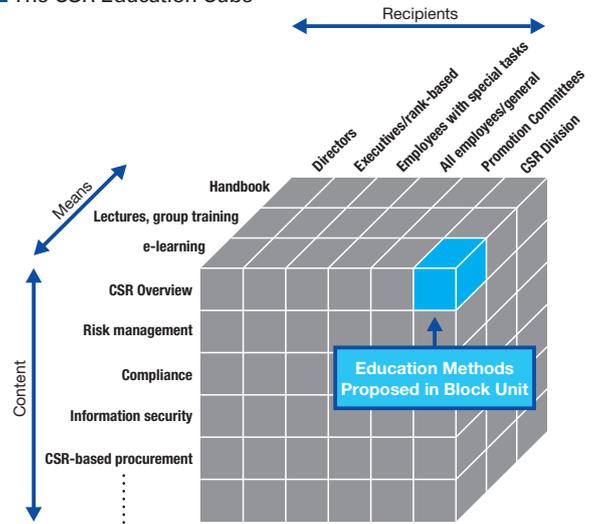
As part of its compliance education activities, Olympus distributes a CSR Guidebook to employees and other members of the Olympus organization and works to raise awareness of compliance and CSR initiatives.

The main priorities for the Compliance Promotion Committee, which was created as a subsidiary organization of the CSR Committee, are to visualize the compliance situation throughout the Olympus Group, and to provide CSR education for employees and other members of the Olympus organization. Compliance visualization is achieved by clearly identifying the organizational units responsible for regulatory compliance, and by sharing information about the compliance situation across all units. CSR education has been restructured around a newly developed CSR Education Cube concept, which is based on three axes: content, means and recipients.



CSR Guidebook

■ The CSR Education Cube



Increased Promotion of CSR-Based Procurement ————— **Strengthening Collaboration on CSR-Based Procurement**

In addition to quality, delivery time, price and environmental considerations, Olympus has also made regulatory compliance, human rights, compliance with labor standards and the prevention of corruption important priorities for its procurement activities under the Olympus Group Procurement Policy, which was adopted in November 2005.

In fiscal 2010, the CSR Procurement Promotion Committee, which was established as a subsidiary organization of the CSR Committee, reviewed the Olympus Group Procurement Policy and drew up the "Request to Suppliers." Olympus also introduced assessment of suppliers of parts and other items based on monitoring of their sites in Japan and overseas. As part of its human resource education activities, Olympus also provided in-house training in monitoring methods and other skills for procurement staff.



A procurement policy briefing for suppliers



In-house training in monitoring methods

»WEB **The Olympus Group Procurement Policy**
<http://www.olympus-global.com/en/corc/procurement/policy/>

»WEB **Request to Suppliers**
<http://www.olympus-global.com/en/corc/procurement/supply/pdf/request.pdf>

Olympus Group Corporate Conduct Charter (Extracts)

- | | |
|--|--|
| Policies for Corporate Activities | 1. Sound corporate activities
2. Act on behalf of the customer |
| Involvement with People | 3. Respect for human rights
4. Working environment with vitality |
| Involvement with Society | 5. Harmony with the environment
6. Good relationship with the community |

Based on the fundamental concept of Social IN and being fully aware of its responsibilities as a corporate member of society and the company is also comprised of the people with various value systems around the world, the Olympus Group continues to provide value for our society in support of the livelihood and happiness of people all over the world. The Olympus Group, with a strong sense of ethics, engages in global corporate activities while strictly complying with relevant laws and regulations.

»WEB **Olympus Group Corporate Conduct Charter**
<http://www.olympus-global.com/en/corc/csr/olycsr/philosophy/csrcorporate/>

UN Global Compact



Olympus agrees with the 10 principles of the UN Global Compact and has participated in the Compact since October 2004. Details of the Global Compact can be found on the websites of the United Nations Information Centers.

»WEB **United Nations Global Compact**
<http://www.unglobalcompact.org/>

Toward the Realization of a Better Livelihood and Happiness

Olympus is a company dedicated to continuously creating value-added products and services and contributing to health, happiness and livelihood for people. As such, Olympus approaches CSR activities to build win-win relationships with all stakeholders. Details of this commitment can be found on the following website.

»WEB **Olympus CSR website** <http://www.olympus-global.com/en/corc/csr/>

Olympus aims to improve not only its own corporate value but also that of its suppliers through collaborative CSR initiatives at all stages of the supply chain. Specifically, we are working to strengthen our partnerships with suppliers by ensuring that every transaction is based on compliance with all laws and regulations, respect for human rights, as well as the environment, whilst ensuring that all business dealings are fair and open.

P6

»WEB **For Suppliers**
<http://www.olympus-global.com/en/corc/csr/procurement>

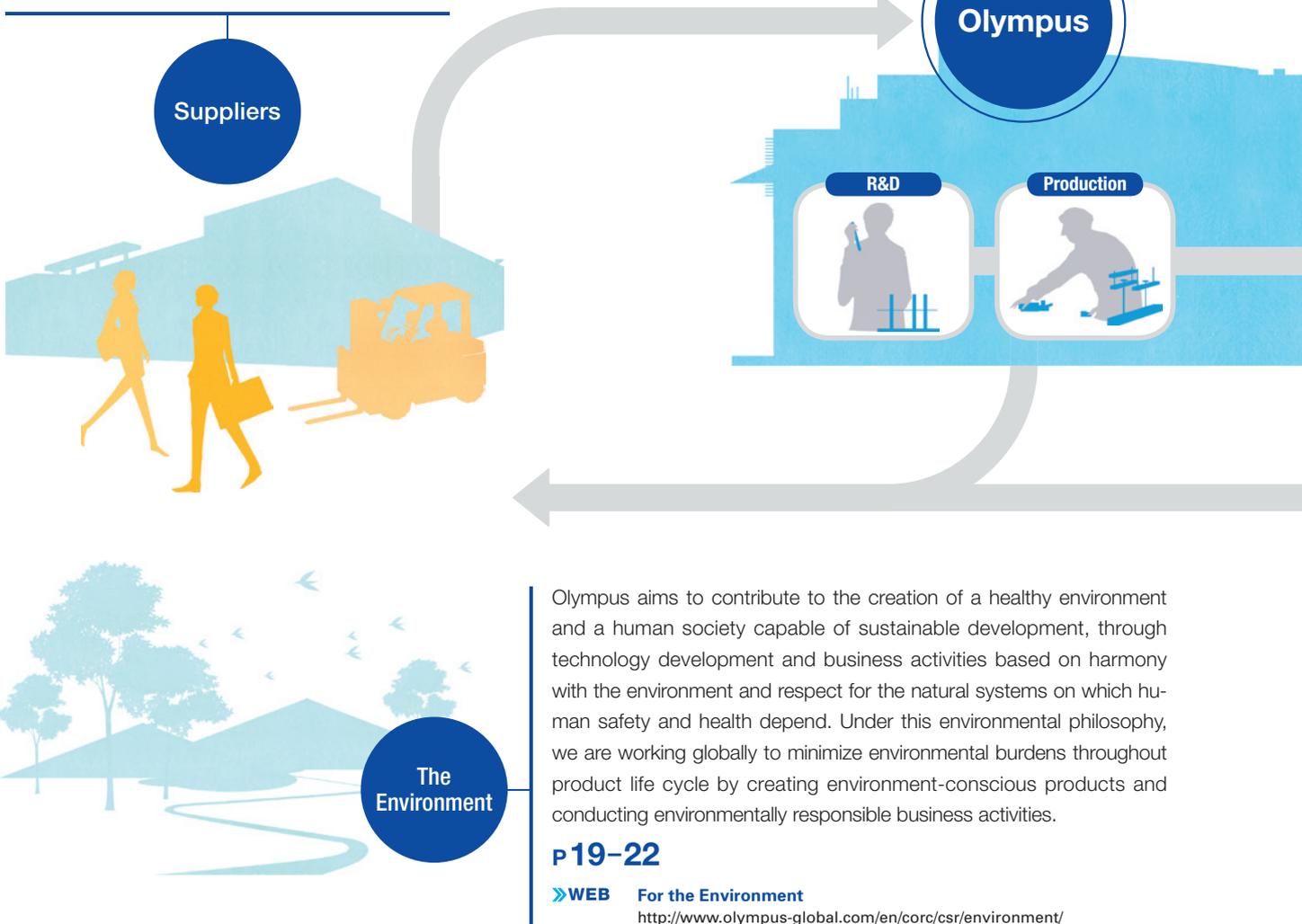
Shareholders/ Investors



To ensure consistent compliance with laws and regulations, Olympus has established compliance systems based on its Social IN management philosophy. In fiscal 2009, we continued to provide compliance education for executives and employees. We also assessed the effectiveness of the internal control systems used to ensure the accuracy and reliability of financial reporting.

P5-6

»WEB **Olympus Investor Relations website**
<http://www.olympus-global.com/en/corc/ir/>



Olympus aims to contribute to the creation of a healthy environment and a human society capable of sustainable development, through technology development and business activities based on harmony with the environment and respect for the natural systems on which human safety and health depend. Under this environmental philosophy, we are working globally to minimize environmental burdens throughout product life cycle by creating environment-conscious products and conducting environmentally responsible business activities.

P19-22

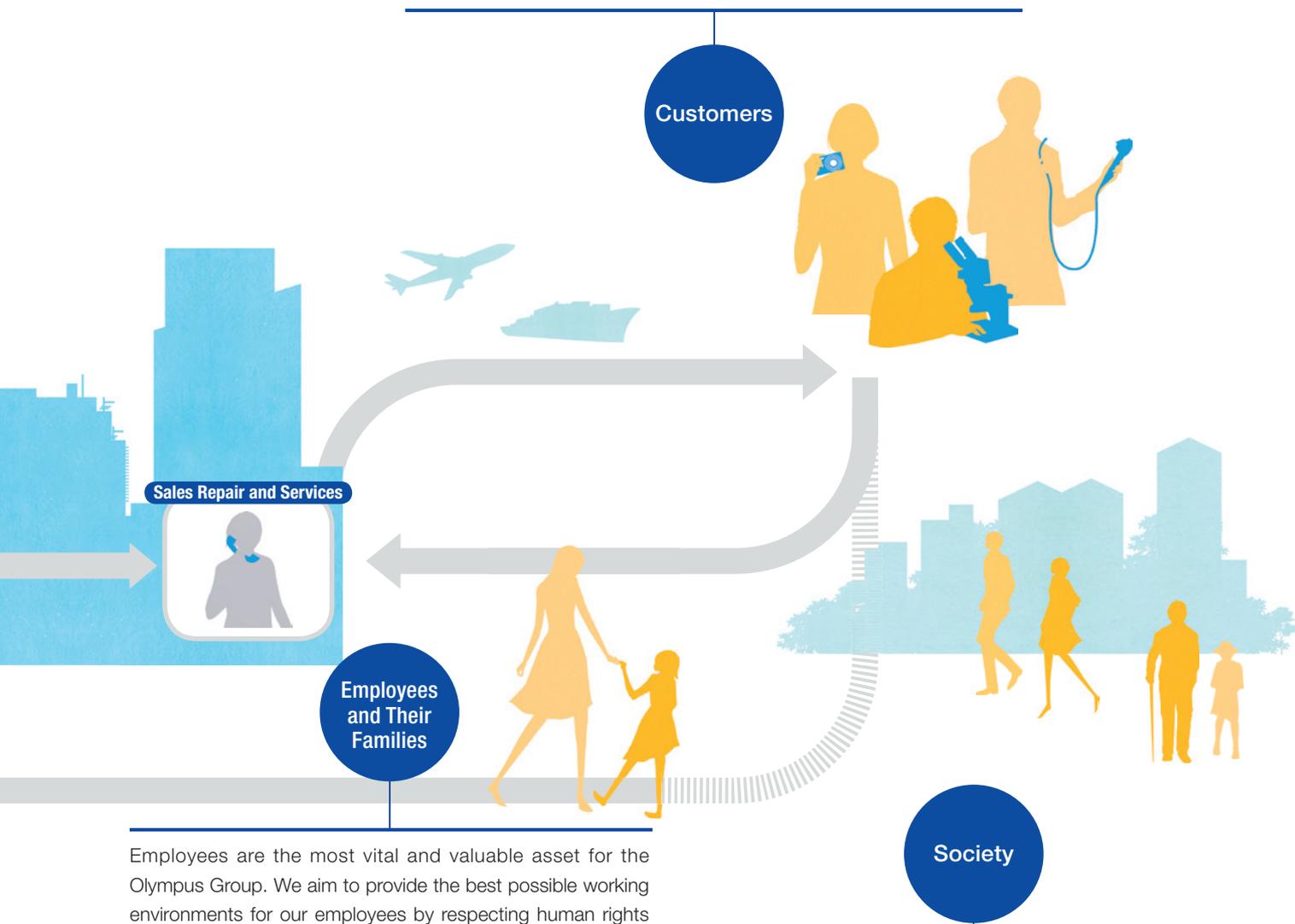
»WEB **For the Environment**
<http://www.olympus-global.com/en/corc/csr/environment/>

We want our customers to be happy that they chose Olympus products, which is why we have established systems to support the use of customer feedback across the entire Olympus organization through “Voice of Customer” (VOC) activities. We are also enhancing and expanding our customer satisfaction (CS) training programs for all employees.

P9-14

»WEB For Customers

<http://www.olympus-global.com/en/corc/csr/customer/>



Employees are the most vital and valuable asset for the Olympus Group. We aim to provide the best possible working environments for our employees by respecting human rights and providing attractive work opportunities that contribute to enhanced personal and corporate growth. We ensure that working environments are safe and pleasant by complying with all local laws and regulations and by implementing measures and initiatives that reflect the characteristics of individual overseas subsidiaries.

P17-18

»WEB For Employees and Their Families

<http://www.olympus-global.com/en/corc/csr/workplace/>

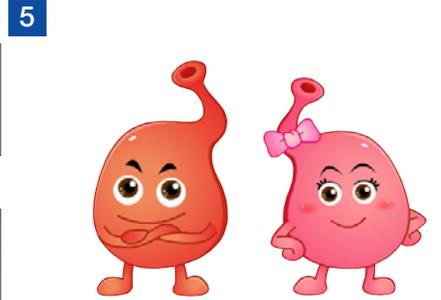
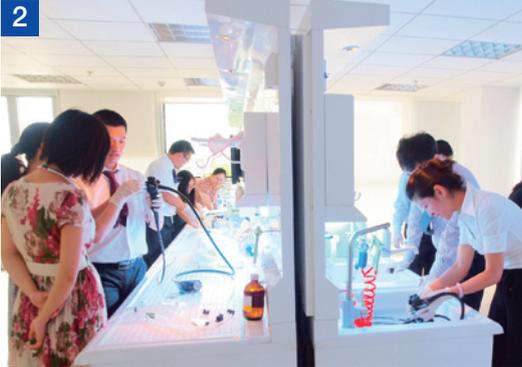
P15-16

»WEB For Society

<http://www.olympus-global.com/en/corc/csr/social/>

- 1 An endoscope training center was opened in Beijing in July 2010.
- 2 Endoscope training activities inside the center
- 3 The Chinese version of the logo used for the gastrointestinal health education campaign
- 4 The Chinese version of the onaka-kenko.com logo
- 5 Mascot characters used in a gastrointestinal health education program in China

Olympus contributes to the improvement of health services in emerging and developing countries through its business activities by opening training centers, by promoting minimally invasive medicine, and by disseminating health-related information.



[For Customers] **Medical Systems Business**

Helping to Improve Healthcare Standards in Asia's Growth Economies through Enhanced Endoscope Training

Early Discovery, Early Treatment

Many years ago a doctor asked Olympus if it could create a camera capable of recording images inside the stomach as a way of discovering stomach cancer, a common disease in Japan. This led to the development of the world's first practical gastroscope in 1950.

In the six decades since that time, Olympus has continually enhanced its systems by introducing the latest technology of the day, including glass fiber, charge coupled devices (CCDs) and Hi-Vision, always heeding the views of physicians and other medical professionals as it worked. Today the role of endoscopes has expanded to include not only observations inside the body, but also minimally invasive medicine, in which endoscopes are used in combination with various medical instruments to allow medical procedures to be carried out while minimizing the impact on the patient. From the initial gastroscope, endoscopes have evolved to include systems designed for other areas of the body, including the esophagus, duodenum, large intestine, biliary tract, respiratory organs, the ear, nose and throat, the urinary organs, and gynecological organs. Olympus has also established endoscope training

systems in various countries to ensure safety and help physicians to acquire the necessary skills.

At the same time, Olympus has worked to eradicate cancer through public information campaigns about the importance of regular examinations. In recent years, the incidence of colorectal cancer has increased in Japan, Europe and North America. However, advances in medical technology allow cancers to be removed endoscopically without the need for abdominal surgery. Because colorectal cancer produces few subjective symptoms in the early stages, it is important to have annual fecal occult blood tests, and to undergo thorough endoscopic examinations if the presence of disease is suspected. In Japan, Olympus launched the "Brave Circle" campaign to eradicate colorectal cancer in 2007. In 2009, it restructured the campaign as a specified non-profit organization, through which it now works with government agencies, organizations and other companies to promote regular cancer checks. Overseas, Olympus supports similar campaigns to promote cancer examinations in Canada, the Czech Republic and South Korea and is a member of the National Colorectal Cancer Roundtable in the United States.

Strategies in China's Expanding Medical Equipment Market

With a population in excess of 1.3 billion, China continues to achieve rapid economic development. It is estimated that the number of stomach cancer patients in China is increasing by 400,000 every year and accounts for around 40% of the world total. There has also been a significant increase in the number of colorectal cancer sufferers over the past 10 years.

In 2009 the Chinese government announced its "Opinions on Pharmaceutical and Healthcare System Reform" and a prioritized medium-term implementation plan for pharmaceutical and healthcare reform. China's goals for its reform program include the establishment of a uniform national insurance scheme. However, medical institutions are unable to recruit sufficient physicians with endoscopic skills, and training has become an urgent priority.

Olympus responded to this situation by establishing a training center in Shanghai in 2008. In July 2010 it established its second training center in China in Beijing. These training centers are making an important contribution to the training of physicians with endoscopic skills. Trainees undergo theoretical and practical training in subjects that include the endoscopic examination of digestive organs, and the operation of medical instruments and surgical equipment in conjunction with endoscopes.

The medical staff who manage the equipment, including nurses and technicians, undergo the same training as physicians. Through these activities, Olympus is helping to raise the standard of medical care while also creating a market. Benefits include the increased use of endoscopic examinations and minimally invasive medicine to reduce the impact of medical procedures on patients, the early detection of cancer, and the improvement of patients' quality of life (QOL).

Gastrointestinal Health Awareness Programs for the General Public

Cancer is frequently discovered early in Japan and South Korea, where health checks are common, but in China few people undergo preventive examinations, and the early discovery rate for stomach cancer is low. In fiscal 2008, Olympus responded to this situation in China by launching a gastrointestinal health awareness campaign targeted toward the

general public. In fiscal 2009, gastroenterologists presented briefings for the local media in 20 cities. The purpose of this initiative was to spread awareness of the concept of the "three earlies" (early discovery, early diagnosis, early treatment). In addition, Olympus created a Chinese version of its onaka-kenko.com website. This website, the name of which means "belly health," is used in Japan to provide information about gastrointestinal health to the general public under the supervision of physicians. People in China can now use the Chinese-language version of the site to check their own gastrointestinal health.

In addition to the dissemination of information through the media, Olympus has begun to implement a variety of initiatives based on public participation in fiscal 2010. In collaboration with two media organizations in the fashion and health field, it staged a series of "Health Lectures for 100 People." Presented by medical specialists, the lectures were presented in 10 cities, starting in March, and each was attended by an invited audience of 100 readers. In August, Olympus began to promote awareness of the "three earlies" concept and actively encouraged people to have endoscope examinations by using mascot characters to present information on a dedicated website. In September, Olympus launched a major campaign in Beijing under the title "Wei ai wei wei" (for the sake of love, love your stomach). Gastroenterologists and celebrities were invited to participate in a press conference to announce the campaign, which included walking-for-health programs, health lectures and other events. Publicity initiatives included the designations of October each year as "Gastrointestinal Care Month." These initiatives have produced a steady increase in awareness of the "three earlies" concept in China. Olympus will continue to implement a range of initiatives, including touring exhibits and events.

Through these activities, Olympus is contributing to the development of healthcare systems and the improvement of health in this rapidly growing market.

- » **WEB** **A dedicated website used to promote awareness of gastrointestinal health**
http://cn.olympus.com/T_gajh/index.aspx?nodeid=163
(Only in Chinese)
- » **WEB** **The Chinese version of the onaka-kenko.com website**
<http://www.cwjkc.com.cn/>
(Only in Chinese)
- » **WEB** **The Japanese onaka-kenko.com website**
<http://www.onaka-kenko.com/>
(Only in Japanese)

TOPICS

Building the Medical Systems Business in Emerging and Developing Countries

Economic growth has also been accompanied by increasing demand for healthcare services in other emerging and developing countries. In India, endoscopes are already used extensively in therapies for patients suffering from spleen and gallbladder conditions. The healthcare business is expected to emerge alongside the IT sector as a major contributor to India's rapid economic growth, and demand for medical equipment is likely to expand speedily. Olympus has established endoscope training centers at several hospitals in India to support the training of physicians with endoscopic skills.

In April 2010, it established Olympus Medical Systems India Private Limited on the outskirts of Delhi, the capital of India. This medical subsidiary will undertake marketing activities and strengthen customer interfaces by building systems to support the provision of high-quality services.

Olympus is also establishing training centers to provide training for medical professionals and support staff in other emerging and developing countries in Asia, Central and South America and Africa. Decisions on the locations of these centers are based on healthcare needs and local circumstances.



A service center in India

- 1** Viewing the new comprehensive website
- 2** A worker inspects pipes using the OmniScan MX2 phased array ultrasonic flaw detector.
- 3** An IPLEX FX industrial videoscope in use at a wind power facility in New Zealand



Olympus industrial products are used throughout the world. To ensure that Olympus products offer the same value to all users, Olympus provides support through a multilingual website. As part of our efforts to respond to the needs of our customers, we also conduct continual customer satisfaction surveys worldwide. The results are used to improve the usability of the website.



[For Customers] [Life Science & Industrial Business](#)

Meeting Diverse Customer Needs through a Global Multilingual Website

Multiple Sites for a Single Product

Corporate websites are one of the means used to provide product information to customers. For this reason, we must ensure that the information is easy to understand and free of omissions and duplication. However, when Olympus acquired R/D Tech Inc. (now Olympus NDT Inc., “ONDT”), which manufactures and sells non-destructive testing equipment in North America, in June 2005, overseas subsidiaries of Olympus and R/D Tech all maintained their own websites, and there were multiple websites for the same products. In some locations, outdated product information was left on websites, and the focus of advertising content also varied.

Since the Olympus Group as a whole supplies the same industrial products globally, we decided to integrate the two companies’ websites into a single global website that would be easier for our worldwide customers to use.

Website Integration

In March 2008 we launched a website integration project. This began with the translation of content compiled in English into texts in multiple languages, which were then checked by local subsidiaries. While the website creation process was complex, it was completed in a short period under the overall control of executives in Japan, who were in direct contact with local staff in each country.

As a result of this work, we now have a single website that can be maintained and updated centrally. This ensures that product information is updated properly.

During the project, some overseas subsidiaries resisted the closure of their existing pages, on which they had spent considerable time and effort. There were also differences in design values. Much time was needed to resolve these and other issues. There were also numerous communication problems resulting from time differences, and from the need to use English in all communications, despite the fact that English is not the native language of many of the countries involved.

However, each problem was overcome through a shared commitment to approaching the task from the customer's perspective, and through sustained coordination efforts, including the use of videoconferencing to discuss design factors. It was also necessary to review our global sales promotion structures, and we integrated our promotional catalogs under a common design.

Through this work we created a website with content in 11 languages, including not only English and Japanese, but also French, German and Spanish. (In 2010 the number of languages was increased to 13.) By using the same design and distributing the same information content in all languages, we were able to ensure the distribution of uniform information about Olympus in 95% of the world's market, regardless of the regions or products involved. The platform used by ONDT in the United States was adopted to create a system that allows the staff responsible for each product to edit related information via the Internet. This has enhanced the efficiency of web development and reduced both person hours and costs compared with website creation in Japan.

Products shown on the website immediately after the integration project in 2008 included an industrial videoscope capable of remote control, and a high-speed video camera. In 2010, the scope of the website was expanded to include industrial microscopes and X-ray analysis systems. On May 2, 2011, the website was revamped and relaunched.

■ Responding More Efficiently to Customer Inquiries

With the integrated website, inquiries about repairs and products are placed in a central data base. This means that regardless of the country or region from which an inquiry originates, immediate assistance can be arranged anywhere in the world, simply by sending an e-mail to the appropriate local subsidiary or distributor, according to the product concerned.

In May 2009, we began to use this mechanism to conduct customer satisfaction surveys as a way of determining whether customer inquiries were being handled effectively. One week after their inquiry, customers in each region are asked to indicate (1) how long it took to receive a response, (2) whether they were satisfied with this response time, and (3) whether they were satisfied with the response. If customers indicate that they are dissatisfied, we ascertain the situation with the local subsidiary or distributor and take steps to remedy any problems. Through this process, we are steadily taking steps to deal with individual issues, such as regional variations in satisfaction levels, and failure to respond to inquiries because of the large number received. However, while the number of people who were dissatisfied was initially high, we were able to make improvements based on analyses of detailed views obtained from survey participants. Two years later the majority of respondents are indicating that they are satisfied.

■ Enhancing Website Usability

By creating this integrated global website, Olympus has been able to distribute its brand image as a manufacturer of non-destructive testing equipment to customers worldwide. We will continue to update the website and add useful new functions. We also plan to add more languages, and to make optimal use of existing systems and information processing tools to enhance the content, including the provision of web-based training for complex products. This website will continue to be an important tool for the improvement of customer interfaces.

» **WEB** [Olympus Life Science & Industrial Business](http://www.olympus-ims.com/)
<http://www.olympus-ims.com/>

VOICE

Comment
from an
Employee
in Japan

We want to create a better website from the customer's perspective.

Apart from the difficulty of negotiating in English, we also had to deal with a variety of disagreements and arguments stemming from differences in design values in each country, differences in responses to problems and the time taken to make decisions. We sought to reconcile these views by working as a group and approaching our tasks from the customer's perspective. I am very happy that this work has borne fruit in the form of a new website that can be used to distribute information to customers throughout the world. We will never be satisfied with the status quo, and we will continue to work to achieve further improvement in customer satisfaction.

Misa Aso

Marketing and Communications Group
Product Planning & Marketing
Communications Department
Life Science & Industrial Systems Group



Comment
from an
Overseas
Employee

Website integration has allowed us to respond to regional differences in customer needs.

Previously our websites were managed separately in each region and product category. By creating an integrated global website and identifying each visitor's country or region from IP addresses, we are able to display the information sought by each customer instantly even though there is only one global website. I believe that this approach will allow us to improve customer confidence by building a global business with local customers.

Meindert Anderson

Communications and Marketing Manager
Olympus NDT Inc.





1 A user reads a Braille catalog for the Digital Voice Recorder, DM-4/DM-5 digital voice recorder.

2 The Digital Voice Recorder, DS-40 (left) is the first Olympus digital recorder with voice guidance. The Digital Voice Recorder, DM-4/DM-5 (right) conforms with the Digital Accessible Information System (DAISY) standard*1 and the Color Universal Design (CUD) principles.

*1 This is a system of common international standards for digital books, which are taking the place of books recorded on tape for people with visual impairments or reading difficulties. It is developed and maintained by the DAISY Consortium, of which Olympus is a supporting member, as a common global system for information accessibility.

Olympus continues to enhance the usability and accessibility of its digital recorders for all users, including those with disabilities.



[For Customers] **Imaging Systems Business**

A Universally Usable Product with Audio Guidance and DAISY-Compliant Features

Developed with the Cooperation of Organizations for People with Visual Impairments

Olympus has been a leading manufacturer of voice recorders since the launch of its first microcassette recorder in 1969. It has continually pioneered new advances in this field, including digital voice recorders and linear PCM recorders that surpass CD playback in terms of sound quality, so that users can enjoy enhanced audio quality and ease of use.

Around 2003, Olympus received a communication from a person with a visual impairment and learned that its recorders were being recommended as products that could help people with visual impairments to convey their wishes and intentions. We then began to develop new products with the assistance of organizations for people with visual impairments and others with reading difficulties, including the British Dyslexia Association (BDA) and the Royal National Institute for the Blind (RNIB) in the United Kingdom and the National Federation of the Blind (NFB) in the United States.

Launched in November 2006, the Digital Voice Recorder, DS-40 features a voice guidance system (switchable between Japanese and English) that audibly announces the operating status of the device so that it can be controlled even if the display cannot be seen. This feature makes the product accessible for people with visual impairments. The product's excellent reputation for usability also reflects the advice provided by RNIB and other organizations concerning the shapes of the buttons, including the "Record," "Playback" and "Stop" controls.

The Digital Voice Recorder, DS-61, which was launched in October 2008, features an enhanced voice guidance system. This product has earned an excellent reputation for its sophisticated features and won the Wonder Vision Award*2 in January 2009. It has also been introduced at NFB events.

*2 These awards are presented to suppliers of "Vision Free" products and services for use by people with visual impairments. The winners are selected by a U.S. organization for people with visual impairments.

■ The DAISY-Compliant Digital Voice Recorder, DM-4/DM-5

A single user inquiry prompted Olympus to develop the Digital Voice Recorder, DS/DM series. Our aim in creating these products is to provide enhanced usability*³ and accessibility*⁴ for all users by reflecting the assessments and views of organizations for people with visual impairments, such as the RNIB, in their designs.

Examples of this approach include the shapes of the buttons and the provision of voice guidance, including audible indications of the battery level. We also applied the Color Universal Design (CUD) principles to facilitate recognition by people whose color vision differs from that of the majority.

The Digital Voice Recorder, DM-4/DM-5, which was launched in Japan and the United States in June 2010, and the DM-5, which went on sale in Europe, offer not only conventional music, audio book and podcast playback functions, but also the capacity to create reading environments for people with visual impairments and dyslexia*⁵, including audio book playback and text display functions that comply with the DAISY standards. One of the reasons for the popularity in Europe, North America and Japan is the fact that they are sold as general products and are available at ordinary mass sales outlets, eliminating the need to go to specialist retailers.

Olympus has based the development of these products on direct dialog with representatives of national organizations for people with visual impairments in the United Kingdom and the United States. In Japan, where related groups and facilities tend to be organized within local government areas, Olympus promotes its products at information meetings in Braille libraries and other facilities and at exhibitions of welfare-related equipment. We also lend products in response to inquiries and seek user opinions for use in the development of future products.

In addition to the development of new products. We also enhance the usability of products that have already been sold by issuing firmware updates.

*³ The narrow definition of "usability" is the ease with which products and services can be used. The term is also applied to the development of products and services from the user's perspective, taking into account the characteristics of products or services, and changes in the people who use them and the circumstances under which they are used.

*⁴ Accessibility is the ability of an item, such as a product, building or service, to be used without difficulty by anyone, including aged people or people with disabilities, or the level of that ability.

*⁵ Dyslexia is a condition that includes difficulty with reading or writing in the absence of specific abnormalities in relation to intellectual capacity or other characteristics.

■ Future Initiatives

Olympus is a major sponsor of QAC Sight Village events, which are held by Queen Alexandra College Birmingham for people with visual impairments. Venues include London, Manchester, Birmingham and other British cities. Each year over 2,000 people attend these events, which are important opportunities for people with visual impairments to obtain information about new technologies and support equipment.

In addition to its collaboration with related organizations, Olympus also works directly with people who have visual impairments to improve the usability, accessibility and functionality of its products. We will continue to develop products with enhanced usability for all users, regardless of whether or not they have disabilities.

VOICE

Comments from a User

I look forward to working with Olympus again to enhance product usability.

Due to the commitment of the team at Olympus, its excellent digital recorders and other recording devices that combine excellent accessibility with a wide variety of functions, including playback functions for audio teaching materials and DAISY books have been produced and continue to be developed.

We are wholeheartedly continued working with the company as partners to produce high quality accessible products for the people with visual impairments.

Mr. Steve Tyler

Head of Innovation and Development
Royal National Institute for the Blind



Comment from an Employee

Our goal is to create products that will provide enhanced usability for people with visual impairments.

In the area of digital voice recorders, Olympus has not only been working with the RNIB but also with visual impaired users to improve the products that meet their needs. I am very pleased that this collaboration has allowed us to supply many products with functions that include voice guidance and the DAISY book playback, and that these products are so highly regarded by our customers and organizations for the visually impaired. We will continue our efforts to create products that will provide enhanced usability for people with visual impairments.

Lee Buckley

National Account Manager
KeyMed (Medical & Industrial Equipment) Ltd.



Olympus and the United Nations Development Programme (UNDP) organized the second “Picture This” photo contest to support efforts to achieve the Millennium Development Goals. The award ceremony and photographic exhibition were held in the United Nations General Assembly Auditorium. A program about this project was produced for international broadcasting.



Overcoming Poverty

Photo Contest Held to Promote Efforts to Achieve the MDGs—“Picture This: We Can End Poverty”

3,400 Entries Worldwide

As in 2009, Olympus again sponsored a photo contest on the theme of the Millennium Development Goals (MDGs)¹ in cooperation with UNDP and the AFP Foundation founded by the French news agency Agence France-Presse. The title for the second contest was “Picture This: We Can End Poverty.” Entrants were asked to submit photos depicting ordinary people in both developed and developing countries working toward the realization of the MDGs, which include the halving

of poverty by 2015. Over 3,400 entries were received from countries throughout the world.

Prize-winning entries were selected in professional and amateur categories for each of the eight MDGs by a five-member judging panel that included actor and UNDP Goodwill Ambassador Antonio Banderas and former U.N. photographer John Isaac.

The award ceremony was held in September 2010 to coincide with the United Nations Millennium Summit. The venue was the Trinity Hall, which is adjacent to the United Nations

The Millennium Development Goals (MDGs)

- | | |
|---|---|
| 1. Eradicate extreme poverty and hunger | 5. Improve maternal health |
| 2. Achieve universal primary education | 6. Combat HIV/AIDS, malaria and other diseases |
| 3. Promote gender quality and empower women | 7. Ensure environmental sustainability |
| 4. Reduce child mortality | 8. Develop a global partnership for development |

■ A logo created to promote awareness of the MDGs



Reproduced with the permission of the Hottokenai Sekai no Mazushisa (Don't let it be-World Poverty) organization

»WEB “Picture This: Caring for the Earth”
<http://www.undp.org/picturethis2010/>



- 1 The award ceremony was held at Trinity Hall in September 2010. From left: UNDP Administrator Helen Clark, Olympus Corporate Executive Officer (then) F. Mark Gumz, AFP Photo Director Paola Messana, the winner of the overall first prize in the professional category
- 2 Prakash Hatvalne of India won the overall first prize in the professional category for his photograph "A Step Ahead."
- 3 This photograph, entitled "Daily Work," earned Tran Vinh Nghia of Vietnam the overall first prize in the amateur category.
- 4 "Gender Equality" by Agha Rizwan Ali of Pakistan won the People's Choice award.
- 5 A photo exhibition arranged by the UNDP at the Global Environmental Outreach Centre (GEOC)

General Assembly Auditorium. A photographic exhibition was also staged just prior to the Summit as an opportunity to inform delegates about individuals working toward the realization of the MDGs.

At the award ceremony, F. Mark Gumz, then President and CEO of Olympus Corporation of the Americas, presented a message calling for cooperation toward the achievement of the MDGs. He also presented the awards to the winners.

In Japan the photographic exhibition opened in December 2010 at the Global Environmental Outreach Centre (GEOC). It has since been taken to other cities, including Kobe, Osaka, Sapporo, Yokohama, Nagoya and Tokyo. These exhibitions are staged with the cooperation of organizations supporting efforts toward the achievement of the MDGs, including the Japan International Cooperation Agency (JICA) and the Japan NGO Center for International Cooperation (JANIC). As a member of the international community, Olympus will continue to

contribute to the realization of the MDGs through education and publicity initiatives.

*1 The Millennium Development Goals (MDGs) are eight goals to be achieved by the international community by 2015. In addition to goals adopted by at the United Nations Millennium Summit in September 2000, they also include international development goals adopted at previous summit meetings.

International Program about the Contest

"Picture for the Future,"*2 a documentary about the contest, was produced by Olympus and Japan International Broadcasting Inc. It includes scenes from the award ceremony and interviews with prizewinners, interviews with young Japanese who traveled around Asia taking photographs to enter into the contest, comments by John Isaac, who was one of the judges, and coverage of the United Nations Millennium Summit. The program gave people around the world an opportunity to see many photographs with a strong message of hope for the future, and to learn about the significance of day-to-day efforts by ordinary people toward the realization of the MDGs.

*2 The program was broadcast worldwide (excluding Japan) a total of 12 times by NHK World, on November 5 and December 31, 2010.

VOICE

Comment from Our Co-Sponsor

An Opportunity to Encourage Efforts to Achieve the MDGs

I would like to thank UNDP's partners in Picture This Photo Contest and the Exhibition, Olympus Corporation. By showing what people around the world are doing to eradicate extreme poverty in their communities, we see that the Millennium Development Goals are not just abstract targets, but are about making a tangible difference in people's lives. It is our hope that through showcasing these real and positive actions, more people will be motivated to contribute to this effort.



Ms. Helen Clark
Administrator
United Nations Development Programme (UNDP)

TOPICS Sharing Meals with Children in Developing Countries

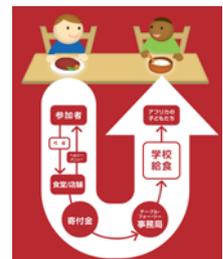
In October 2010, staff at Olympus Group business site in Japan were able to buy meals that include donations to the "Table for Two" program. Beverage vending machines also offer items that include donations.

Table for Two, which originated in Japan, is a social contribution program designed to alleviate hunger in developing countries, and obesity and lifestyle diseases in developed countries. Participants donate ¥20 for each Table for Two meal purchased and ¥10 for each beverage. The proceeds are used through Table for Two International to provide school meals for children in developing countries.

In developing countries, ¥20 is sufficient to provide one school meal. The provision of school meals not only reduces the hunger of children, but also leads to improvements in school attendance, scholastic perfor-

mance and basic health. This initiative also helps to prevent disease and build a sense of community between schools and parents and is playing an important role in the reduction of poverty.

Between October 2010 and March 2011, Olympus donated ¥366,002. Cafeterias at some business sites were closed because of the shutdown of operations after the Great East Japan Earthquake and subsequent problems, including food shortages and planned power cuts. This situation has led to the suspension of Table for Two services in some locations, but the program is progressively being reinstated.



The development of young leaders is vital both to the Olympus Group and to the local community. One of the goals of our human resource development activities is to support the development of young managers with high potentials at Olympus and strengthen personnel exchanges and business networking among the diverse nations, peoples and cultures of Europe.

1 2 Lecture and Discussion in the JuMP Module

3 Attendants of JuMP in FY2011



JuMP an Initiative to Develop Future European Leaders of Olympus Changes to Leadership Training Program

Changes to Leadership Training Program

Under its Social IN (Social Value in the Company) management philosophy, the Olympus Group works to help people everywhere to enjoy healthier and happier lives through its global business activities. Through its Corporate Conduct Charter, Olympus has also made a commitment to respect for human rights, the provision of dynamic working environments, and engagement with society. As a member of the local communities in which it undertakes business activities, Olympus has worked to develop human resources according to customs and conditions in each country.

In 2004, Olympus Europa Holding GmbH (OEH) introduced the European Junior Management Program (JuMP) to provide development opportunities for young managers. The program is designed to achieve benefits that contribute to organizational growth, including enhanced leadership skills and management qualities in individuals, improved cross-cultural understanding, and expanded personal and business networking within Europe.

Six-Month Focus on Business Priorities

Since the inception of the program, its outcomes have been continually analyzed and the findings used to make further improvements. In 2010, Olympus Europa Holding decided to introduce some major changes to the programme by (1) introducing Olympus Senior Managers next to external facilitators as trainers therefore making active use of their internal specialized knowledge, (2) fostering interaction and exchange between participants and senior management by introducing regular round-table discussions, and (3) revising all content of the program and aligning it strictly to the critical success factors (CSFs) needed to become successful Olympus managers.

The participants are selected according to recommendations by executives at Managing Director level. Selection criteria include specialized knowledge, past achievements, motivation, leadership qualities and commitment to growth. Before entering the program, participants must first complete assessments of their current situations by taking part in the Feedback Workshop*, which is an in-house human resource development program run by OEH.

Combining both theory and practice, the JuMP program consists of several days of training, including lectures, case

studies from various fields and group discussions, together with a six-month period working on projects relating to business priorities assigned by the Board of Directors of Olympus Europa Holding. During the training phase, Managing Directors attend classes for round-table discussions, while executives at the divisional/department general manager level provide direct guidance by facilitating the training sessions. As a result of these changes to the program, managers at a high level of seniority play a direct role in the development of young managers.

In fiscal 2010, 13 young managers from six European countries (France, Russia, the Netherlands, Germany, Belgium, Denmark) took part in the program between January 2011 and January 2012. A cumulative total of 56 employees will by then have completed the program since its inception in 2004.

Olympus believes that the key strength of the JuMP program is the fact that it helps participants to improve their management-related problem-solving skills in ways that are closely linked to actual business situations, such as case studies provided by executives at the General Manager and Managing Director level. In addition, the program provides excellent opportunities for networking as participants from different organizations and countries undergo the training. In particular, the problem-solving projects set by the OEH board

of directors give program participants opportunities to demonstrate their skills to directors.

* This program is designed to allow individuals to assess the current level of their own capabilities through feedback from executives at the Director and Managing Director level concerning areas in which individuals would need to develop their strengths further if they were working at a higher level within Olympus.

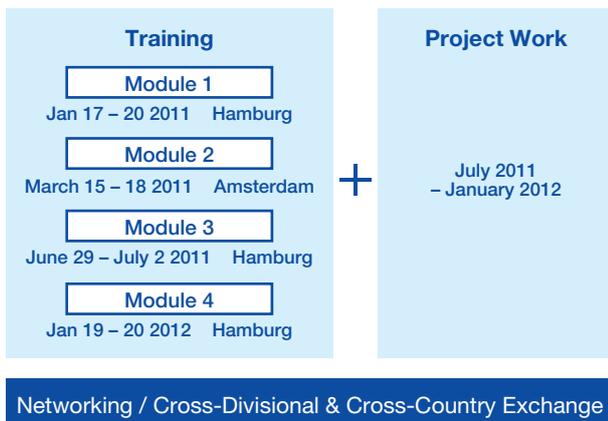
■ Olympus Group's Human Rights and Labour Policy

Setting our Human Rights and Labour Policy as the Olympus Group's common base, we respect the independence of each local company in the world, taking into consideration national circumstances when developing personnel and labor measures. We will consider cross-border cooperation in nurturing management that contributes to the healthy development of the company and the creation of workplaces with improved working environments.

■ Olympus Human Rights and Labor Policy (Extract)

- Olympus supports and respects the Universal Declaration of Human Rights, adopted by the United Nations in 1948, and commits to respect our employees' human rights, and also expects the protection of human rights by our business partners.
 - This Olympus Human Rights and Labour Policy applies to all Olympus group companies globally.
 - Olympus respects diversity, character and human rights of each employee, provides employees with opportunities to fulfill their potential, develop their capabilities and maximize their value, and strives to maintain safe and healthy working environment.
 - Olympus supports and respects the protection of internationally proclaimed human rights within the sphere of our influence, and ensures that Olympus are not complicit in human rights abuses.
 - Olympus ensures not to use any forced or bonded labor in the production of Olympus products or services.
 - Olympus complies with local minimum age laws and requirements and does not employ child labor.
 - Olympus strives to eliminate discrimination based on gender, race, nationality, ethnicity, religion, disability etc. that are unrelated to the job performance required for the business interests of Olympus.
 - Olympus respects the rights of workers to organize in labor unions in accordance with local laws and established practice.
- * This policy is not applicable to listed companies that have a separate policy.

■ Structure of Program in FY2011/2012



VOICE

Comment from the organizer

Programme has multiplier effects to the Senior Managers

We can see in the development of the JuMP participants that they transfer learnings and ideas out of the training sessions quickly to their daily life. We explain this with the introduction of Senior Managers as trainers—in addition to external facilitators—directly linking the training contents to the Olympus world. Furthermore the networking opportunity of Senior Managers and participants has lead to fruitful discussions giving both sides the opportunity to exchange thoughts and ideas in an informal way. All in all, we can truly say that the introduction of the changes to our JuMP-Programme in 2011 has proven to be a great success.

Esther Kebbel
 Manager Corporate Social Responsibility
 Manager European HR Development
 Olympus Europa Holding GmbH



Comment from a participant

JuMP adds the significant personal development as the manager

The Junior Management Program has added significant value to my personal development towards being a manager within the Olympus organization. In my current role as sales manager for the microscopy division in the Netherlands, JuMP is a structured way to get trained in all aspects of my business. I strongly believe in trying to get the best out of people. By challenging them on a daily base and by creating an environment where they can give and expect the best from Olympus. This requires good management and the JuMP program helps me with that.

Gerrit Bouw
 Manager
 Sales of Microscope
 Olympus Nederland B.V.



- 1 Malaysian fireflies are being studied as part of research into luminescent substances.
- 2 Olympus Surgical Technologies Europe has reduced its electric power needs by around 74% by installing heat recovery compressors and by using rooftop solar panels to collect heat and generate electricity at its facilities in the Czech Republic.
- 3 The OLYMPUS PEN Lite E-PL2 SLR camera (left) and the SZ-30MR compact digital camera (right) have both been classified as Olympus Super Eco-Products.



One of the targets adopted by the Olympus Group is a 50% reduction in CO₂ emissions throughout product lifecycles by 2020. We are now working to minimize environmental loads at all levels, including products, packaging, manufacturing processes and logistics.

3



Helping to Build a Sustainable Society

Toward the Recycling-Oriented Society—Reducing Environmental Loads across Product Lifecycles

Environmental Policies and Initiatives of the Olympus Group

In 1992, the Olympus Group adopted the Olympus Group Environment Charter. This consists of the Olympus Environmental Principles, which define our basic positions on environmental issues, together with the Guidelines for Environmental Action, which provide specific activity guidelines. Since then we have sought to align our activities toward society's need for a transition away from business models and lifestyles based on mass-consumption of finite resources, and to contributing to the creation of a recycling-based society committed to the sustainable utilization of diverse resources, including energy, minerals and biological resources. We regard global warming as a problem of particular importance, and we have set ourselves the long-term goal of achieving a 50% reduction in total CO₂ emissions across entire product lifecycles by 2020 (relative to the fiscal 2007 level). In fiscal 2010 we conducted an assessment of the relationship between our business activities and biodiversity. In 2011 we will formulate an action plan based on this assessment so that we can undertake biodiversity initiatives linked to the characteristics of our business.

The Olympus Group Environmental Charter (Extract)

Environmental Protection Declaration

The Olympus Group respects people's security and health as well as the natural mechanisms on which these rely. We are also contributing to the realization of a sustainable society and sound environment through environmentally compatible technological development and corporate activities.

Guidelines for Environmental Action

In all business activities, the Olympus Group will give priority to environmental protection and will apply itself with dedication to this task, both on an organizational and individual basis.

1. Technology Development
2. Drawing up Norms and Assessing Results
3. Protection of Natural Resources and Prevention of Pollution
4. Compliance and Activity Support
5. Education and Total Staff Participation
6. Structure to Promote Activities

»WEB **Olympus Group Environmental Charter**
<http://www.olympus-global.com/en/corc/csr/environment/emanagement/principles>

Consideration for Biodiversity

Fair Sharing of Benefits with Biological Resource-Producing Nations

To develop a new microscope capable of capturing luminescent images through CCDs, Olympus needed to develop highly luminescent reagents. We therefore began to study the luminescent substances used by Malaysian fireflies, which are characterized by the strength of their lights.

During this research, we took particular care to apply the access and benefit sharing (ABS) principle* with regard to the harvesting and utilization of genetic resources. Because this research project involved the use of biological resources in another country, we began by asking Nimura Genetic Solutions Co., Ltd. (NGS), a biological resource exploration company, which has a local R&D facility and research personnel in Malaysia, to intermedicate on our behalf.

Olympus then conducted the research in collaboration with local researchers, eliminating the need to take fireflies and luminescent substances out of Malaysia. As intermediary, NGS created a mechanism that allowed benefits from the research, including intellectual property rights obtained through the use of biological resources, to be returned to Malaysia. By entering into an agreement with the Malaysian government concerning the use of the biological resources, NGS was able to reconcile our corporate interests with the interests of Malaysia as the owner of the resource.

As a result of this approach, Malaysia benefited both from the research expenditure and benefits obtained through the research, including intellectual property rights. Our approach to this research and development project was guided by a commitment to the equitable sharing of benefits with the country that owns the biological resources.

* The ABS principle calls for the sustainable use of biological resources and the fair and equitable sharing of benefits gained through the use of genetic resources, including money, knowledge, information and technology. A legal framework for ABS was established at the 10th Conference of the Parties to the Convention on Biological Diversity (COP10) in October 2010.

VOICE

Comments from Staff

A Development Approach that Respects Biodiversity and Brings Benefits to All Concerned

We have been studying luminescent substances used by fireflies for many years. Since the Convention on Biological Diversity came into effect in 2000, we have taken particular care with the handling of genetic resources in this work. This latest project focused on tropical fireflies, which are characterized by the superior intensity of the light that they produce. We carried out research in cooperation with local research organizations and ensured that our development work was guided by concern for local biodiversity and sustainability in Southeast Asia.

Hirobumi Suzuki
Team Leader, Cytological Analysis Group 1
Advanced Analysis Technology R&D Dept.
Medical Technology R&D Division
Corporate R&D Center, Olympus Corporation



Product-Related Initiatives

Commencement of Olympus Super Eco-Products Program

In fiscal 2003, Olympus began to formulate its own eco-friendly design standards with the aim of reducing environmental loads throughout product lifecycles. Products that met these standards were certified within Olympus Group as Olympus Eco-Products. In fiscal 2010 we certified another 63 Eco-Products, bringing the cumulative total to 349. For the first time the items certified as Eco-Products included accessories, such as medical endoscope instruments and immersion oil for use during microscopic observation through oil immersion object lenses.

In fiscal 2010, we decided to accelerate our efforts to achieve long-term environmental targets through the reduction of environmental loads by designating Olympus Eco-Products that meet any of four additional criteria as Super Eco-Products. The additional criteria are (1) a reduction of at least 50% in total CO₂ emissions throughout the product lifecycle, (2) a mass reduction of at least 30%, (3) the use of innovative eco-friendly technology, and (4) selection for external environmental awards. We have been administering this new system since fiscal 2010. In that year we certified the first seven Super Eco-Products, including the OLYMPUS PEN Lite E-PL2, which is a micro SLR camera featuring innovative eco-friendly technology, and the SZ-30MR, a compact digital camera with 38% less mass than a standard product. We will continue to contribute to the reduction of environmental loads through our business activities by working to create Olympus Super Eco-Products in all product categories.

The Olympus Eco-Products System

Super Eco-Products Standards

Products must meet the Olympus Eco-Products Standards and each of the following additional criteria.

1. A reduction of at least 50% in total CO₂ emissions*¹ (compared with benchmark products*³)
2. A mass reduction of at least 30%*² (compared with benchmark products*³)
3. The use of innovative eco-friendly technology
4. Selection for external environmental awards

*¹ LCA basis

*² Mass of packaged product (the total mass of product, together with accessories and packaging)

*³ In principle, compared with FY2007 products



ECO-PRODUCTS

The Olympus Eco-Products logo

»WEB



Olympus Eco-Products

<http://www.olympus-global.com/en/corc/csr/environment/products/eco-products/>

Manufacturing Initiatives

Environmental Load Reduction Measures Geared to Conditions at Individual Sites

From its business sites in Germany, the Czech Republic and elsewhere, Olympus Surgical Technologies Europe (OSTE) develops, manufactures, sells and services medical endoscopic equipment. The company approaches these activities in environmentally responsible ways that reflect local conditions.

OSTE's new manufacturing and service site in the Czech Republic has been operational since November 2009. OSTE has worked exhaustively to optimize the environmental performance of facilities at the site, which it hopes will be the first plant in Central Europe to achieve a Class A environmental assessment*. Energy-related measures include the installation of energy-efficient lighting systems, heat pumps and heat recovery compressors, as well as rooftop solar panel arrays to generate electricity and collect heat. These initiatives have reduced the plant's energy needs by 74% compared with earlier plants. OSTE has also emphasized the 3R (reduce, reuse, recycle) concept in its selection of facilities. Organic solvents are reused after treatment within the plant, and every effort is made to utilize resources efficiently.

At its development, manufacturing and sales sites in Germany, OSTE has worked with Olympus Europa Holding GmbH, the Olympus Group's regional headquarters for Europe, not only to reduce energy consumption, but also to switch to renewable hydroelectric sources for all electric power purchased. These efforts have reduced electricity-related CO₂ emissions to zero and cut total CO₂ emissions by approximately 2,000 tons per year.

* This standard (ČSN 730540-2, IEC 730540-2) was formulated by the International Electrotechnical Commission (IEC) to define conditions for the technical assessment of thermal insulation costs in energy-efficient buildings.

VOICE

Comments from Staff

Everyone living today has a responsibility to protect the environment.

I believe that consideration for the environment is essential because of our need to achieve harmony with the local environment, and also as a duty to our descendants. By installing advanced facilities, OSTE has raised the environmental awareness of its employees and given them a sense of pride in their work and workplaces. I think that everyone living today should be environmentally responsible in their day-to-day activities and work to maintain a healthy environment for future generations.



Jan Sondag
General Manager
Olympus Medical Products Czech
Olympus Surgical Technologies Europe

Logistics-Related Initiatives

Dramatic Reductions in CO₂ Emissions through Expanded Modal Shifts and Other Initiatives

Environmental loads are also generated during the transportation of products and parts because of the use of fuel and packaging materials. The Olympus Group is especially committed to the reduction of environmental loads relating to its Imaging Business because of the large volumes transported. We are working globally to reduce CO₂ emissions in logistics by expanding our modal shift from air to sea freight, and by developing lighter and more compact products and packaging materials. These initiatives reduced the Olympus Group's total logistics-related CO₂ emissions by 33% compared with the fiscal 2009 level.

We will continue to seek further reductions in environmental loads by selecting environment-friendly transportation methods, by reducing the weights and volumes of products and packaging, and by improving packaging materials.

VOICE

Comments from Staff

Major Increase in Percentage of Imaging Products Transported to the United States by Sea

We initially saw modal shifts as a way of reducing costs. However, consumers began to focus increasingly on our efforts to reduce environmental loads, and we are now working more proactively in this area. Our exhaustive environmental initiatives include not only the reduction of weights of individual product packages, but also changes to the bulk packaging used to hold multiple products, and even measures targeting accessories.



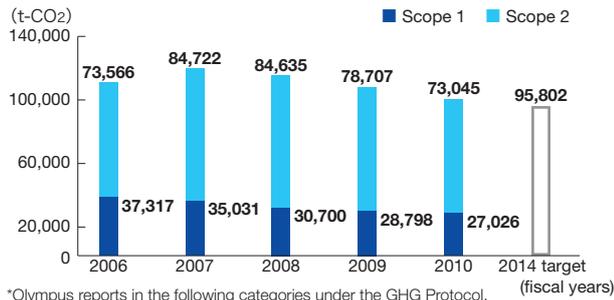
Hiroshi Kishimoto
Vice President
Finance & Operations
Olympus Imaging America Inc.

Future Goals

The entire Olympus Group will continue to contribute to the creation of a sustainable society by reconciling manufacturing with environmental protection through eco-friendly business activities and the supply of eco-friendly products and services. All Olympus employees are united under corporate committees and organizations in their efforts to supply the best products and services while maintaining high standards of environmental responsibility in all processes. This commitment is especially strong in the area of product development and design, which defines the overall direction of manufacturing activities, and in the development of technology to support development and design.

Summary of Performance Data for the Olympus Group's Environmental Activities

CO₂ Emissions at Manufacturing Sites



*Olympus reports in the following categories under the GHG Protocol.
 Scope 1: Greenhouse gas emissions resulting from the direct use of fossil fuels
 Scope 2: Greenhouse gas emissions resulting from secondary utilization, such as the purchase of electric power

CO₂ Emissions Reduced by 16% from FY2007 Level

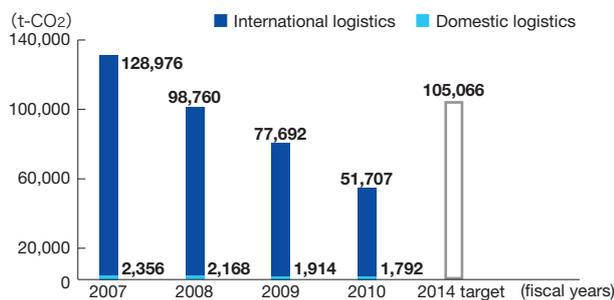
FY2014 Target: 20% Reduction from FY2007 Level

CO₂ emissions in the current fiscal year amounted to 100,071 tons, a reduction of 16% from the fiscal 2007 level (7% year on year reduction).

At our business sites in the Shinshu region of Japan, we have been switching from heavy fuel oil to liquefied natural gas (LNG) and electricity, which emit less CO₂. We have also substantially reduced emissions of greenhouse gases used in cleaning, semiconductor etching and other processes, such as HFC, PFC and SF₆. These reductions have been achieved through technological innovations, including the use of alternative solvents.

In addition, we are working to improve energy efficiency through improvements to our manufacturing operations, including day-to-day energy-saving initiatives based on data from electric power monitors installed at our plants, as well as the development of compact production facilities that use less electric power. We are also installing solar light and heat utilization equipment at our business sites in Japan and Europe.

Logistics-Related CO₂ Emissions



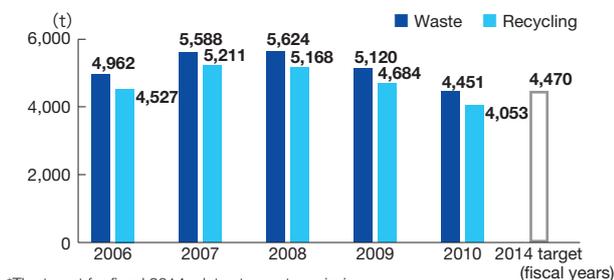
Logistics-Related CO₂ Emissions Reduced by 60% from FY2007 Level

FY2014 Target: 20% Reduction from FY2007 Level

Logistics-related CO₂ emissions in the current fiscal year totaled 53,499 tons, a reduction of 60% from the fiscal 2007 level (33% year on year reduction).

The Olympus Group will continue to target further reductions in environment loads by choosing environmentally responsible transportation methods, by reducing the size and weight of products and packaging materials, and by improving packaging materials.

Waste Emissions



*The target for fiscal 2014 relates to waste emissions.

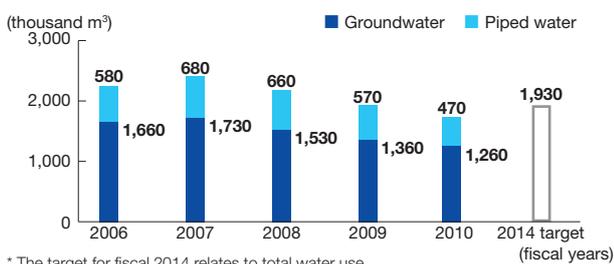
Waste Emissions Reduced by 20% from FY2007 Level

FY2014 Target: 20% Reduction from FY2007 Level

In the current fiscal year, waste emissions were reduced by 20% from the fiscal 2007 level and by 13% year on year to 4,451 tons.

In addition to measures to reduce disposals at landfills and improve recycling ratios, we are also working to reduce the actual quantity of waste by improving resource productivity in our manufacturing operations. For example, we are developing new manufacturing technologies to reduce process losses, and designing products to minimize waste.

Water Use



* The target for fiscal 2014 relates to total water use.

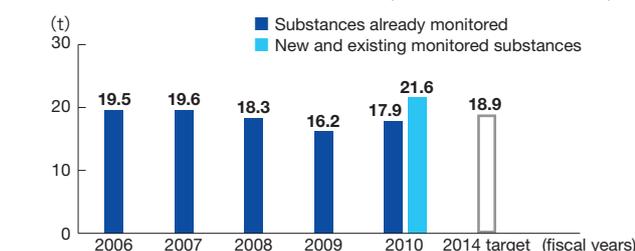
Water Use Reduced by 28% from FY2007 Level

FY2014 Target: 20% Reduction from FY2007 Level

Water use in the current fiscal year was reduced by 28% from the fiscal 2007 level and by 11% year on year to 1.73 million cubic meters.

Water is an extremely important resource for our business activities because of its use in various processes, such as the washing of parts. The protection of water resources is also an important priority for the maintenance of biodiversity. For these reasons, we are working to reduce the consumption of water resources in our business activities through various initiatives, including cascade recycling, whereby water is reused multiple times between the intake and wastewater stages, as well as the development of manufacturing methods that reduce water use, and the prevention of water leaks through facility inspections.

Emissions and Movements of Chemicals (PRTR-Listed Substances)



*Newly listed substances are substances that were added in fiscal 2010 following amendments to the PRTR system.

*Substances already monitored are substances that were listed in or before fiscal 2009. The target for fiscal 2014 relates to substances already monitored.

Handling of PRTR-Listed Substances Reduced by 8% from FY2007 Level

FY2014 Target: 20% Reduction from FY2007 Level

In the current fiscal year, emissions and movements of PRTR-listed substances were reduced by 8% relative to the fiscal 2007 level to 17.9 tons. However, there was a 10% year on year increase resulting from the increased use of toluene and xylene in coating processes. The total amount of PRTR-listed substances handled, including substances that were newly listed in fiscal 2010, amounted to 47.0 tons, and emissions and movements totaled 21.6 tons.

We are developing new powder coating materials for microscope coats. Other initiatives include the use of alternative solvents in order to reduce the amount of organic solvents used on lens processing lines.

Special Feature

The Olympus Group's Response to the Great East Japan Earthquake

We offer our heartfelt prayers for the safety of everyone in areas affected by the Great East Japan Earthquake, and for a speedy recovery from the disaster. The first priority of the Olympus Group after the March 11 earthquake was to ensure safety and health. As a company involved in the healthcare field, we also had a social responsibility to resume our business operations as quickly as possible. In addition to donations of money and products, we also recruited volunteers from among our directors and employees to participate in relief initiatives in the disaster area.

March 11,
2011

Earthquake, Initial Response

Immediately after the earthquake, a central response headquarters with subsidiary functional teams and local response organizations were established under the leadership of then President Kikukawa. The initial priorities as this organization began to respond to the disaster were to ensure the safety and health of employees, prevent further damage, maintain business continuity, and coordinate information flows. The headquarters organization confirmed the well-being of all employees in the Tohoku and Kanto regions through the safety confirmation system* and directly traced some individuals. In the Tokyo area, approximately 600 employees were unable to return to their homes. Emergency measures were implemented, including the distribution of stockpiled emergency food and other requirements.

*Under this system, all employees are asked to register multiple means of communication, including mobile telephones, web mail and landline telephones. The system aggregates information about the safety and whereabouts of employees using information obtained through these modes of communication.

March 14,
2011 –

Responding to Various Situations

On March 14, construction contractors began to inspect buildings at the Shirakawa Plant, where there was substantial damage. Units responsible for the supply of parts to affiliated companies and repair and service divisions resumed operations on March 16.

Steps were also taken to secure logistics channels to manufacturing sites and sales offices in the disaster area, and to provide relief supplies to employees at business sites in the Shirakawa and Sendai areas. Other measures included the introduction of flexible working arrangements in areas affected by planned power outages.

The central response headquarters formed a health management working group, including industrial medicine specialists and Olympus experts, to safeguard the safety and health of employees from the effects of radiation leaking from the nuclear power station in Fukushima.

The Future: Strengthening Our Business Continuity Systems

Changes to Business Continuity Plans

As a result of business continuity planning over several years, we were able to minimize damage to buildings and facilities. However, as we worked to repair the damage caused by the disaster, we became concerned about the impact of disruptions to deliveries from suppliers, and about the concentration of our manufacturing sites. We will use the disaster as an opportunity to respond to these new issues by taking steps to ensure continuing access to supplies needed for critical operations, and by modifying our production sites to facilitate a rapid return to operations even if facilities are affected by disasters. We will also modify our BCP to encompass additional safety measures for core systems and other vital infrastructure, and also to cover logistics and product storage.

Strengthening Disaster Prevention Measures

We will rewrite our disaster prevention manuals to reflect experiences gained through our response to the recent earthquake. We will also revise our disaster stockpiling standards and redistribute stockpiles after first clarifying management methods.

Modifications to buildings will be undertaken after a review of response performance and anti-seismic levels at each facility. We will also check countermeasures designed to prevent equipment from toppling.

Our system for checking the safety and whereabouts of employees will be reviewed to reflect issues that were identified, including the need to check the safety of employees' families, who are not covered by the existing systems. We will also provide continuing education and training to ensure that employees are able to act in accordance with predetermined response procedures when disasters occur.

Key Effects of the Disaster

We were very concerned at the inconvenience experienced by our customers after our manufacturing and service operations were suspended. However, we sought to minimize the impact by providing information updates at regular intervals. Our output was lower in the first half of fiscal 2011 but is expected to recover in the second half of the year. We will continue to do our utmost to meet the needs of our customers.

Human Losses

We regularly implement drills relating to employee safety, systems to confirm employee safety and whereabouts, and our business continuity plan (BCP). At all Olympus business sites throughout Japan, including the Shirakawa Plant Aizu Olympus in Fukushima Prefecture and Aomori Olympus in Aomori Prefecture, only one employee suffered a minor injury. However, there were fatalities among members of employees' families. We wish to offer our sincere condolences and prayers.

Damage to Facilities

There was partial damage to office buildings in the Sendai area. However, there was no interruption to services, including our capacity to respond to customer inquiries. Seven mobile phone shops in the ITX Group were damaged and subsequently closed. Damage to production facilities was especially severe at the Shirakawa Plant. Both buildings and infrastructure, including water and gas pipes and electrical systems, were affected. However, the value of ongoing disaster-prevention efforts was proven by the fact that only one manufacturing facility was destroyed.



Quake soil liquefaction damage in the parking lot at the Shirakawa Plant



A collapsed ceiling at the Shirakawa Plant

April 11,
2011 —

Full Operations Resumed One Month after the Disaster

Repairs to buildings and infrastructure at the Shirakawa Plant were completed, allowing the resumption of full operations. Service divisions became fully operational on April 4 and production lines were progressively reinstated from April 5 onwards. By April 11, all operations had been fully restored.

In addition to the earthquake, it was necessary to cope with the effects of scheduled power cuts. Continuing interruptions to flows of parts and other items from suppliers became a major business continuity challenge. Procurement coordination units and production units cooperated to avoid the use of items affected by delivery items. This was achieved by replacing outsourced parts with items produced in-house, by using equivalent alternative items, or by modifying designs. By the end of April, the resumption of full production operations was in sight.

May 13,
2011 —

From Disaster Recovery to Business Continuity

Two months after the earthquake, Olympus was on track to the resumption of full production operations. After a review of actions since the earthquake, responsibility for disaster response initiatives was transferred from the central response headquarters to individual units.

New business continuity issues were identified as a result of the March earthquake. We will continue to strengthen our business continuity planning, which we regard as a corporate social responsibility, while always giving first priority to the safety and health of our employees.

Meeting Electricity Requirements

As a company involved in the healthcare business, we have a responsibility to ensure the continuity of our business operations. We also have a responsibility to conserve electric power. Our target for the Tokyo and Tohoku regions is to reduce electricity consumption by at least 15% through additional conservation measures.

A range of initiatives will be implemented across the entire Olympus Group. Shifting the public holidays to extend the summer vacation period, the early implementation of the "Cool Biz" program, the reducing of lights, and the reduction of the number of vending machines in use. There will also be initiatives based on local circumstances, such as changes to working formats, the use of in-house generators, and the reduction of electricity consumption in kitchens.



Reduced lighting in the cafeteria at the Research and Development Center in Hachioji (Ishikawa)

Recovery Support Activities

Olympus Group directors and employees supported recovery efforts in the area affected by the Great East Japan Earthquake by participating in voluntary work. Approximately 100 volunteers were sent to the disaster area between May 16 and June 17. These people provided support to disaster victims with the cooperation of the RQ Citizens Disaster Relief Network, which provides emotional support and carries out disaster relief activities. The Chairman and Executive Vice President of Olympus took part in this work.

On June 14 and 15, Olympus staged a "Wakuwaku Science Workshop" for 80 children from elementary and junior high schools in the disaster area.

The purpose of these programs is to inspire children with the excitement of science through experiments and other activities.

We will continue to provide assistance according to the ongoing situation and needs in the disaster area.



Relief work in the disaster area

Results of the Olympus Group's Main Social and Environmental Activities in Fiscal 2010

The Olympus Group undertook a wide range of social and environmental activities in fiscal 2010. The results of these initiatives will be reflected in our medium-term Corporate Strategic Plan (10CSP), and in future initiatives.

Corporate Governance and CSR Management

Summary on Pages 5-6

Priority Measures	Targets	Results	Future Efforts
Promotion and reinforcement of CSR by CSR Committee	● Establishment of CSR Committee	● CSR Committee established in September to work toward the realization of the "Social IN" management philosophy, primarily through initiatives focusing on the non-financial aspects of the Corporate Conduct Charter	● Reinforcement of initiatives based on medium/long-term strategies through the activities of the CSR Committee
	● Establishment of promotion committees	● Establishment of six promotion committees (Compliance Promotion Committee, CSR Procurement Promotion Committee, Social Contribution Promotion Committee, Risk Management Promotion Committee, Information Security Promotion Committee, Safety & Health and Ethical Conduct Promotion Committee) ● Establishment of key performance indicators (KPI) for promotion committees	● KPI assessment of activities of promotion committees, acceleration and expansion of activities

Summary on Pages 9-14

For Customers

»WEB <http://www.olympus-global.com/en/corc/csr/customer/>

Priority Measures	Targets	Results	Future Efforts
Service innovation based on VOC management	● Development and administration of systems to utilize direct customer input at the organizational level	● Administration of management systems to use "voice of customer" (VOC) information in key business segments ● Fostering customer-focused culture through expanded seniority-based customer satisfaction (CS) education programs	● Continuing improvement of mechanisms to ensure reliable VOC feedback and its effective utilization as the product planning and development stages ● Increased emphasis on usability and safety in product development, improvement of customer satisfaction

Summary on Page 6

For Suppliers

»WEB <http://www.olympus-global.com/en/corc/csr/procurement/>

Priority Measures	Targets	Results	Future Efforts
Self-assessment survey of suppliers in Japan concerning CSR initiatives	● Response rate of 85% or higher in Japan	● 92% response rate in Japan	● Progressive expansion of CSR self-assessment survey in other regions as well as in Japan
Reinforcement of CSR initiatives by suppliers	● To deepen understanding of CSR-based procurement among major suppliers and encourage initiatives	● Dissemination of information about CSR promotion at procurement policy briefing for suppliers	● Continuing dissemination of CSR promotion information to suppliers
Consistent application of CSR-based procurement policy	● Updating of CSR needs data to reflect social needs	● Addition of green procurement to procurement policy, amendment of "Request to Suppliers" to reflect the supply chain CSR promotion guidebook of the Japan Electronics and Information Technology Industries Association (JEITA)	● Updating of CSR procurement policy to reflect social needs
Monitoring of CSR-based procurement	● Commencement of on-site checking of CSR initiatives by suppliers	● On-site confirmation of CSR compliance by suppliers in Japan and overseas	● Expansion of scope of on-site checking

For Employees and Their Families

»WEB <http://www.olympus-global.com/en/corc/csr/workplace/>

Priority Measures	Targets	Results	Future Efforts
Promotion of employee growth	<ul style="list-style-type: none"> Promotion of increased take-up of the MBO-S* target management and assessment system introduced in fiscal 2009 with the aim of fostering the personal growth of individual employees, from the perspectives of independence, challenging roles and medium/long-term vision 	<ul style="list-style-type: none"> Administration of the system improved through seminars for department/division managers and e-learning programs for all employees Survey results confirming the consolidation of awareness of the importance of taking a proactive approach to the performance of work 	<ul style="list-style-type: none"> Implementation of educational measures to support the improvement of employees' English language skills, leading to the reinforcement of their global communication skills as required under the skill development guidelines (employee development policy) Reform of assessment and employment conditions to reflect employees' contributions and growth appropriately
Support for diversity (friendly workplace environments)	<ul style="list-style-type: none"> Development of friendly working environments that provide full scope for employee diversity 	<ul style="list-style-type: none"> Active commitment to global utilization of human resources, increased efforts to provide opportunities to achieve full potential Introduction of in-house awareness programs and childcare support systems that surpass statutory requirements with the aim of reducing the number of women leaving employment Initiatives to improve working environments for people with disabilities, including modifications to make facilities barrier-free, and reflection of employees' wishes in decisions about working locations and working hours 	<ul style="list-style-type: none"> Reform of employment conditions from a global perspective to facilitate the global utilization of human resources Expansion of work options to provide growth and skill utilization opportunities for employees who are motivated to raise children while working Improvement of working environments with the aim of increasing the percentage of workers with disabilities to 2%
Health promotion	<ul style="list-style-type: none"> To support health promotion for employees and their families through mental and physical health promotion plans 	<ul style="list-style-type: none"> Improved guidance on specified health checks and health insurance for employees and their families, promotion of colorectal cancer checks, gynecological health checks and walking campaigns Provision of health promotion information to employees through the promotion of diet improvement and exercise, mental health seminars and other initiatives 	<ul style="list-style-type: none"> Use of health statistics, including health check results, to prevent diseases from occurring and existing conditions from worsening Plans for seminars to raise health awareness among young people Improvement of mental health education for employees and executives

*MBO-S stands for "Management by Objectives and Self-Control." The aim of the system is to combine enhanced progress toward the achievement of organizational goals with human resource development by breaking organizational goals down into individual goals that are subject to thorough self-management.

For Society

Summary on Pages 15-16

Priority Measures	Targets	Results	Future Efforts
Building good relationships with society	<ul style="list-style-type: none"> Implementation of social contribution activities based on corporate philosophy 	<ul style="list-style-type: none"> Sponsorship of photo contest calling for the achievement of the Millennium Development Goals, in collaboration with the United Nations Development Programme (UNDP) Introduction of Table for Two program in employee cafeterias and vending machines Co-sponsorship Natural Science Observation Contest Colorectal cancer eradication campaign in collaboration with Brave Circle Steering Committee (nonprofit organization) and government agencies Support for campaign to designate the 4th Sunday in July as "Parent and Child Day." Co-sponsorship of half-year overseas (throughout Asia) photo-fieldwork program for students who aim to become news photographers Regional social contribution activities based on regional characteristics 	<ul style="list-style-type: none"> Continuation of social contribution activities

For the Environment

Summary on Pages 19-22

Priority Measures	Targets	Results	Future Efforts
Reinforcement of environmental management systems	<ul style="list-style-type: none"> Reinforcement of environmental risk preparedness systems Promotion of biodiversity conservation 	<ul style="list-style-type: none"> Environmental assessments conducted in conjunction with quality and labor management assessments of factories in Japan and overseas by senior management Assessment of relationship between business activities and biodiversity 	<ul style="list-style-type: none"> Establishment of global-level environmental governance systems Formulation of biodiversity conservation plan
Provision of environmentally-conscious products and services	<ul style="list-style-type: none"> Expanded creation of Olympus Eco-Products 	<ul style="list-style-type: none"> Creation of 63 Olympus Eco-Products (cumulative total: 349), raising percentage of total product sales to 55% Super Eco-Products system launched, seven imaging products and OEM products designated 	<ul style="list-style-type: none"> Creation of Olympus Super Eco-Products in all product categories
Reduction of environmental burden relating to business activities	<ul style="list-style-type: none"> 20% reduction in manufacturing-related CO₂ emissions by fiscal 2014 (from fiscal 2007 level) 20% reduction in waste emissions by fiscal 2014 (from fiscal 2007 level) 	<ul style="list-style-type: none"> 16% reduction in manufacturing-related CO₂ emissions compared with fiscal 2007 level 20% reduction in waste emissions compared with fiscal 2007 level 	<ul style="list-style-type: none"> Reduction of manufacturing-related environmental footprints through improved operating efficiency and development of manufacturing-technologies
Improvement of environmental communication	<ul style="list-style-type: none"> Promotion of information about environmental initiatives to stakeholders Expansion of environmental contribution activities 	<ul style="list-style-type: none"> Distribution of information through Corporate Social Responsibility Report and websites Implementation of tree-planting programs, no-car days and other initiatives 	<ul style="list-style-type: none"> Continuing distribution of environmental-related information Development of regionally focused environmental contribution activities

Corporate Profile/Financial Highlights

Profile of the Olympus Group

Please visit investor relations website for updates and detailed information.

►WEB [Investor Relations](http://www.olympus-global.com/en/corc/ir/summary/) <http://www.olympus-global.com/en/corc/ir/summary/>

Olympus Corporation

Established

October 12, 1919

Head office

Shinjuku Monolith, 3-1 Nishi-Shinjuku 2-chome, Shinjuku-ku, Tokyo 163-0914, Japan

Activities

Manufacture and sales of precision equipment

Capital

¥48,332 million

Business Fields

Medical Systems

Manufacture and sale of medical endoscopes, surgical endoscopes, endotherapy devices, etc.



Life Science & Industrial

Manufacture and sale of biological microscopes, industrial microscopes, industrial endoscopes, non-destructive testing equipment, etc.



Imaging Systems

Manufacture and sale of digital cameras and recorders



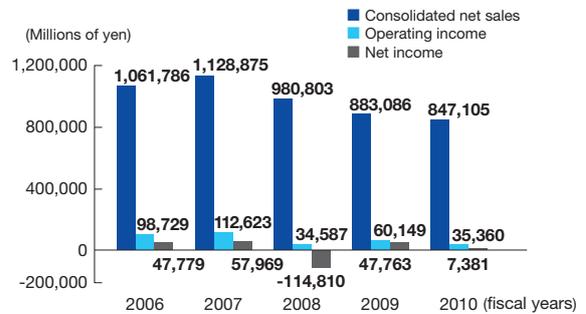
Information and Communication

Sale of mobile telephones, etc.

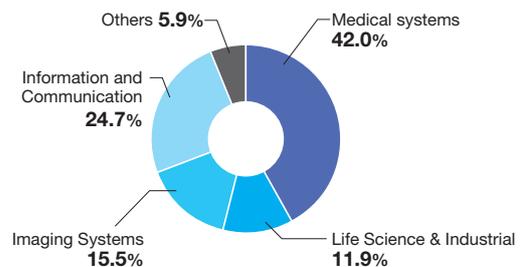
Other Activities

Development of systems, manufacture and sale of biomaterials, etc.

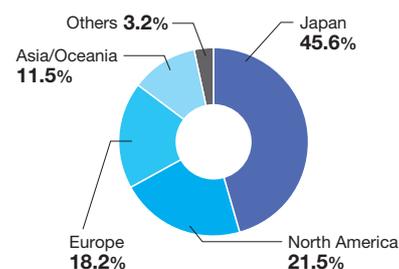
Consolidated net sales, operating income, net income



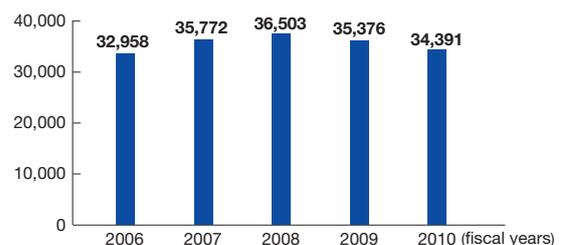
Segment contributions to consolidated net sales in fiscal 2010



Consolidated net sales by market in fiscal 2010



Consolidated number of employees



External Assessments

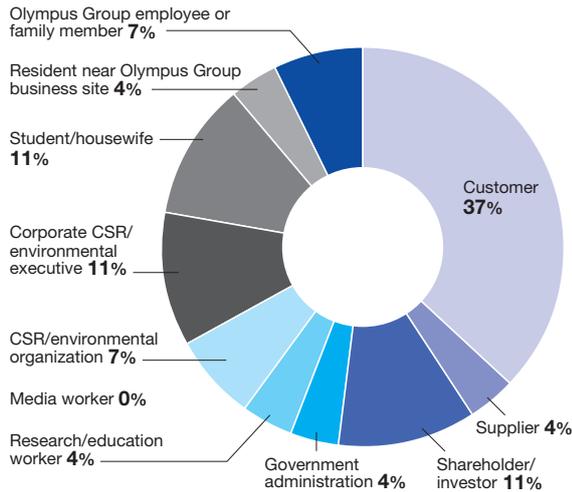
Results of Questionnaire Survey on 2010 Olympus Corporate Social Responsibility Report Digest

We would like to thank the many people who submitted their views and impressions concerning the 2010 Olympus Corporate Social Responsibility Report Digest.

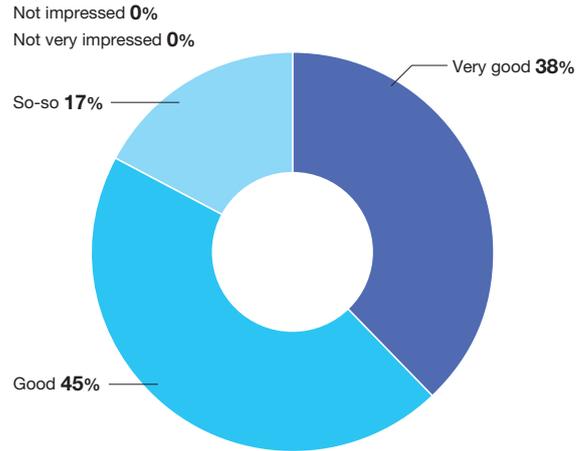
In addition to the questionnaire survey distributed with the report, we sought to increase the number of comments and impressions received by commissioning a questionnaire survey on the 2010 Olympus Corporate Social Responsibility Report Digest and the corporate social responsibility using the donation survey* system of DFF Inc. The responses received were reflected in this Olympus Corporate Social Responsibility Report.

*Donation survey: When a person registered with DFF Inc. responds to a corporate questionnaire, the company concerned donates ¥100 on behalf of the respondent to a non-profit organization nominated by the respondent.

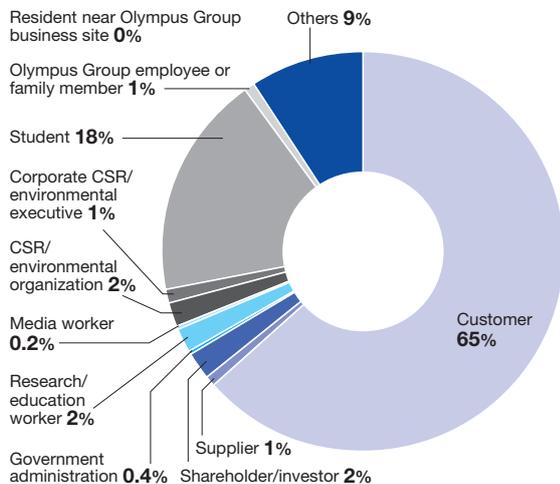
■ Circumstances of people who read the 2010 Olympus Corporate Social Responsibility Report Digest (total responses: 27)



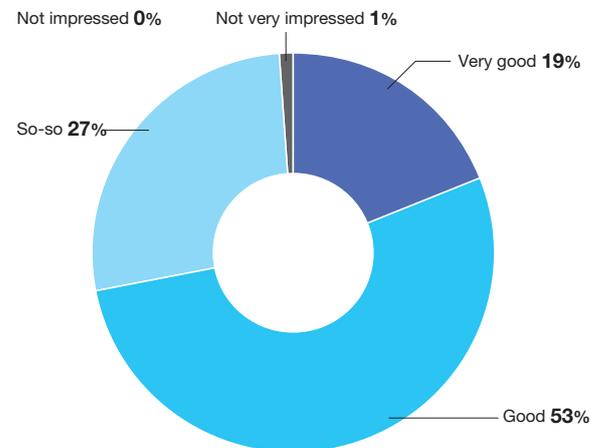
■ Assessments by people who read the 2010 Olympus Corporate Social Responsibility Report Digest (total responses: 27)



■ Circumstances of donation survey participants (total responses: 502)



■ Assessments by donation survey participants (total responses: 502)



■ Recipients of Funds from Donation Survey

In accordance with the wishes of survey participants, funds were donated to WWF Japan, Amnesty International Japan, Save the Children Japan, National Women's Shelter Net, the Japan Philanthropic Association, and the Child Line Support Center.

■ Issues highlighted concerning the 2010 Olympus Corporate Social Responsibility Report Digest

Issues highlighted	Resulting changes to the Olympus Corporate Social Responsibility Report
There should be detailed information about risks and other key items.	Starting in 2011, we will publish not only the digest version and the website but also the full report (in Japanese and English).
There should be descriptions of activities in each segment.	We reported on areas of activity in each business segment (Page 27) and on our initiatives for consumers in each business segment (Pages 9-14).

This report and the website were produced with the assistance of many employees in related divisions and departments, both in Japan and overseas.

We will continue to work toward the creation of a sustainable society by expanding our dialog with stakeholders, and by proposing and implementing CSR-related policies and measures. We look forward to receiving your comments and impressions again this year.



Olympus Corporation Contact

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