

Management Policies for Fiscal 2019

Hiroyuki Sasa President and Representative Director Olympus Corporation May 11, 2018

Disclaimer

- This material contains forward-looking statements that reflect management's current views, plans, and expectations based on information available at the time of preparation. These forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, future business decisions, and other internal and external factors that may cause the Company's actual results, performance, achievements, or financial position to be materially different from any future results expressed or implied by these forward-looking statements.
- Additionally, this information is subject to change without notice. Accordingly, other information should be used in addition to this material when making investment decisions.
- Olympus Corporation assumes no responsibility for any damage resulting from the use of this material.

Voluntary Adoption of IFRS

- The Company has chosen to voluntarily adopt International Financial Reporting Standards (IFRS). The first document to which these standards were applied was the consolidated financial statements for the three months ended June 30, 2017.
- Figures for the fiscal year ended March 31, 2017 have been restated based on IFRS for the purpose of comparisons.

Today's Agenda

- Management Policies for Fiscal 2019
 - 1. Review of the First Two Years of 16CSP (Medium-Term Management Plan)
 - 2. Policies for Pursuing Future Growth

- Consolidated Financial Results for Fiscal 2018
- Full-Year Forecasts for Fiscal 2019

Note: For the fiscal years as of / ended March 31)



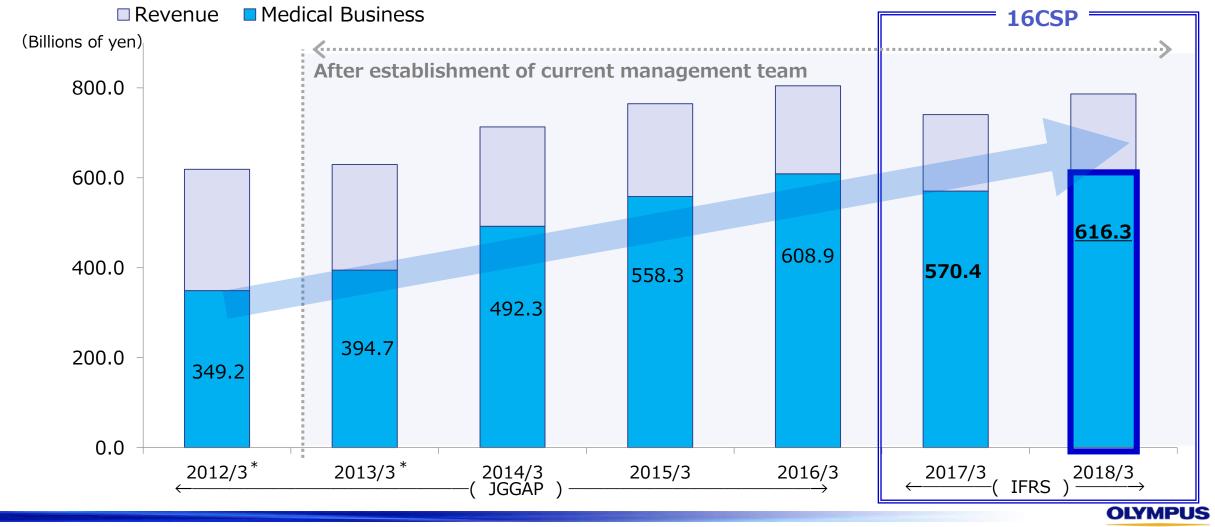
1. Review of the First Two Years of 16CSP (Medium-Term Management Plan)

Note: 16CSP is the five-year medium-term management plan that began with fiscal 2017.



Review of First Two Years of 16CSP: (1) Revenue (Consolidated & Medical Business)

- Strong growth of Medical Business drives increases in consolidated revenue
- Record-breaking revenue achieved in Medical Business despite mainstay gastrointestinal endoscopes being in the later stages of their product life cycles



Review of First Two Years of 16CSP: (2) Business Progress (Medical Business)

Steady investments and other measures for growing mainstay Medical Business as core business underpinning consolidated performance

Priority Measures of 16CSP (Medical)

- 1. Expand leading GI market share and improve profitability while realizing substantial growth in endotherapy and surgical business operations
- 2. Shift from installation-based Medical Business model to procedure-based Medical Business model
- 3. Expand operations in emerging countries
- 4. Strengthen ability to respond to GPOs / IDNs*1
- 5. Strengthen QA/RA*2 functions
- 6. Improve productivity

(Progress)

- Smooth progress in converting rival companies' customers into Olympus customers by utilizing 4K systems in the surgical device field
- **Endotherapy device operations expanded as planned** (particularly accelerated of sales promotions in the ERCP field)
- Construction of development and production systems in North America to bolster production capacity and efficiency with regard to THUNDERBEAT as this product enjoys ongoing double-digit growth
- Double-digit growth for two consecutive years in Asia/Oceania due to strong performance in all fields
- Training and service centers established in Thailand and Dubai to further expansion of emerging markets
- Rapid progress in business negotiations with several major IDNs in North America, the largest market for the Medical Business, thanks to coordination with ISM (acquired in June 2017)
- Favorable progress in augmentation of repair infrastructure centered on Europe and North America

^{*1} GPOs: Group Purchasing Organizations; IDNs: Integrated Delivery Networks

^{*2} Quality Assurance / Regulatory Assurance

Changes in the Operating Environment (Disparities from Initial 16CSP Outlook)

Macroeconomic Environment

No major changes in operating environment trends in comparison with initial 16CSP outlook, but <u>accelerated changes</u> <u>in operating environment including strengthening of regulatory assurance and technological progress</u>

Operating Environment

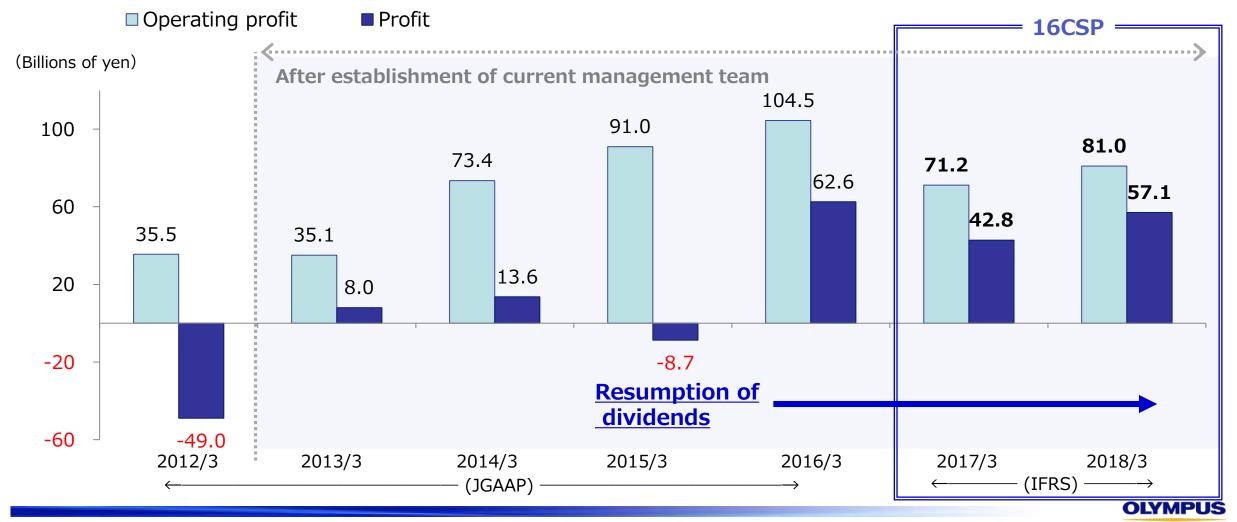
	No changes from initial operating environment outlook	Changes surpassing initial outlook (disparities)
Medical	 Ongoing double-digit growth in China and other emerging countries Continuous market growth accompanying rise in case numbers Move to limit healthcare expenses in developed countries Intensified competition due to market entry by global MedTech companies and companies from emerging countries 	 Increasingly more rigorous medical equipment application and registration requirements in EU-MDR*1 and other countries' regulations Accelerated drive to tighten reprocessing*2 requirements centered on North America *1 European Union Medical Devices Regulation *2 Cleaning, disinfection, and sterilization
Scientific Solutions	 Ongoing growth of aviation, automotive, and other infrastructure maintenance sectors of industrial field fueled by inspection demand 	 Stable growth in emerging countries, but shrinking markets in developed countries due to stagnant government research budget in life science field
Imaging	Continuous contraction of digital camera market	 Growth in mirrorless camera market but rapid changes in operating environment stemming from full-fledged market entry of competitors

Impacts of Operating Environment Changes on Business

Major Business Impacts of Operating Environment Changes Delays in the launches of major new products stemming from constraints on development resources as a result of prioritizing response to regulatory, product quality issues and reprocessing requirements for existing products Medical • Slow progress in surgical device operations as a result of delayed supply of new product (VISERA ELITE II) due to production issues at launch as well as delayed introduction of new products in North America following postponement of approval receipt Growth relatively unchanged year on year in life science field, despite noteworthy growth in emerging countries, due to stagnant government research budget in developed countries Scientific **Solutions** Currently strong performance in all regions in industrial field, but <u>sluggish growth</u> in comparison with forecasts due to initial market slump

Review of First Two Years of 16CSP: (3) Consolidated Performance

- <u>First-half of 16CSP positioned as period for investing in second-half growth</u>, investments during first two years of 16CSP conducted accordingly
- Structure promising consistent profit* established



Review of First Two Years of 16CSP: (4) Major Indicators (16CSP Targets)

- ROE and equity ratio as projected
- Operating margin and EBITDA lower than anticipated
- Issues recognized with regard to business growth potential (disparity between outlook and reality)

			<u></u>	,
KPI	2017/3 (JGAAP)	2017/3 (IFRS)	2018/3 (IFRS)	2021/3 (16CSP Management Goals)
ROE (Capital Efficiency)	19%	11%	14%	15%
Operating Margin (Profitability)	10%	9.6%	10.3%	15%
EBITDA (Business Growth)	¥129.8 billion (-16%)	¥124.0 billion	¥133.9 billion (+8%)	¥240.0 billion (Double-digit growth)
Equity Ratio (Financial Soundness)	43%	41%	45%	50%

2. Policies for Pursuing Future Growth

Initiatives for Accomplishing 16CSP Targets

 Steadily implement priority measures described in 16CSP through efficient management resource use and Business Process Reengineering Project

Priority Strategies of 16CSP

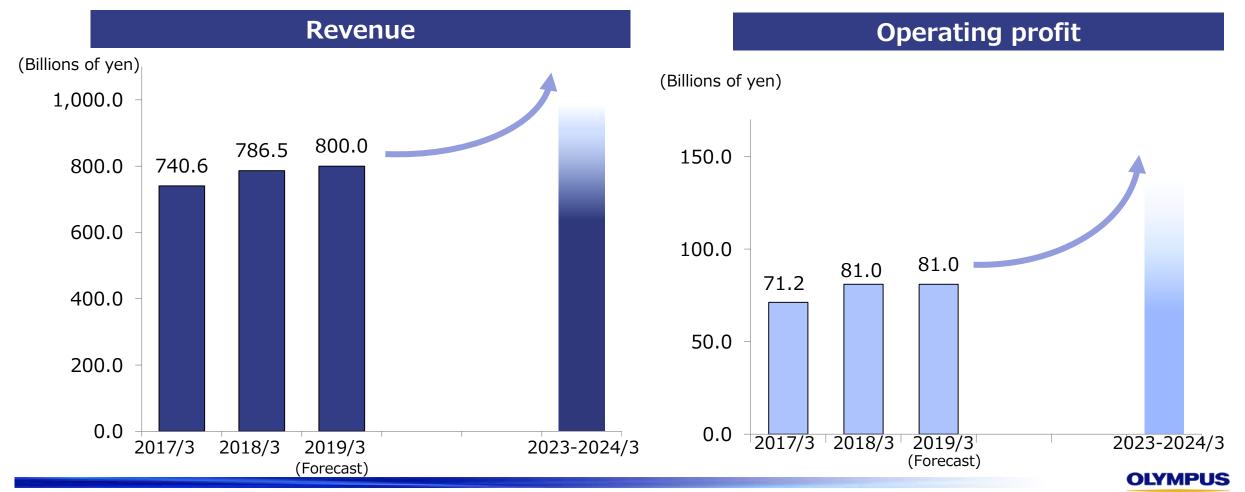
- 1. Take action to grow businesses
- 2. Acquire necessary management resources in a timely manner and fully leverage these resources
- 3. Advance forward-looking preparation to realize continued growth
- 4. Pursue further business efficiency improvements
- 5. Enhance management on global and groupwide basis
- 6. Strengthen Quality/Regulatory Assurance functions and Internal control, promote strict compliance



Review of 16CSP: Revenue / Operating profit

- Revision to foreign exchange assumptions for 16CSP revenue and operating profit forecasts
- Reviewed forecasts to be accomplished two to three years later than scheduled

[At time of 16CSP formulation] [Foreign exchange rate assumptions for FY2019] 4/USD: 4115 4/EUR: 4130[Foreign exchange rate assumptions for FY2019] 4/USD: 4115 4/EUR: 4130



Policies for Pursuing Future Growth: (1) Medical Business

No major changes planned for strategies or numeric targets as growth is anticipated to be in line with forecasts following introduction of new mainstay products

Basic Policies (Main Points)

Gastrointestinal (GI) Endoscopes

- Steadily develop and commercialize new products
- Bolster sales promotion programs prior to introduction of next-generation systems
- Step up response to regulatory and reprocessing requirements
- Secure earnings through business process reengineering and streamlining

Surgical Devices

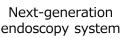
- Quickly address new product launch delays and supply issues
- Achieve growth rates higher than those of the market by soliciting value of strategic products
- Growing sales of single-use devices
- Improve profitability

Endotherapy Devices

Continuously bolster product lineups and reinforce sales organizations and systems to promote sales of single-use devices

Products for Pursuing Future Growth*







Next-generation endoscope cleaning device



Next-generation Endobronchial ultrasound scope

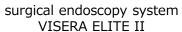


Motor-driven enteroscope



Ultrawide angle colonoscope







operating room system integration (ISM: IP image management)







4K surgical endoscopy system

OLYMPUS

Policies for Pursuing Future Growth: (2) Scientific Solutions and Imaging Businesses

Scientific Solutions Business

- Plan to revise our strategies for the life science field
- Steady implementation of priority measures to achieve initial profitability improvement target (operating margin of 10%)
- changing our focus to boosting profitability rather than pursuing sales scale
- Accelerate expansion of portfolios targeting focus customer segments (manufacturing, infrastructure maintenance, and environment and natural resource) with the aim of achieving profitable growth in industrial field

Imaging Business

- **Progress as initially forecast**
- No changes to strategies or numeric targets (generate steady profits without concern for sales scale)
- Continue promoting structural reforms to ensure enduring profitability
- Bolster production capacity and efficiency after transferring production for Shenzhen, China to Vietnam plant
- Continue to strengthen lineup of high-margin mirrorless cameras and interchangeable lenses and advance sales strategies matched to needs of specialists









OM-D E-M1 Mark II

PEN E-PL9

f/1.2 prime lens series

Notification: Investor Day 2018

Date:	September 5, 2018
Major Topics:	Business progress centered on 16CSP, medium-term management plan (Presentation, Q&A session, and product exhibition)
Presenters:	President and Representative Director: Hiroyuki Sasa
	Director, Vice President and CFO: Yasuo Takeuchi
	Representatives from the Medical Business, regional representative officer of Americas, etc.

Management Policy

To be the greatest "Business to Specialist" Company

Pursue business growth and profitability improvements based the most fundamental elements of customers' demands and needs as a "Business to Specialist" Company





Consolidated Financial Results for Fiscal 2018 Full-Year Forecasts for Fiscal 2019

Yasuo Takeuchi Director, Vice President and CFO Olympus Corporation May 11, 2018

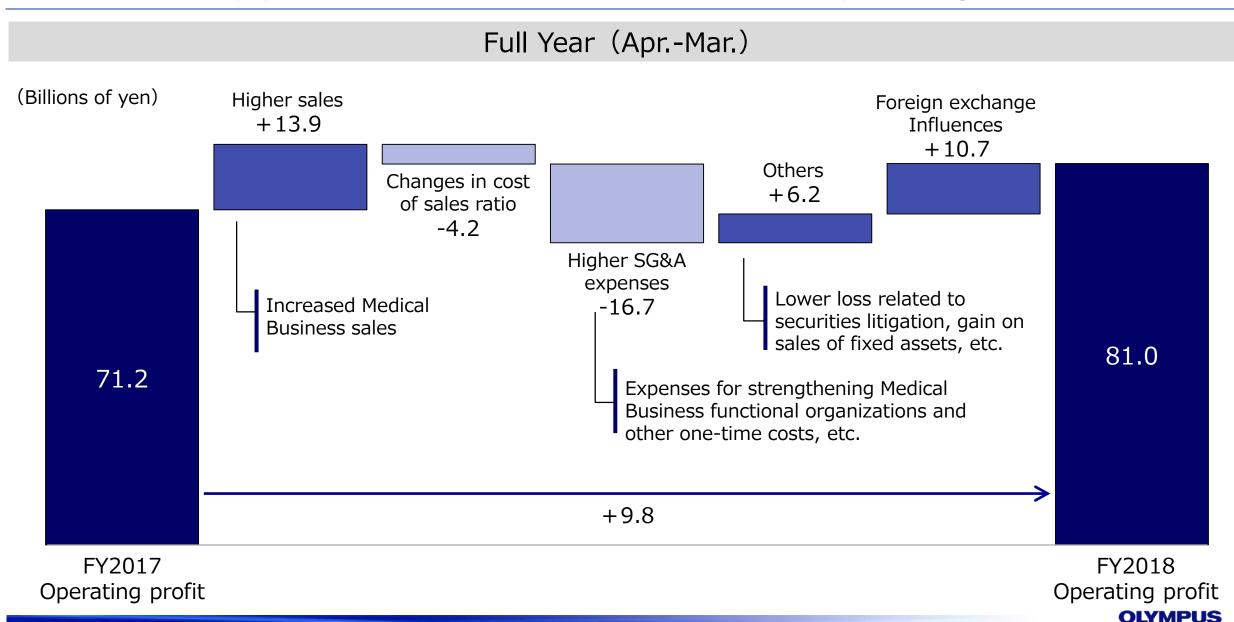
Fiscal 2018 (1)Consolidated Financial Results

1 Revenue: Up 6% YoY driven by strong performance centered on the mainstay Medical Business

2 Profit: Double-digit YoY growth in all profit figures

Full Year (AprMar.)							
(Billions of yen)	FY2017	FY2018 1	YoY	After foreign exchange adjustment	FY2018 Forecasts (Feb. 9)	vs. forecasts YoY Change	vs. forecasts (%)
Revenue	740.6	786.5	+6%	+2%	784.0	+2.5	0%
Gross profit (% of revenue)	478.5 (64.6%)	510.5 (64.9%)	+7%	+2%	520.0 (66.3%)	-9.5	-2%
Selling, general and administrative expenses (% of revenue)	397.7 (53.7%)	426.6 (54.2%)	+7%	+4%	430.0 (54.8%)	-3.4	-1%
Other income and expenses etc.	-9.6	-2.9	-	-	-4.0	-	-
Operating profit (% of revenue)	71.2 (9.6%)	81.0 (10.3%)	+14%	-1%	86.0 (11.0%)	-5.0	-6%
Profit before tax (% of revenue)	62.5 (8.4%)	76.7 (9.8%)	+23%		79.0 (10.2%)	-2.3	-3%
Profit attributable to owners of parent (% of revenue)	42.8 (5.8%)	57.1 (7.3%)	+33%		63.0 (8.0%)	-5.9	-9%
¥/US\$	¥108	¥111			¥111	•	nents in Fiscal 2018 and of ¥28 per share
¥/Euro	¥119	¥130			¥128	Lear ena arvide	

Fiscal 2018 (1) Factors Influences Consolidated Operating Profit



Fiscal 2018 (2) Results by Business Segment

Medical: Record-breaking 4Q and full-year revenue in the Medical Business as it drives consolidated performance

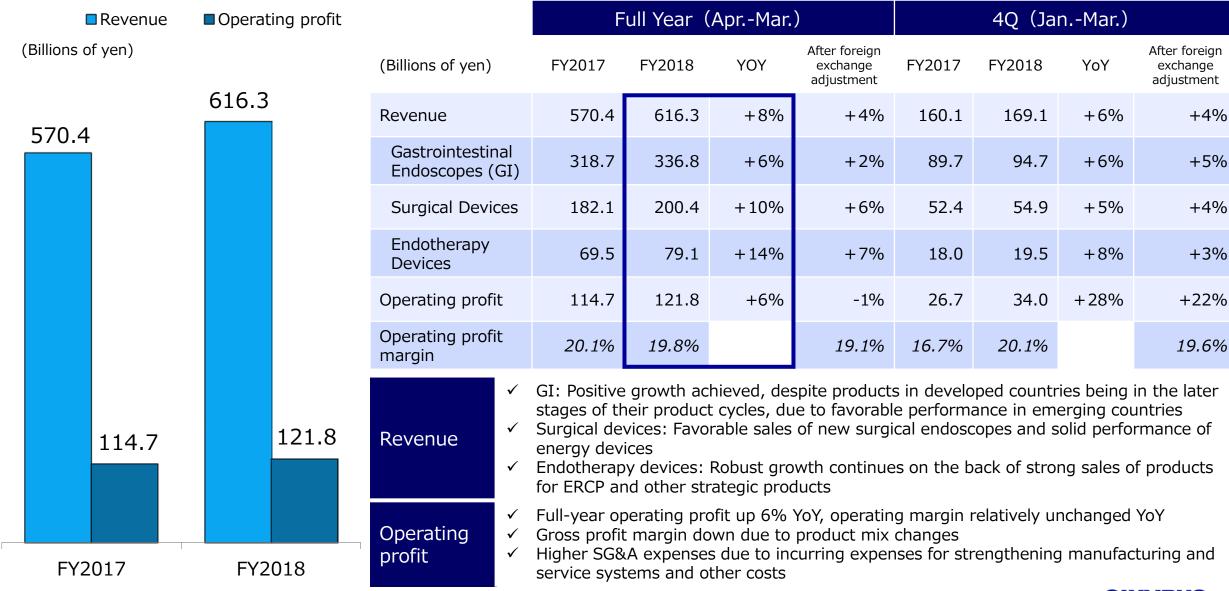
Full Voor (Apr Mar)

- Scientific Solutions: Revenue up 7% YoY due to favorable market
- Imaging: Operating loss posted due to expenses incurred in relation to the ceased operation of a Chinese manufacturing subsidiary (operating profit of ¥0.3 billion was recorded when excluding these expenses)

			<u>Full Year (AprMar.)</u>				<u>4Q (JanMar.)</u>			
(Billions of	yen)	FY2017	FY2018	YoY	After foreign exchange adjustment	FY2017	FY2018	YoY	After foreign exchange adjustment	
Medical	Revenue	570.4	616.3	+8%	+4%	160.1	169.1	+ 6 %	+4%	
Medical	Operating profit	114.7	121.8	+6%	-1%	26.7	34.0	+28%	+22%	
Scientific	Revenue	93.4	100.0	+7%	+3%	29.8	30.0	+ 1%	0%	
Solutions	Operating profit	5.9	6.4	+8%	-10%	4.1	2.9	-28%	-29%	
Imaging	Revenue	62.8	60.3	-4%	-8%	16.0	13.0	-19%	-20%	
Imaging	Operating profit	0.2	-1.2	-¥1.4 billion	-¥2.1 billion	-0.7	-2.7	-¥2.0 billion	-¥2.4 billion	
Others	Revenue	14.0	9.9	-29%	-30%	2.8	2.4	-16%	-15%	
Others	Operating profit	-1.1	-5.0	-¥3.8 billion	-¥3.8 billion	-1.9	-2.1	-¥0.3 billion	-¥0.3 billion	
Elimination	Revenue	-	-	-	-	-	-	-	-	
and corporate	Operating profit	-48.5	-41.0	+¥7.4 billion	+¥6.9 billion	-12.9	-10.9	+¥2.1 billion	+¥1.7 billion	
Consolidated	Revenue	740.6	786.5	+6%	+2%	208.8	214.4	+3%	+1%	
Total	Operating profit	71.2	81.0	+14%	-1%	15.2	21.2	+39%	+25%	

10 (1an Mar)

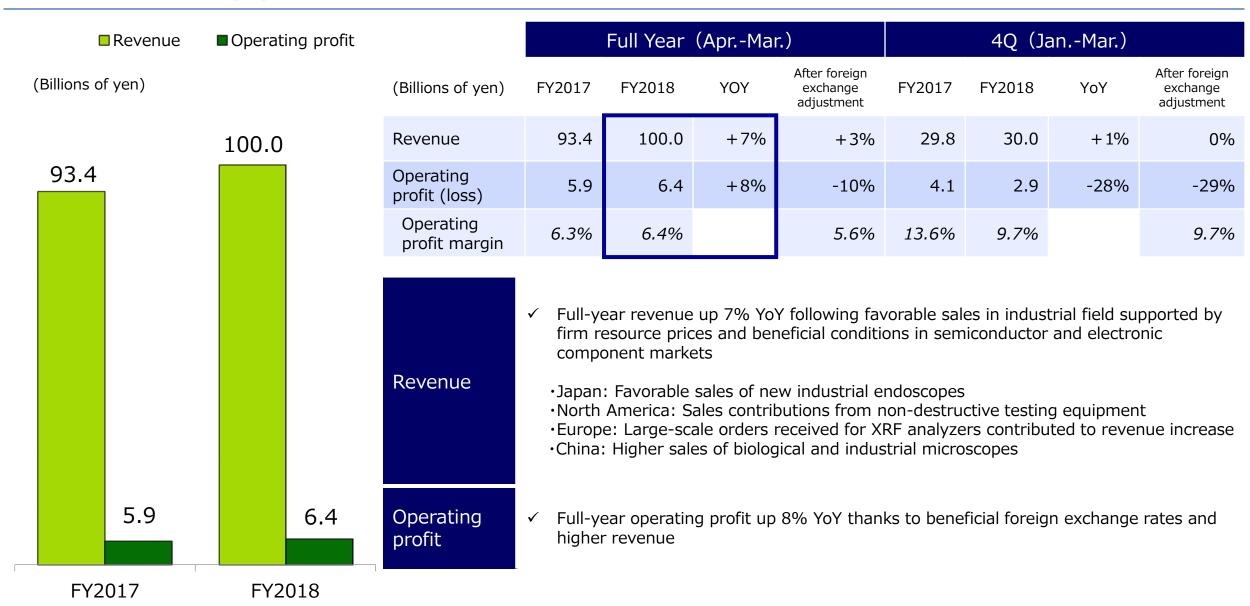
Fiscal 2018 (3) Medical Business



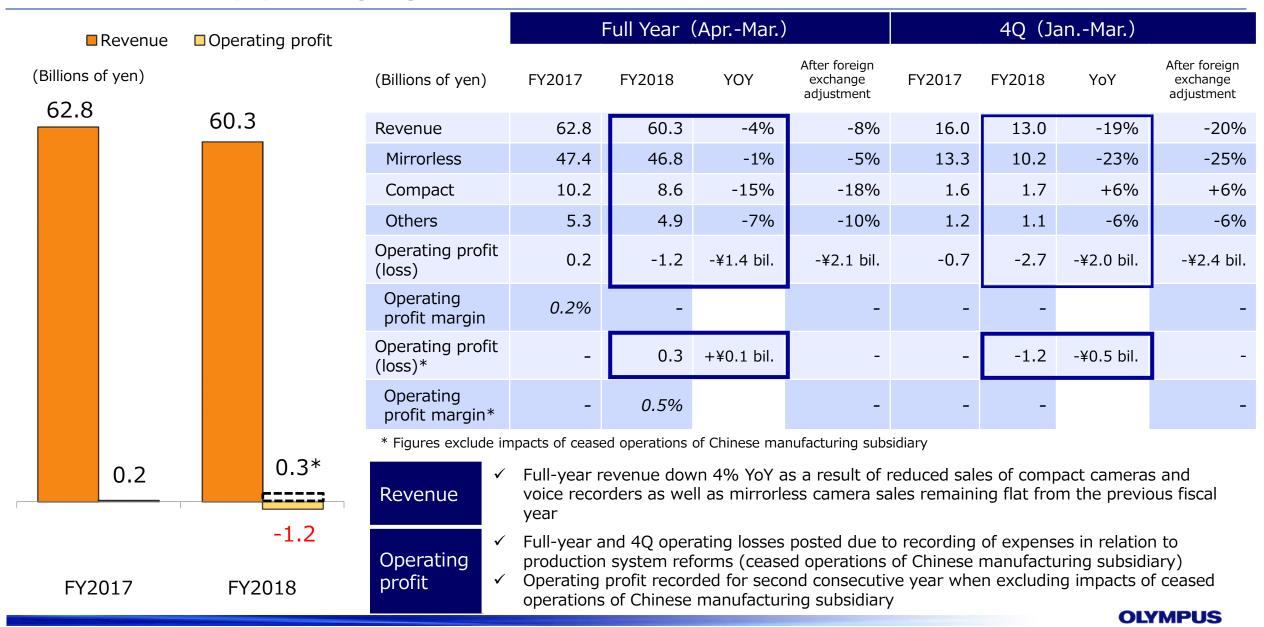
Fiscal 2018 (3) Medical Business

		Local	currency b	asis growth	rates	
Field	Region	FY20	017	FY20)18	Conditions by field
		4Q	Full Year	4Q	Full Year	
GI Endoscopes	Japan N. America Europe Asia/Oceania All Regions	0% 0% +8% +14% +4%	-2% 0% +6% +18% +4%	-3% +7% +7% +6% +5%	-2% +1% -1% +10% +2%	 Japan, North America, and Europe: Growth in line with previous fiscal year due in part to mainstay products being in the later stages of their product cycles Asia/Oceania: Exceptionally strong performance in China
Surgical Devices	Japan N. America Europe Asia/Oceania All Regions	-7% -1% +35% +7% +6%	-2% +2% +10% +10% +4%	+12% +6% -6% +3% +4%	+9% +2% +6% +10% +6%	 Japan: Solid growth fueled by benefits of new VISERA ELITE II and favorable performance of energy devices North America: Positive growth, despite mainstay products being in the later stages of their product cycles, due to the achievement of successful business negotiations through effective coordination with ISM Europe: Negative 4Q growth due to rebound from high growth seen in previous fiscal year
Endotherapy Devices	Japan N. America Europe Asia/Oceania All Regions	+4% +7% +5% +7% +5%	+7% +10% +6% +9% +7%	+3% 0% +3% +8% +3%	+7% +4% +3% +16% +7%	 Positive growth in all regions as a result of solid sales of products for ERCP*. Particularly strong performance in Asia/Oceania * ERCP: Endoscopic Retrograde Cholangio Pancreatography

Fiscal 2018 (4) Scientific Solutions Business



Fiscal 2018 (5) Imaging Business



Statement of Financial Position

- Total equity: Higher retained earnings due to the recording of profit attributable to owners of parent of ¥57.1 billion
- Equity ratio: Rose to 45.2% as a result of higher retained earnings and reduced interest-bearing debt

(Billions of yen)	End Mar. 2017	End Mar. 2018	Change		End Mar. 2017	End Mar. 2018	Change
Current assets	505.7	514.3	+8.5	Current liabilities	286.5	305.9	+19.5
Inventories	125.3	139.3	+14.0	bonds/long-term loans payable	68.8	88.8	+20.0
Non-current assets	454.3	464.4	+10.1	Non-current liabilities	277.4	228.5	-48.9
Property, plant and equipment	159.7	168.2	+8.5	bonds/long-term loans payable	217.2	159.2	-58.0
Intangible assets	75.9	73.4	-2.5	Total equity	396.2	444.3	+48.0
Goodwill	95.6	97.2	+1.6	(Equity ratio)	41.1%	45.2%	+4.1pt
Total assets	960.0	978.7	+18.6	Total liabilities and equity	960.0	978.7	+18.6

Interest-bearing debt: ¥248.0 billion(-¥38.0 billion from March 31, 2017)

Consolidated Cash Flows

■ Free cash flow: Came to a positive ¥41.8 billion due to profit generated by business activities, which offset capital expenditures for augmenting European manufacturing and service bases and outflows related to the acquisition of ISM*

Full Year

(Billions of yen)	FY2017	FY2018	Change
Revenue	740.6	786.5	+45.9
Operating profit	71.2	81.0	+9.8
(% of revenue)	9.6%	10.3%	+0.7pt
CF from operating activities	102.1	93.5	-8.5
CF from investing activities	-20.8	-51.7	-30.9
Free cash Flow	81.2	41.8	-39.4
CF from financing activities	-43.6	-51.1	-7.4
Cash and cash equivalents at end of period	199.5	191.2	-8.2
Depreciation and amortization	52.9	52.9	0
Capital expenditures	60.7	65.3	+4.6

Forecast for Fiscal 2019



Forecasts of Consolidated Financial Results for Fiscal 2019

- Revenue projected to increase 2% YoY due to strong performance in the Medical Business
- Operating profit to rise 9% YoY when excluding foreign exchange influences despite impacts of additional expenses related to ceased operations of Chinese manufacturing subsidiary in Imaging Business

(Billions of yen)		FY2018 (Results)	FY2019 (Forecasts)	Change	YoY	YoY (After foreign exchange adjustment)
Revenue		786.5	800.0	+13.5	+2%	+4%
Gross profit	(% of revenue)	510.5 (64.9%)	527.0 (65.9%)	+16.5	+3%	+6%
Selling, general and adminis	strative expenses (% of revenue)	426.6 (54.2%)	438.0 (54.8%)	+11.4	+3%	+5%
Other income and expenses	s, etc.	-2.9	-8.0	-5.1	-	-
Operating profit	(% of revenue)	81.0 (10.3%)	81.0 (10.1%)	0	0%	+9%
Profit before tax	(% of revenue)	76.7 (9.7%)	76.0 (9.5%)	-0.7	-1%	
Profit attributable to owners	of parent (% of revenue)	57.1 (7.3%)	59.0 (7.4%)	+1.9	+3%	
EPS		¥167	¥173			
¥/US\$		¥111	¥105	-¥6 (yen appreciation)		st in Fiscal 2019
¥/Euro		¥130	¥130	-	Annual dividend	of ¥30 per share

Segment Forecasts for Fiscal 2019

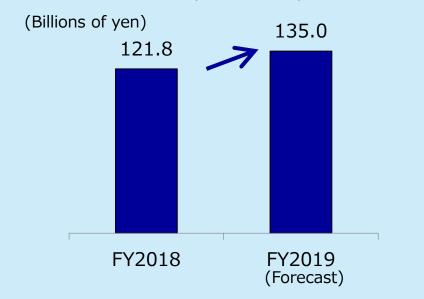
- Medical: Double-digit operating profit growth expected owing to enhanced earnings capacity
- Scientific Solutions: Higher revenue and profit when excluding foreign exchange influences
- Imaging: Operating loss to be posted due to recording of expenses related to ceased operations of Chinese manufacturing subsidiary (operating profit of ¥2.5 billion projected when excluding these expenses)

(Billions of yen)		FY2018 (Results)	FY2019 (Forecasts)	Change	YoY	YoY (After foreign exchange adjustment)
Medical	Revenue	616.3	634.0	+17.7	+3%	+6%
Medical	Operating profit	121.8	135.0	+13.2	+11%	+17%
Scientific	Revenue	100.0	100.0	0	0%	+3%
Solutions	Operating profit	6.4	7.0	+0.6	+9%	+31%
Impaina	Revenue	60.3	60.0	-0.3	0%	+1%
Imaging	Operating profit	-1.2	-7.0	-5.8	-	
Othora	Revenue	9.9	6.0	-3.9	-39%	-39%
Others	Operating profit	-5.0	-6.0	-1.0	-	-
Elimination and	Revenue	-	-	-	-	-
corporate	Operating profit	-41.0	-48.0	-7.0	-	-
Consolidated	Revenue	786.5	800.0	+13.5	+2%	+4%
Total	Operating profit	81.0	81.0	0	0%	+9%

Details of Performance by Segment

Medical

- Improved profitability stemming from new product sales promotions
 - Introduction of new scopes continuing on from the previous fiscal year in gastrointestinal endoscope field
 - Promotion of VISERA ELITE II sales and growth in energy device sales in all regions in surgical device field
 - Higher sales in endotherapy device field due to enhanced product lineup



Scientific Solutions

- Higher operating profit following accelerated growth in industrial field
 - Solid performance in industrial field supported by improved market conditions
 - Higher profitability in life science field to be achieved by bringing costs to appropriate level

(Billions of yen)



Imaging

- Establishment of structure promising consistent profits through structural reforms
 - Ongoing focus on high-margin mirrorless cameras
 - Third consecutive year of operating profit when excluding impacts of expenses related to production system reforms (ceased operations of Chinese manufacturing subsidiary)

(Billions of yen)

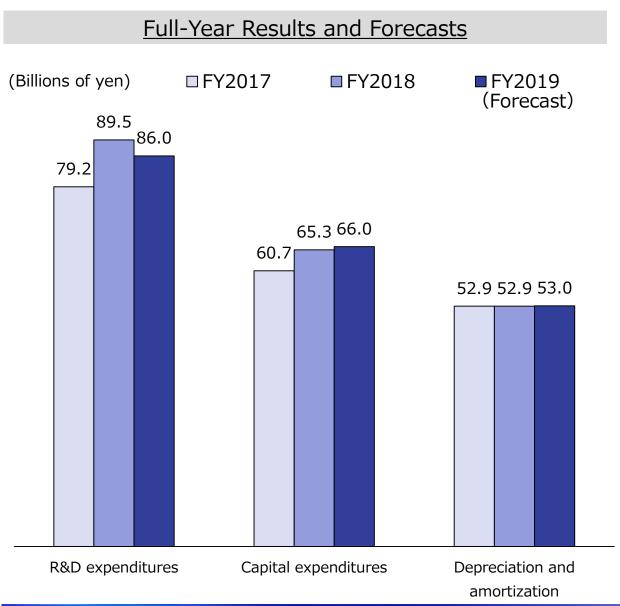


^{*} Figures exclude impacts of ceased operations of Chinese manufacturing subsidiary



Investments (R&D Expenditures, Capital Expenditures, Depreciation and Amortization)

R&D assets



Details of R&D Expenditures

(Billions of yen)	FY2017	FY2018*1	FY2019 (Forecast)
R&D expenditures (% of revenue)	79.2	89.5	86.0
	(10.7%)	(11.4%)	(10.8%)

Reference

(Billions of yen)	FY2017	FY2018	FY2019 (Forecast)
Capitalization of R&D expenditures*2	7.0	10.3	12.0
Amortization	4.8	7.0	
	End Mar. 2017	End Mar. 2018	

*1. R&D expenditures are calculated by applying the same standards to all subsidiaries as used by the Company.

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^{*2.} The amount for capitalization of R&D expenditures is included in the above amount for R&D expenditures.

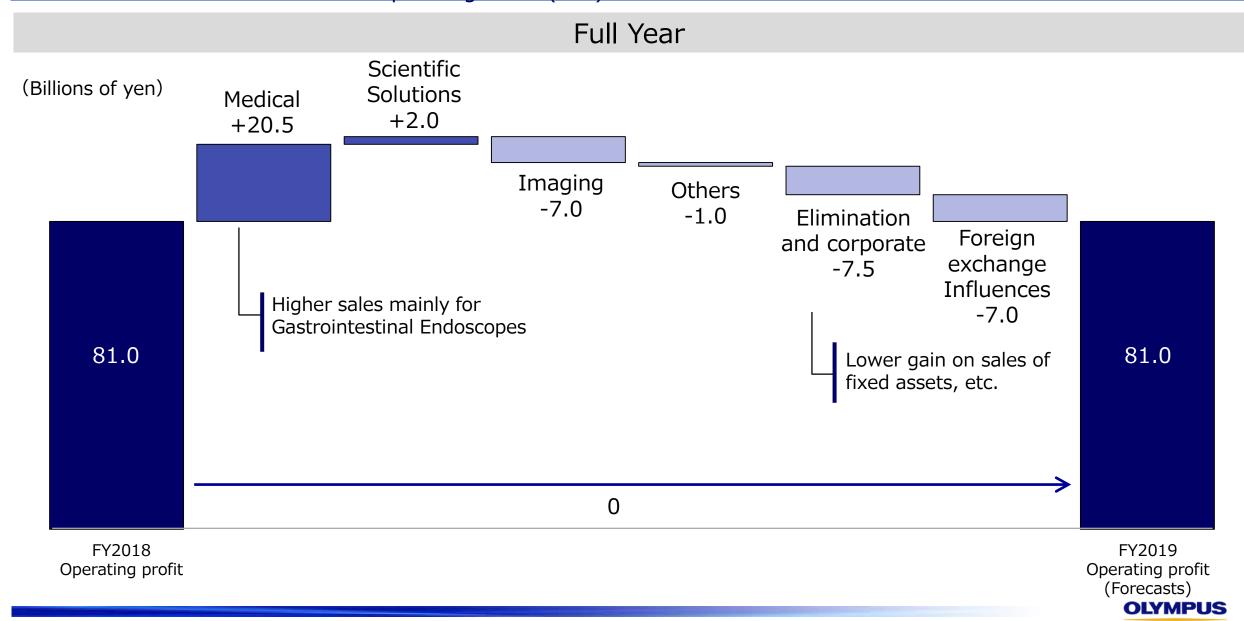


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Appendix



[Supplementary Materials] Forecasts of Consolidated Financial Results for Fiscal 2019(Full-year basis) Factors Influences Consolidated Operating Profit (YoY)

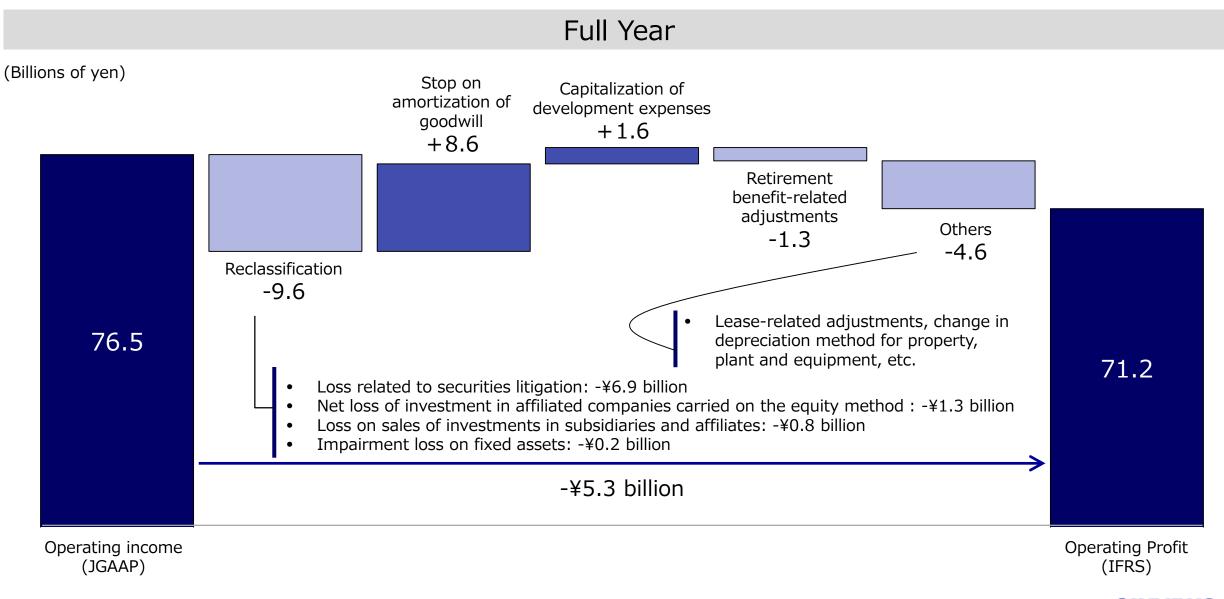


【Supplementary Materials (JGAAP/IFRS)】FY2017 Full Year Results (1) Consolidated

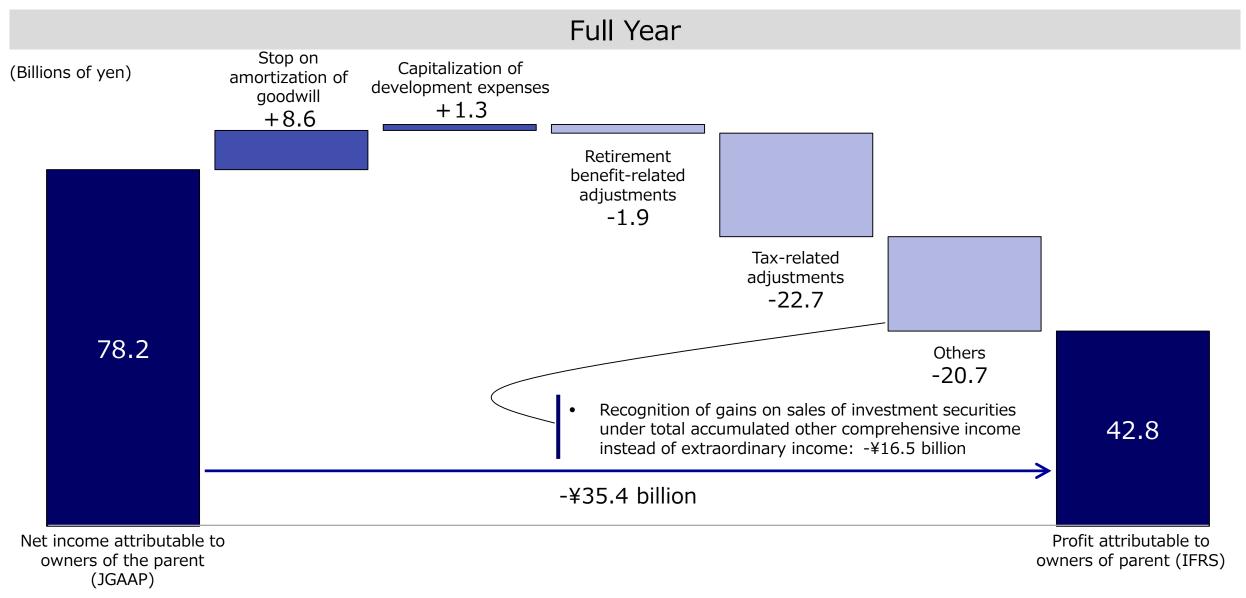
Full Year

(Billions of yen)	FY2017 Results (JGAAP)	FY2017 Results (IFRS)	Change
Revenue (IFRS) / Net sales (JGAAP)	748.1	740.6	-7.5
Operating Profit (IFRS) / Operating income (JGAAP)	76.5	71.2	-5.3
Profit before tax (IFRS) / Income before provision for income taxes (JGAAP)	81.7	62.5	-19.2
Profit attributable to owners of parent (IFRS) / Net income attributable to owners of the parent (JGAAP)	78.2	42.8	-35.4

[Supplementary Materials (JGAAP/IFRS)] FY2017 Full Year Results (2) Factors Influencing Operating Profit



[Supplementary Materials (JGAAP/IFRS)] FY2017 Full Year Results (3) Factors Influencing Profit



[Supplementary Materials (JGAAP/IFRS)] FY2017 Full Year Results (4) By segment

Full Year

	(Billions of yen)	FY2017 Results (JGAAP)	FY2017 Results (IFRS)	Change
Medical	Revenue (IFRS) / Net sales (JGAAP)	575.3	570.4	-4.9
	Operating Profit (IFRS) / Operating income (JGAAP)	115.5	114.7	-0.8
Scientific Solutions	Revenue (IFRS) / Net sales (JGAAP)	93.2	93.4	+0.2
	Operating Profit (IFRS) / Operating income (JGAAP)	5.3	5.9	+0.6
Imaging	Revenue (IFRS) / Net sales (JGAAP)	65.6	62.8	-2.8
	Operating Profit (IFRS) / Operating income (JGAAP)	0.5	0.2	-0.3
Others	Revenue (IFRS) / Net sales (JGAAP)	14.0	14.0	0
	Operating Profit (IFRS) / Operating income (JGAAP)	-4.6	-1.1	+3.5
Elimination and corporate	Revenue (IFRS) / Net sales (JGAAP)	-	-	-
	Operating Profit (IFRS) / Operating income (JGAAP)	-40.2	-48.5	-8.3
Consolidated Total	Revenue (IFRS) / Net sales (JGAAP)	748.1	740.6	-7.5
	Operating Profit (IFRS) / Operating income (JGAAP)	76.5	71.2	-5.3 OLYMPUS

