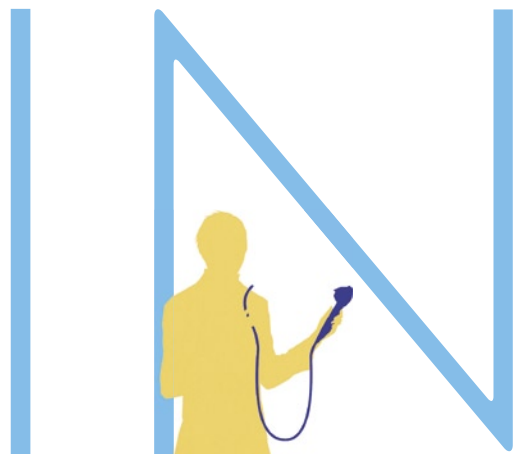


Social



IN



Social Value
IN the Company

2009



Introduction

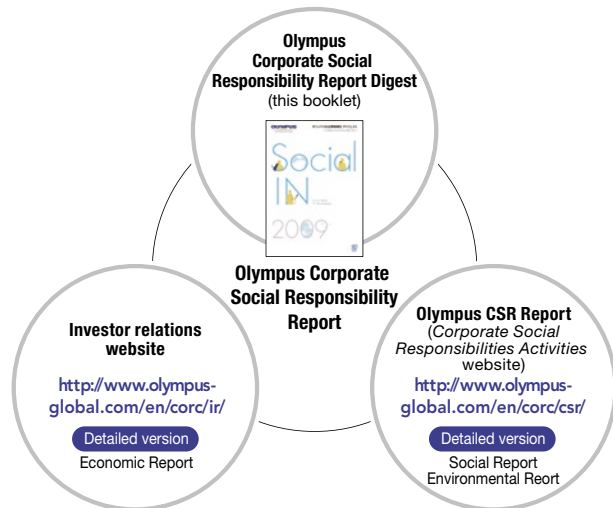
The Olympus Group published its first “Environmental Report” in 2000. In 2005 the report was expanded to include corporate governance and the social aspects of the Group’s activities. Since then it has been published as the “Corporate Social Responsibility Report”. Previous reports were structured around the Olympus Group Corporate Conduct Charter (see Page 3). Starting in 2009, we have adopted a new structure with pages dedicated to each stakeholder category, with the aim of providing clearer presentation of our CSR initiatives.

Overview of the Corporate Social Responsibility Report

Since 2008, to access the information easily, Olympus has provided comprehensive and detailed case studies concerning activities of its group companies on its website, *Corporate Social Responsibility Activities*. This booklet is a digest version of this website, and provides summarized policies, new initiatives and other selected key items in fiscal 2008 from the website.

Further information about the Olympus Corporate Social Responsibility Report can be found on the Olympus Corporate Social Responsibilities Activities website.

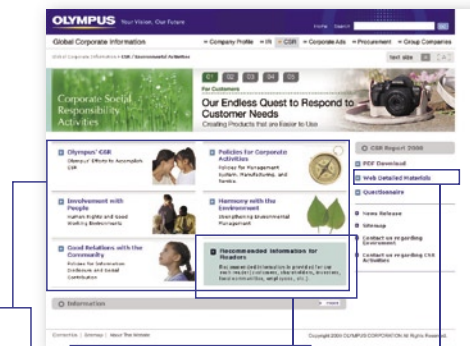
WEB Olympus CSR website
<http://www.olympus-global.com/en/corc/csr/>



WEB The Web Mark

The Web Mark () indicates that more detailed information is available on a website. See the Web Detailed Materials to find addresses relating to specific sections of this booklet.

WEB Web Detailed Materials
<http://www.olympus-global.com/en/corc/csr/wdata/>



The Olympus Group’s social and environmental policies and detailed case studies and information are presented in sections corresponding to items in the Olympus Group Corporate Conduct Charter (Page 3).

There are also sections presenting information designed for specific groups of stakeholders, such as consumers, shareholders and investors.

The Web Detailed Materials can be found on the website.

Scope of Report

Period: April 1, 2008–March 31, 2009

Organizations:	Economic Report	Olympus Corporation and its consolidated subsidiaries and affiliated companies
	Social Report	Olympus Corporation, Olympus Imaging Corporation, Olympus Medical Systems Corporation
	Environmental Report	Olympus Group parent company, major production and logistics subsidiaries in Japan and major overseas production subsidiaries

* The ITX Group is in principle excluded from the scope of this report.

* As a result of careful scrutiny of environmental data, some data items presented in this report may differ from results stated in previous reports or on the website.

Reference Guidelines

Environmental Reporting Guidelines of the Ministry of the Environment, Japan (2007 edition)

* Comparative tables pertaining to the Environmental Reporting Guidelines of the Ministry of the Environment and the Global Compact have been placed on the website.

Environmental Accounting Guidelines of the Ministry of the Environment, Japan (2005 edition)

Profile of the Olympus Group

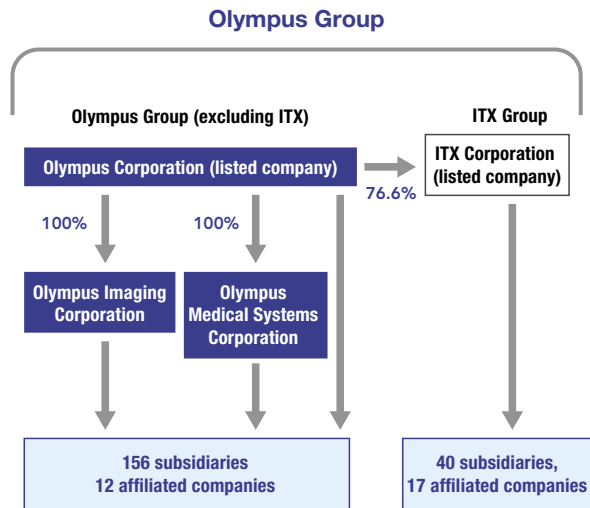
See the investor relations section for detailed and current information.

WEB Investor Relations Information
<http://www.olympus-global.com/en/corc/ir/>

Olympus Corporation

Established	October 12, 1919
Head office	Shinjuku Monolith 3-1, Nishi-Shinjuku 2-chome, Shinjuku-ku, Tokyo 163-0914
Activities	Manufacture and sale of precision machinery and instruments
Capital	¥48,332 million
Employees	36,503 (consolidated) 3,308 (non-consolidated)
Consolidated net sales	¥980,803 million

Outline of the Olympus Group



*Percentage figures indicate shares of voting rights held.

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Olympus Vision

Social IN - Olympus aims to realize a better livelihood and happiness for all through its activities as a value-creating enterprise

Economic performance remained strong until the middle of fiscal 2008, when the subprime mortgage crisis triggered a financial crisis of unprecedented severity. This situation impacted both the domestic and overseas activities of the Olympus Group. The resulting economic recession inevitably caused a rapid decline in the performance of our Imaging Business, which handles consumer products, and our Medical Business. We responded to this situation by working within the guidelines set down in our "Social IN" management philosophy to strengthen Olympus Group's business structure, including management integration with a British medical equipment manufacturer that we acquired in 2008.

The Social IN management philosophy expresses our commitment to help all people achieve health and happiness in their lives by working as an integral member of society, by sharing our values and by offering new values to society through our business activities. To accomplish these goals, we need to maximize our corporate value while providing value to society. We define corporate value as the sum of financial and intellectual capital values. To increase this, we need to increase the sophistication of our

corporate culture and quality whilst enhancing the value of every individual employee. By maximizing corporate value, we not only maximize shareholder value but also create a win-win relationship in which all stakeholders are linked by bonds of trust and can share the sense of pride together.

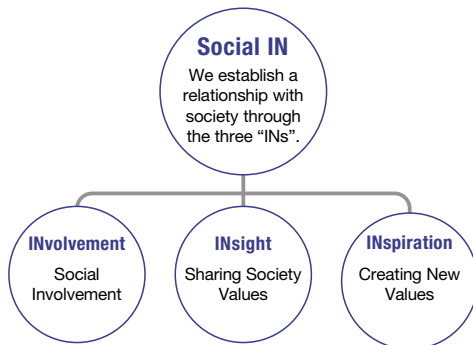
The goal of the Olympus Group's activities is to establish a win-win relationship with all stakeholders, including employees and their families, customers, suppliers, shareholders, local communities and society in general. One example of this commitment is our membership of the United Nations Global Compact (GC) since October 2004. We have incorporated the 10 Global Compact principles into our Corporate Conduct Charter and code of conduct as guidelines for every employee in the Olympus Group.

For Olympus to provide this corporate value, there must be a sustainable society.

The very survival of society will be jeopardized if we persist with past business models based on large-scale consumption of fossil fuels, and we need to change even the social systems in which we live. In this era of reform, Olympus is further committed to realize a sustainable

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.

Olympus Group Corporate Conduct Charter (Extracts)

Based on the fundamental concept of Social-IN and being fully aware of its responsibilities as a corporate member of society and as a company prized by 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.

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

WEB <http://www.olympus-global.com/en/corc/csr/olycsr/philosophy/csrcorporate.cfm>

society through reducing carbon dioxide emissions. By fiscal 2020, we aim to halve our emissions, relative to fiscal 2007 levels, through measures targeting all phases of product life cycles, including not only the manufacturing stage, but also logistics, the use of products by customers, and disposal at end of life. We are determined to become a leading environmental company by promoting this “Make Carbon 1/2 2020” initiative.

Since its establishment, Olympus has made an important contribution as a manufacturer of products for prevention, diagnosis and investigation of diseases in the medical and life science fields, to help maintain the health of people all over the world. More recently, we have implemented the “BRAVE CIRCLE” campaign in Japan to encourage people to have checks for colorectal cancer. The aim of the campaign is to eradicate this disease, which has become increasingly common in Japan because of lifestyle changes and demographic aging. We are also implementing cancer eradication initiatives in other countries. In addition, we have contributed to the prevention of AIDS and malaria, which is one of the United Nations’ Millennium Development Goals (MDGs), through our “A Day in the Life of AFRICA” program. Photographic books and exhibitions resulting from this program have helped many people to gain a better understanding of the situation in Africa and the problems faced by its people. Our approach to these initiatives reflects our awareness that one-off social contribution activities are not enough, and that our efforts

need to be maintained over the medium to long-term future.

By meeting the expectations of society and fulfilling its social responsibility, Olympus wants to establish a win-win relationship encompassing all stakeholders, including its employees. We will continue to do everything in our power to contribute to the creation of a sustainable society through initiatives in the economic, social and environmental fields.



Tsuyoshi Kikukawa
President
Olympus Corporation

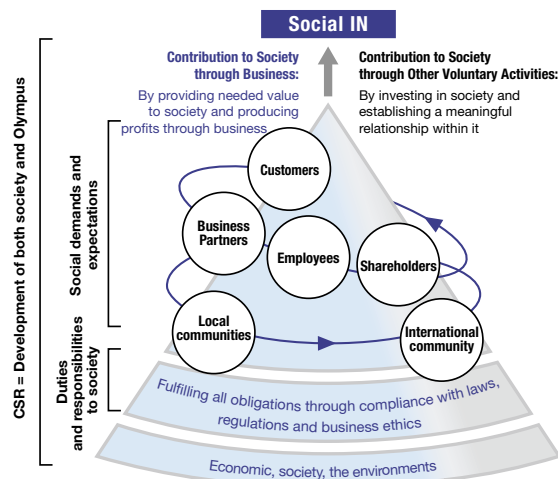
UN Global Compact



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 Global Compact Japan Network.

WEB <http://www.unglobalcompact.org/>

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.

Toward the Realization of a Better Livelihood and Happiness

As a company dedicated to continuously creating value-added products and services and contributing to health, happiness and livelihood for people, 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.

See "For Suppliers" >> **P9-10**

Shareholders/ Investors



Under its "Social IN" management philosophy, Olympus maintains, administers and continuously improves systems to ensure that its business operations are conducted appropriately and in compliance with all laws and regulations. In fiscal 2008, we continued to provide compliance education. We also assessed the effectiveness of the internal control systems used to ensure the accuracy and reliability of financial reports.

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

Suppliers



Olympus

R&D



Production



The Environment



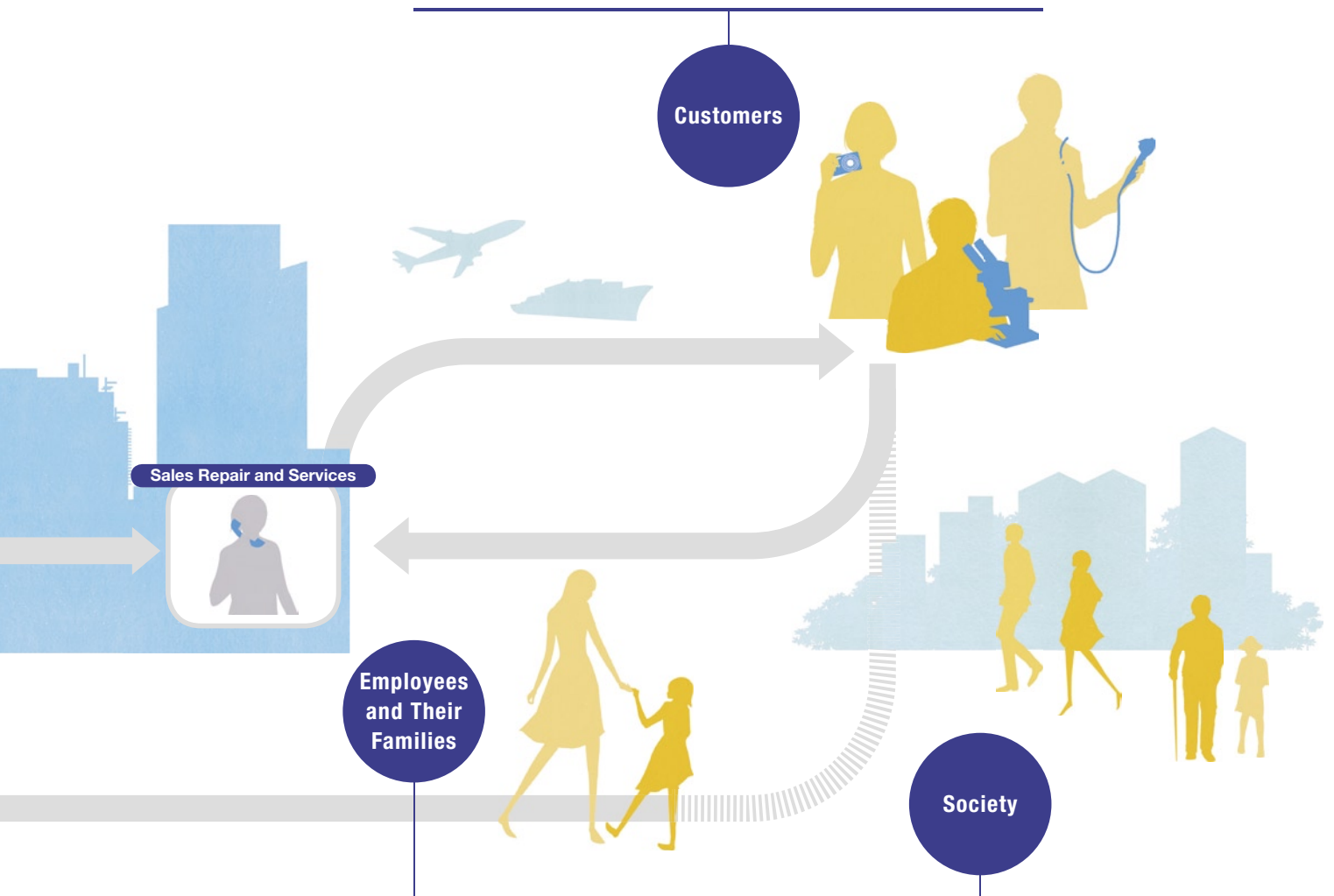
Olympus aims to contribute to the creation of a healthy environment and a human society capable of sustainable development, through technology development and business activities based on harmony with the environment and respect for the natural systems on which human safety and health depend. Under this philosophy, we are working globally to create environment-friendly products designed to minimize environmental footprints at all stages of product lifecycles, and to develop business activities based on respect for the environment.

See "For the Environment" >> **P15-18**

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 employees at all levels.

In fiscal 2008, we continued to gather and analyze VOC information and improved the usability of our products, including the application of universal design concepts and enhancement of our services.

See “For Customers” >> **P 7–8**



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.

See “For Employees and Their Families” >> **P 11–12**

By actively disclosing information and fostering two-way communication, we inform society about the philosophy and activities of the Olympus Group, whilst also learning what society expects from us. As a corporate citizen, we are determined to enhance our relationships with all stakeholders by making community safety and peace of mind the first priority for our business activities, whilst continually questioning whether we are contributing to society through activities based on the use of our technology and resources.

See “For Society” >> **P 13–14**

Our Endless Quest to Respond to Customer Needs

Creating Products that are Easier to Use



Olympus is continually working to discover which values its customers are really seeking and what constitutes ease of use from the customers' perspective. Our goal is to supply products that will make users want to buy Olympus products again in the future.

The "E-620" digital SLR camera combines a compact, lightweight body with Free Angle Live View. Both the charger and the control buttons are certified under the Universal Design system.

Goals Based on Customer Perspectives

Activity Policies for Fiscal 2008

Olympus aims to apply customer perspectives to all aspects of its manufacturing and service activities with all Olympus employees striving to realize our quality philosophy through their work.

Quality Philosophy	1. Realization of genuinely world-class "Total Quality" in all aspects of the organization.
	2. Provision of the highest quality products and services to customers.

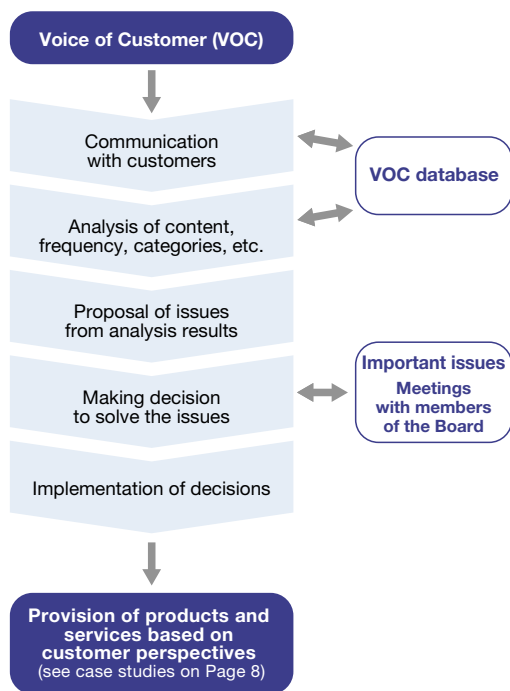
In 2003 Olympus formulated a medium and long-range quality strategy in which the most important priority identified is to base our efforts, to strengthen our product development capabilities, on customer perspectives. In 2004 we established monitor rooms (see photograph below) and initiated usability assessment programs, whereby people from inside and outside of the Olympus Group identify problems by actually operating products. The results of this work are used to improve our products.

A key priority in fiscal 2008 was to identify what customers truly want through a combination of usability assessments and data collected from Voice of Customer (VOC) activities.



Usability assessment activities in a monitor room

Overview of VOC Activities



Benefits from Activities Based on Customer Perspectives

Results for Fiscal 2008

■ Color Universal Design

In February 2008, Olympus responded to customer requests by introducing a compact digital camera designed for ease of use, regardless of individual differences in color perceptions. This product was the first digital camera to achieve certification under the Color Universal Design system. We have since achieved certification for other products, including digital SLR cameras and IC recorders (see photograph on right).

■ Application of Concept to IC Recorder

In fiscal 2008, Olympus launched the Voice-Trek “DS-71/61/51” models. In response to requests from users with visual impairments, we added battery level to the existing voice guidance items. We also asked high school students and graduates with disabilities to trial the Voice-Trek “DS-40”, which has voice guidance and the Voice-Trek “VN-2100”, which has enlarged control buttons together with an LCD screen. This work was carried out through the DO-IT Japan (*) university experience program. Its director, Professor Kenryo Nakamura of the University of Tokyo Research Center for Advanced Science and Technology, made the following comments: “These products enhance learning benefits for people whose disabilities make it difficult for them to hold pens or view materials, since they can listen to recorded information over and over at their own pace. I hope that these IC recorders will be used widely in the educational environment as personal support tools.”

* High school students and graduates are selected from throughout Japan for this university experience program. They are supplied with computers and other support equipment appropriate for their disabilities. The aim is to help participants to achieve their goals, including university entrance and employment.

WEB <http://doit-japan.org/> (Only in Japanese)

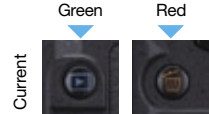
■ Usability Assessment of Box-Type Fluorescence Image Device

Olympus developed the “FSX100” Box-Type Fluorescence Image Device in response to input from users who were concerned about the complexity of microscope operations and wanted an ultra-simple system with mouse-control. The “FSX100”, also designed for use without a dark room, went through two usability assessments focusing on the intuitiveness of its software. In the early stages of development, simulator-based assessments were used to identify and rectify problems. Immediately before the product launch, production prototypes were assessed to verify the effectiveness of improvements and ensure optimal ease of use from the customers’ perspective.

“E-620”, digital SLR camera



Playback, Delete button

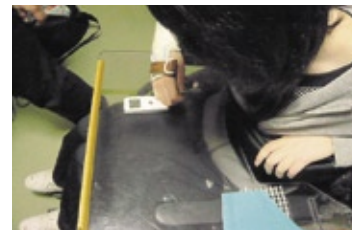


Blue Reddish orange

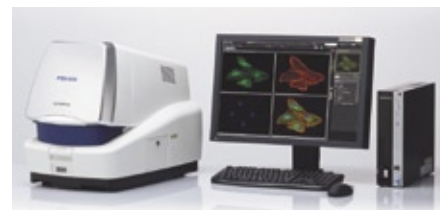
“V-72”, IC recorder



These products received Color Universal Design certification after changes to icons, control buttons, lights and other features.



Ms. Sekine, a participant in the DO-IT program in 2008, has difficulty holding pens because of her disability. She used an IC recorder whilst auditing open campus lectures. The device allowed her to listen to the lectures repeatedly at home.



The “FSX100” Box-Type Fluorescence Image Device

Commitment to Continual Improvement

Strategy for Fiscal 2009

Our priorities for Voice of Customer (VOC) activities will be the improvement of service quality, the efficient global sharing of VOC data as well as the development of evaluation methods and indicators for VOC activities. We will also continue our efforts to develop our corporate culture, especially through in-house training programs focusing on customer satisfaction (CS) and VOC. We will also continue to improve our usability assessments system and increase its use within the Olympus organization. In particular, we aim to develop mechanisms to support assessments, not only just before product launches, but also during the early stages of development.

VOICE

From Customer Perspectives to the Customer as Starting Point

Product lifecycles are shrinking. Olympus will adapt to this environment by going beyond its “customer perspective” approach to make the customer the starting point for product development. We will base our activities firmly in a social context and give priority to two-way communication with customers. Our aim is to reflect direct customer input dynamically at the earliest stages of development.



Tsuyoshi Matsuura
Division Manager, Quality and Environment Administration Division



Commitment to CSR throughout the Supply Chain

Building Partnerships with Suppliers

Olympus purchases materials and services from suppliers around the world. As part of its efforts to contribute to the creation of a sustainable society, Olympus works closely with suppliers, to improve its corporate value and that of its suppliers, by ensuring compliance with laws and regulations, respect for human rights and the environment, and that the entire supply chain operates on a fair and open basis.

A briefing for suppliers at the "2008 Partners Meeting" in Shenzhen, China

The Olympus Group's CSR-Based Procurement Policy

CSR-Based Procurement Background and Policy

■ Commitment to Regulatory Compliance and Respect for Human Rights, Labor Standards and the Environment

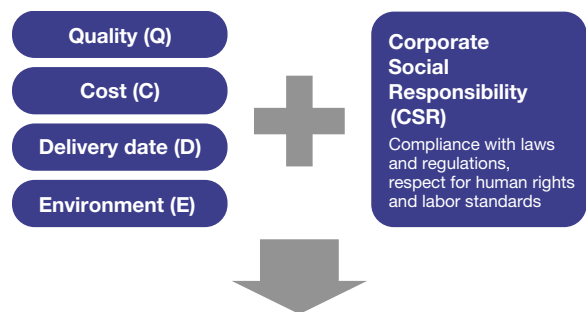
Olympus currently sources supplies and parts from approximately 1,300 suppliers in Japan and overseas, for use in a wide range of cameras, medical equipment and other products. As a manufacturer, Olympus works with its suppliers to ensure the sustainability of its production activities. This requires compliance with laws and regulations, respect for the environment, human rights and labor standards, and a commitment to the prevention of corruption throughout the entire supply chain.

In October 2000, Olympus adopted the Green Procurement Guidelines, which introduce the environment (E) as a production priority alongside quality (Q), cost (C) and delivery date (D). This was followed in November 2005 by the introduction of the Olympus Group Procurement Policy, the aim of which is to ensure that Olympus deals with companies that are committed to compliance with laws and regulations, respect for human rights and labor standards and the prevention of corruption.

Under this policy, we inform suppliers about the Olympus Group's basic stance on the procurement of materials

and services whilst seeking their cooperation. Our aim is to expand our CSR commitment by implementing CSR activities in partnership with our suppliers.

Old procurement standards and policy



Olympus Group Procurement Policy (Summary)

1. Compliance with laws, regulations and social standards
2. Respect for the environment
3. Fair and equitable dealing
4. Supplier selection guidelines
5. Reinforcement of partnership with suppliers
6. Prohibition on acceptance of personal benefits

Implementing CSR-Based Procurement—Key Initiatives

Promoting CSR-Based Procurement

■ Supplier Briefings

To build good relationships with suppliers in this challenging business environment, we need to ensure a mutual understanding of quality, price, delivery dates, the environment and CSR. Olympus business divisions, plants and affiliated production companies in Japan and overseas hold regular briefings to inform suppliers about their business and production plans. Suppliers are then asked to cooperate in our efforts to improve quality, costs, delivery dates, environmental performance and CSR.

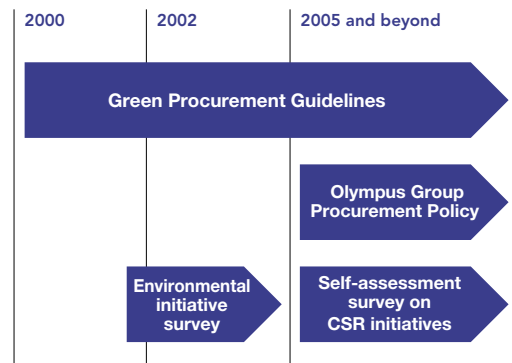
■ Self-Assessment Surveys of Suppliers

Since 2002, Olympus has conducted surveys to ascertain the progress made by its suppliers in relation to CSR initiatives. In November 2005, our earlier environmental initiatives surveys were expanded into CSR activities. In fiscal 2008 (the year ended March 2009), the items included in the survey and the number of companies covered were further expanded. As shown in the diagram on the right, we implemented a comprehensive survey that included basic corporate information, financial and management situations, CSR initiatives, business continuity plans, quality, costs, delivery dates and the environment. We established a dedicated website and contact points for this survey achieving a response rate of approximately 98.6% for suppliers in Japan.

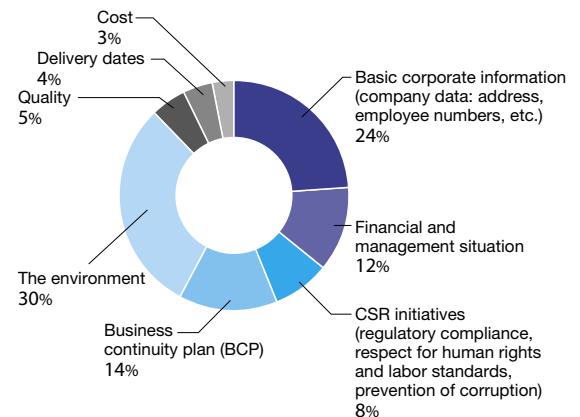
■ Membership of United Nations Global Compact (CSR-Based Procurement Section)

As a member of the CSR-Based Procurement Section of the United Nations Global Compact Japan Network (GC-JN), Olympus is working with other participating companies to develop CSR-based procurement assessment standards with the aim of promoting CSR-based procurement globally.

The Evolution of CSR-Based Procurement



Content of Survey of CSR Initiatives by Suppliers



A New Dimension in Manufacturing

The Future of CSR-Based Procurement

Global business conditions are very challenging at present. To achieve a high level of competitiveness in this environment, whilst also achieving high standards in terms of product quality, costs, delivery dates, the environment and CSR, we need to base our procurement processes on systems that support global collaboration with suppliers. As part of our efforts to achieve this goal, we plan to conduct regular information exchanges and local surveys with the cooperation and understanding of our suppliers during fiscal 2009. Other initiatives to support CSR-based procurement will include human resource development and the dynamic sharing of procurement information within the Olympus Group.

VOICE

Realizing our Management Philosophy through Procurement

Olympus aims to realize its "Social IN" management philosophy and make a continuing contribution to society through procurement activities based on specific values including:

- Co-creation** - the synergistic effect achieved by combining quality, knowledge, and skills;
- Competition** - implementation of competitive principles; and
- Fairness** - business transactions based on dialogue, openness and transparency.

Makoto Oishi
General Manager, Strategic Procurement Organizing Department,
Production Engineering Division





Helping All Individuals to Achieve Continuing Dynamic Growth

Helping Female Employees to Achieve Success as the First Step

Olympus aims to foster personal and organizational development so that every individual employee can achieve his or her full potential. We have launched initiatives designed to help employees achieve continuing growth in their work activities as well as personal growth in their private lives. The first phase of these initiatives is designed to help female employees to contribute and achieve success. environment, and fair and open dealing across the entire supply chain.

Female employees participate in a roundtable discussion with Olympus President, Tsuyoshi Kikukawa.

Sustained Professional and Personal Growth for All Employees

Policy and Background

■ Harmonizing Work and Personal Life

In fiscal 2008, Olympus analyzed concepts for human resource policies that would contribute to the realization of its "Social IN" management philosophy. This led to the identification of two key goals for Olympus employees: sustained professional growth through work and personal growth in private life. It is wrong to limit people's opportunities to develop careers and use their abilities and skills because of their personal circumstances (which may include caring for small children, sick or aging family members, having disabilities or reaching retirement age and wanting to re-enter the workforce). It is also necessary to provide every person who is motivated to work with opportunities to use and develop their abilities through their work, so that they can achieve sustained professional growth.

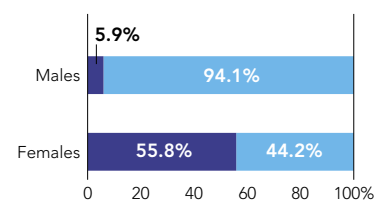
In private life, it is important to foster interaction between employees' families and the company. Individual employees also need to achieve personal growth through hobbies, education, self-improvement programs and other activities. Employees also contribute to the company through their growth and this helps to harmonize their work and personal lives.

■ Essential Support for Female Employees

A variety of events and circumstances affect the work and personal lives of employees, including work transfers, marriage and the need to care for sick or aging family members. Major life events, such as marriage, childbirth or the work transfer of a spouse, can have a particularly significant impact on the ability of women to remain in employment and develop their careers (see graph on right).

Some life events can make it difficult for women to remain in employment; and even if they are able to continue working, their careers may be interrupted. As a result women are deprived of opportunities to achieve their potential. When such life events occur, the employer needs to provide support so that female employees can continue to realize their potential in the workplace and achieve sustained growth, whilst also deepening their family bonds.

Reasons for Voluntary Retirement (April 2005-March 2008)



Life events:
Marriage, pregnancy, childbirth, caring for children, spouse's work transfer, caring for sick or aged family members

Other reasons:
Job change, health problems, other, unknown

Flexible Systems to Accommodate Life Events

Support Initiatives
for Female Employees

■ Olympus Listens to Employees

Olympus has used a variety of methods to canvas the views and wishes of female employees, including joint labor-management hearings and surveys, and roundtable meetings between employees and the President. The aim of this work is to help employees to build ongoing careers that will not be disrupted by life events.

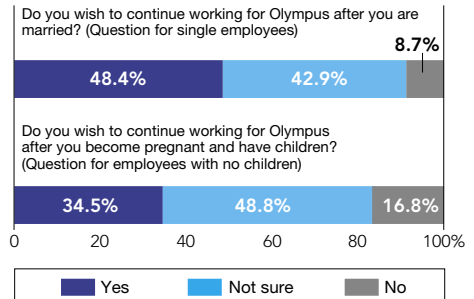
One of the conclusions to emerge from these hearings and other initiatives is that whilst most female employees want to build ongoing careers, they are concerned about their ability to reconcile work and home life after marriage and childbirth (see graph on right). Other wishes expressed included the establishment of long-term training plans for female employees and the introduction of human resource systems capable of accommodating career interruptions resulting from life events.

There is also a voluntary network of female employees, the majority currently caring for young children, which provides opportunities for sharing ideas and opinions on various topics, including childcare issues and career development problems. Sessions are held during lunch breaks and at other times, with some of the ideas put forward being conveyed to management.

■ Enhancements to the System Allowing Reduced Working Hours for Employees with Childcare Responsibilities

Children in the early years of elementary school also attend childcare facilities and the task of taking children to and from these facilities is more demanding on parents' time than is the case with pre-schoolers attending daycare facilities. Female employees in particular had called for further improvements to the system that allows employees to work reduced hours whilst caring for small children. In fiscal 2008, Olympus responded to this need by enhancing and expanding the system. Previously employees caring for pre-school children were eligible for reduced working hours. This was extended until the children reach the age of 9, when they are no longer eligible for daycare and are able to remain home alone. Olympus chose this age limit, rather than the final day of the third year of elementary school, which in Japan falls on the last day of March, at the request of employees with childcare responsibilities, who were concerned about the impact of sudden changes in their children's situations. We recognize the importance of family interaction, and believe that human resource systems should be enhanced to reflect the wishes of employees.

Concerns about Reconciling Work and Family Life after Marriage/Childbirth



These are the results of a union survey of female union members in fiscal 2007. Reasons given by women who stated that they were unwilling or unable to remain at work included: "I would be unable to manage my current workload as well as household tasks;" "I would feel uncomfortable;" and "I would be mentally and physically incapable of handling work and household tasks."

Changes to the Working Hours Reduction system

Overview of Law

The Japanese Child Care and Family Care Leave Act requires employers to take steps, such as the reduction of working hours, to help employees with children under the age of three to reconcile work with childcare. Employers are also required to make efforts to establish similar systems for employees with preschool children aged three and over.

The Olympus System

Before the changes:

One of the measures introduced by Olympus was a system providing for reduced working hours. Under the original system, employees were eligible until their children entered elementary school, which meant that Olympus was fulfilling its obligation under the law to extend the scope of its measures as much as possible.

After the changes:

Eligibility under the system was expanded in April 2009 and employees are now able to use this system until the end of the April in which their children enter the fourth year of elementary school. As a result of this change, Olympus is exceeding its obligation in terms of eligibility.

Changing Employee Attitudes and Corporate Culture

Creating an Environment in which
Female Employees Can Succeed and Grow

■ Creating an Environment in which Female Employees Can Succeed and Grow

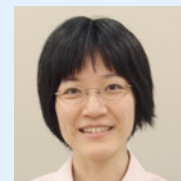
Olympus has given priority to initiatives that help female employees to contribute and succeed. Additional support is needed to enable female employees to remain in work so as to continue to achieve growth and develop their skills after major changes in their lives, especially childbirth and childcare or a spouse's work transfer. Olympus will continue to enhance career development support for female employees and provide expanded opportunities for communication.

This process will begin with measures to help female employees to contribute and succeed. Our medium to long-term goal is to help all employees to achieve better harmony between their work and personal lives. This will require changes to the attitudes of all employees and the reform of our corporate culture.

VOICE

The Challenge of Changing How I Work

I experience a real sense of personal growth through my childcare work as the mother of a two-year-old. As a member of the Human Resources Planning Group, I help employees to enrich their lives through their work and personal lives. With the kind support of my co-workers, I am currently working reduced hours. I believe that to maintain the strategic potential of our workplaces, we need to seek the cooperation of others and be ready to provide our cooperation in turn. I am always trying to achieve this.



Akiko Suzuki
Human Resources Department, Planning Group
Business Support Division
Olympus Corporation

Colorectal Cancer Awareness Campaign

Expanding opportunities for early detection and treatment



Olympus Medical Systems Corporation supplies medical institutions with endoscopes and a variety of other medical equipment. In February 2007 it launched a new social contribution initiative known as the “BRAVE CIRCLE” campaign, with the goal of eradicating colorectal cancer. As the incidence of this type of cancer has risen in recent years, the aim of the campaign is to reduce the number of deaths by informing people in their forties and older about colorectal cancer, as well as the importance of undergoing checks for the disease.

A talk show with participants in the BRAVE CIRCLE Walk

Focus on Early Detection and Treatment

Background and Aims of Campaign

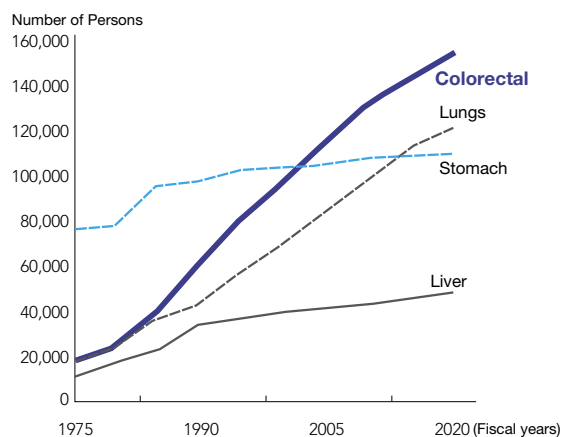
■ Rising Incidence, Low Detection Cancer Check Rates

Deaths from colorectal cancer in Japan have more than doubled over the past 20 years. Today it is the leading cause of cancer deaths among women. Based on current projections, colorectal cancer will be the number one type of cancer for both males and females in Japan by 2020. In almost all cases, colorectal cancer can be cured if it is detected and treated early. However, only about 18%(*1) of the target group(*2) in Japan have colorectal cancer checks (testing for occult blood), partly because there are few subjective symptoms in the early stages of the disease.

■ Helping to Improve Colorectal Cancer Examination Rates

Olympus Medical Systems Corporation contributes to improvements in the quality of life by supplying medical institutions with safe, reliable and highly efficient medical equipment, including endoscopes. In February 2007 it launched the “BRAVE CIRCLE” campaign (*3) with the aim of preventing colorectal cancer fatalities by distributing accurate information about the disease. Through musical events and other activities, the campaign informs the target group of people aged 40 and older about colorectal cancer and the importance of medical checks.

Trends in the Number of Cancer Patients (All Age Groups)



Cancer Statistics White Paper 2004

(*1) Estimate based on the “Report on Regional Public Health and Health Services for the Aged”, by the Japanese Ministry of Health, Labour and Welfare

(*2) The target group for colorectal cancer testing consists of males and females aged 40 and older.

(*3) Website for the “BRAVE CIRCLE” colorectal cancer eradication campaign:

WEB <http://www.bravecircle.net/> (Only in Japanese)

Encouraging People to Undergo Colorectal Cancer Checks

Principal Activities

■ Collaborative Efforts with Other Companies and Government Agencies

The campaign, launched by Olympus Medical Systems Corporation, received the endorsement of the Japan Cancer Society. In 2008, the second year of the campaign, activities were implemented with the support of many prefectural governments and other organizations, as well as corporate sponsors including Eiken Chemical Co. Ltd and Bristol-Myers K.K. Information posters were displayed in public facilities throughout Japan with campaign organizers staging a variety of events, including community forums and panel displays, to raise awareness of the importance of colorectal cancer checks.

■ Public Participation Events

Public participation events staged to stimulate public interest in colorectal cancer and cancer checks included “BRAVE CIRCLE Live 2008,” a musical event held in January 2008, and the “BRAVE CIRCLE Walk” in May 2008. During these events, artists and athletes informed participants about the importance of undergoing checks for colorectal cancer.

■ Towards Expanding the Circle More

Under the Cancer Control Act, which took effect in April 2007, the Japanese government formulated a Basic Plan to Promote Cancer Control Programs in June 2008. The target set down in this plan was to increase medical check rates for cancer to 50% or higher within five years. The “BRAVE CIRCLE” colorectal cancer eradication campaign is contributing to the achievement of this target by promoting public awareness. Olympus Medical Systems is cooperating extensively with companies, government agencies and organizations that support the aims of the campaign in a continuing effort to raise awareness about colorectal cancer and the importance of medical checks.

■ Promotional Activities in Other Countries

Olympus also participates in cancer education programs in other countries. In the United States, we have been actively involved in colorectal cancer check promotion activities since 1998 as a member of the National Colorectal Cancer Roundtable (NCCRT). We have also used advertising and other methods to promote cancer checks in Canada, the Czech Republic and South Korea.



A public forum in Fukui



Employee volunteers explain exhibits at a panel display in Yokohama.



Employee volunteers as course guides during BRAVE CIRCLE Walks.

Expanding the Circle

Future Activities

The name “BRAVE CIRCLE” was chosen because the aim of the campaign is to create an expanding circle of people with the courage to fight against colorectal cancer. The name also reflects the fact that the initiative is supported not only by Olympus Medical Systems Corporation and other Olympus Group companies, but also by other companies, government agencies and organizations that agree with the aim of the campaign.

In the long-term perspective, we will continue to work with numerous companies, central and prefectural government agencies and organizations to expand this initiative into a social campaign with the sole aim of saving as many people as possible from death caused by colorectal cancer.



The logo for the “BRAVE CIRCLE” campaign to eradicate colorectal cancer

Contributing to Realize the Sustainable Low-Carbon Society

Minimizing Greenhouse Gas Emissions



To contribute to the solution of today's increasingly serious global environmental problems Olympus is determined to reduce the emissions of the greenhouse gas, carbon dioxide (CO₂) as one of its own management priorities. We are working steadily toward our long-term environmental goal, which is to reduce the total greenhouse gas emissions throughout each product lifecycle.

Since March 2009, two types of solar panels, for power generation and heat collection, have been installed on the roof of a new factory building of Aizu Olympus Co., Ltd..

We Aim to Halve Greenhouse Gas Emissions

Background and Policies

As a good corporate citizen, Olympus contributes to the development of a society capable of sustainable development and the maintenance of a healthy environment through activities based on the Olympus Group Environmental Charter. The Charter consists of our basic philosophy on environmental matters and an environmental code of conduct defining specific approaches to our activities.

Global warming has become a major focus issue for the international community. During their summit conference in July 2008 at Lake Toya, Hokkaido, the G8 nations adopted a common target of halving the world's total CO₂ emissions by 2050.

Olympus regards global warming as a serious and potentially life-threatening problem for the Earth. Dangers to the natural environment include sea-level rises, desertification and habitat changes. The problem could also have a serious impact on human lifestyles. Our response to this global problem is defined by our Social IN management philosophy, under which Olympus works through its business activities to help people enjoy happier and healthier lives. In keeping with this commitment, we have set environmental targets for all aspects of our business operations as part of our contribution to the realization of a low-carbon society.

Olympus Group Environmental Charter (Extract)

Environmental Protection Declaration

The Olympus Group respects people's security and health as well as and 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 Active Support
5. Education and Total Staff Participation
6. Structure to Promote Activities

Reducing Greenhouse Gas Emissions

Front-Line Activities

As Olympus manufactures compact precision equipment, we use comparatively little energy in our business activities and CO₂ emissions are also low. However, as described below, we are determined to contribute to the prevention of global warming by reducing CO₂ emissions through product, manufacturing and transportation innovations.

I Product Innovation: Product-Based Activities

■ Reducing Energy Consumption in Digital SLR Cameras

We have significantly reduced energy consumption in the “E-620” while also enhancing its functions. By developing innovative systems and devices, we were able to cut the camera’s energy consumption by 39% as compared with earlier models. We also saved resources and lightened the environment load resulting from transportation by reducing the weight and volume of the packaging used for the camera body by about 15% and 18% respectively. Other examples of our efforts to protect the environment include the use of eco-glass, which is free of lead, cadmium and arsenic, to manufacture optical lenses.

■ The “OER-3” – An Energy-Efficient Endoscope Cleaning and Sterilization System

Endoscopes must be cleaned and sterilized whenever they are used. The “OER-3” features an innovative cleaning system that reduces rated power consumption by 42% as compared with earlier models. In addition, the amount of water consumed per scope has been halved. Another environmental enhancement is the use of a sterilization solution that breaks down into hydrogen peroxide (*) and acetic acid.

* Because hydrogen peroxide breaks down into acetic acid and hydrogen, experts believe that it can be released without causing significant environmental impacts.

■ Environmental Benefits from Industrial Videoscopes

The “IPLEX FX” industrial videoscope, used to inspect facilities, systems and other structures, has a number of environment-friendly features that contribute to environmental protection and the prevention of global warming (see table on right). The use of white LED lighting has increased the operating time of the system and reduced power consumption by around 90% as compared with earlier models. The “IPLEX FX” is also dramatically lighter than other models and has the mobility to withstand use under harsh conditions on construction sites. In addition, we have achieved a significant resource saving by reducing the weight of the product by 70% and its volume by 87%.



ECO-PRODUCTS
The “E-620” digital single-lens reflex camera



ECO-PRODUCTS
The “OER-3” endoscope cleaning and sterilization systems



ECO-PRODUCTS
The “IPLEX FX” industrial videoscope

Environmental Benefits of Industrial Videoscopes

Area of Use	Main Method of Use	Anticipated Environmental Benefits
Electric power, gas, water	Internal inspection of pipes for cracks and corrosion	<ul style="list-style-type: none"> Reduction of resource inputs through extension of economic life Maintenance and management of environmental protection infrastructure, such as sewage facilities
Engines	Internal inspection of engines	<ul style="list-style-type: none"> Reduction of greenhouse gas (CO₂) emissions through inspections at various stages Checking of fuel conditions during engine research and development Quality inspections during engine production Quality inspections of exhaust gas scrubbers used to clean exhaust emissions from diesel engines
Boilers, heat exchangers	Checking for corrosion and blockage	<ul style="list-style-type: none"> Prevention of incomplete combustion, though measures to remedy deteriorating thermal efficiency
Power generation, cogeneration	Inspection of turbine blades and compressors	<ul style="list-style-type: none"> Measures to remedy deteriorating thermal efficiency and fuel efficiency
Air conditioning ducts	Checking for dirt inside ducts	<ul style="list-style-type: none"> Prevention of particle dispersion
Program production, etc.	E.g. observation of insect life inside trees	<ul style="list-style-type: none"> Field observation of natural systems and wildlife for research and ecological protection activities

II Manufacturing Innovation: Production-Based Activities

■ Reducing CO₂ Emissions through Fuel Conversion

Boilers at the Tatsuno Plant, a manufacturing facility for digital cameras, LCD inspection equipment, industrial videoscopes and other products, have been converted to operate on liquefied natural gas (LNG) instead of fuel oil. At the Ina Plant, which produces microscopes, fuel oil has been replaced with electricity as the energy source for air conditioning systems. These fuel conversions have reduced CO₂ emissions by around 2,000 metric tons annually.

■ Use of Natural Energy

Aizu Olympus Co., Ltd., which manufactures endoscope bodies, installed solar panels for power generation and heat collection on the roof of its new factory building, which was completed in March 2009. The resulting reduction in CO₂ emissions is estimated at around 120 metric tons per year. Green electric power is used to meet 100% of electricity requirements in the factory of the Irish Branch of Olympus Life Science Research Europa GmbH. In addition, wood chips are used to fuel the heating system. This use of renewable energy resources has reduced net CO₂ emissions to almost zero and there are also plans to increase the use of renewable energy still further by installing wind power generation facilities, with approval for construction received in September 2008. These initiatives are dramatically reducing both energy costs and CO₂ emissions.

■ Expansion of Environmentally-Conscious Facilities

The Research and Development Center at Hachioji, Tokyo conducts research relating to medical, health, imaging, information and industrial systems as well as developing new products and production technologies. The new building of Ishikawa at the Research and Development Center, completed in late February 2009, features an environment-friendly design based on the concepts of “light,” “water” and “green.” “Light” symbolizes the use of renewable energy, “water” the efforts made to conserve water resources, and “green” the beautiful natural setting of the facility. Compared with existing facilities, the new building utilises 28% less energy per square meter through facilities including the use of natural light in the atrium, double-glazing for heat insulation, cooled air from underground common conduits (“cool tubes”) to reduce air conditioning energy requirements and a green roof.

This total commitment to the environment also guided the design of the new factory of Olympus Winter & Ibe GmbH (OWI) in the Czech Republic, an emerging industrialized nation. Completed in April 2009, the new facility will be used as a repair base for medical endoscopes. It has a number of environment-friendly features, including thermally insulated windows and exterior walls, advanced lighting systems, heat pumps and heat recovery compressors.



A new LNG-fueled boiler at the Tatsuno Plant



Wind power will be used at the Irish Branch of Olympus Life Science Research Europa GmbH.



Green roof of new building of Ishikawa at the Research and Development Center in Hachioji.



The new factory of Olympus Winter & Ibe GmbH (OWI) in the Czech Republic

III Transportation Innovation: Activities Focusing on Logistics

■ Modal Shifting and Weight Reduction

Olympus Imaging has switched from air freight to marine freight for much of its international shipment of products, resulting in lower CO₂ emissions. The weight of items included in product packaging has also been reduced by supplying product manuals in CD-ROM form and using built-in plugs instead of separate power cords. There have also been changes to the bulk packaging used to hold multiple products. These modal shifts and product/packaging modifications have reduced transportation-related CO₂ emissions by about 12,000 metric tons.



Reducing power cord weight: An old-type product is shown on the left and a new product with a built-in plug on the right.

IV Environmental Education and Information Activities

■ Mitsuaki Iwago's "Global Warming Witness" Website

In August 2006, Olympus established a special global environment website to promote thought and discussion about the increasingly serious problem of global warming. The site features photographs of natural environments and wildlife in various parts of the Earth, whilst Olympus also sponsored a photo contest with the theme "Nature and wildlife you want to protect."

World Wide Fund for Nature Japan, a non-governmental conservation organization, has endorsed this initiative and is assisting in various ways, including the editing of content and the provision of information about the impact of global warming on wildlife.

■ Special 90th Anniversary Program: The Olympus Space Project

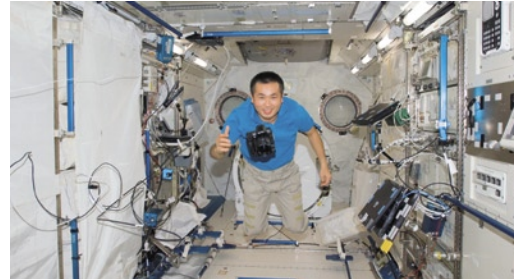
For this project, Japanese astronaut Kochi Wakata used an Olympus "E-3" digital single-lens reflex camera to take photographs of the Earth from Kibo, the Japanese experiment module of the International Space Station. The astronaut's photographs depicting the beauty of the Earth as seen from space will be exhibited and published after his return to Earth, as part of a project to raise awareness of the need to take care of the Earth and its irreplaceable environment.

■ Raising Employee Awareness through "Environment Month"

In 2008, Olympus Group companies in Japan and overseas implemented an "Environment Month" program designed to inform employees about the problem of global warming and encourage them to take the initiative in finding solutions. The President of Olympus Corporation issued a message urging employees to go beyond awareness of environmental problems, and to turn their awareness into action. Other activities included the use of e-learning to inform employees about ways in which they can help to protect the environment in their workplaces.



WEB <http://www.olympus.co.jp/en/gww/>



Japanese astronaut Kochi Wakata with the "E-3" inside Kibo (meaning Hope in Japanese), the Japanese experiment module of the International Space Station (photo supplied by JAXA)

WEB <http://olympus-space-project.com/en/>



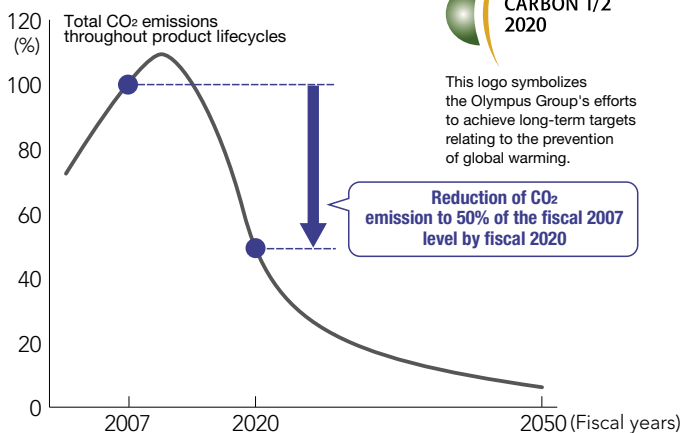
An e-learning screen for "Environmental Awareness Month"

Reducing Environmental Loads throughout Product Lifecycles

Future Targets

Olympus has clearly defined the role that it needs to fulfill as a good corporate citizen in relation to the prevention of global warming. It has also established a clear strategy for initiatives in this area and adopted long-term environmental targets based on a scenario for the phased reduction of greenhouse gas emissions. That scenario, which also reflects the emerging debate over post-Kyoto efforts to prevent global warming, calls for the reduction of total CO₂ emissions throughout product lifecycles to 50% of the fiscal 2007 level by fiscal 2020. Olympus will actively contribute to the realization of a sustainable, low-carbon society through environment-friendly business activities, and through the supply of its products and services.

Long-term environmental targets



This logo symbolizes the Olympus Group's efforts to achieve long-term targets relating to the prevention of global warming.

Reduction of CO₂ emission to 50% of the fiscal 2007 level by fiscal 2020

Community Activities—Fostering Harmonious Coexistence with Local Communities

The Olympus Group implements unique environmental activities and social contribution initiatives targeted toward individual communities. Examples of these activities are introduced on this page but more detailed information can be found on our website.

WEB Activities in Japan(Only in Japanese): <http://www.olympus.co.jp/corc/csr/data/2008/domestic.cfm>
 Activities in other countries: <http://www.olympus-global.com/en/corc/csr/data/2008/overseas.cfm>

Japan

Research and Development Center (Hachioji, Tokyo) New Building with Advanced Environmental Features

The design of the new Building of Ishikawa, which was completed in late February, 2009, was based on the themes of "Light", "Water" and "Green". Its self-assessment ranking under the Comprehensive Assessment System for Building Environmental Efficiency (CASBEE) is currently "A". Olympus aims to raise this to the top ranking, "S", by implementing further improvements, including the planting of vegetation.

Hinode Plant Photo 1 Further Community Contribution and Health Initiatives

The Hinode Plant started to accept visits by third-year elementary school children as part of social studies programs. Activities targeted toward employees included a program to raise health awareness through lectures on metabolic syndrome and circulatory health, as well as classes on the prevention of shoulder stiffness and lower back pain.

Tatsuno Plant Photo 2 Contributing to the Community through Funding for Tree-Planting and Donations of Used Books and Clothing

In addition to twice-monthly no-car days, in which all employees participate, the Tatsuno Plant also collected donations to support a tree-planting program in collaboration with local government agencies. Maple trees were planted in Kojinyama Park in Tatsuno-machi. There were also two donation drives, during which employees gave books and clothing to the local community and charitable groups.

Ina Plant Electrical Chiller Installed—Focus on the Environment and Business Continuity Plan

An old-type absorption freezer powered by fuel

oil was replaced with an electrically powered chiller and chilled water air conditioning system. This energy conversion from fuel oil to electricity resulted in a significant reduction in CO₂ emissions. A business continuity plan (BCP) was formulated to ensure that the air conditioning would still be available if the chiller was shut down due to a malfunction.

Mishima Plant Plant Tours for Customers

Olympus wants the Mishima Plant to be a model for environmentally responsible manufacturing, and a facility that it can proudly show to visitors. In fiscal 2008, over 900 users and general visitors toured the plant and learned about its CSR initiatives and environmental activities. These visits helped to strengthen interaction with customers.

Shirakawa Plant Proceeds from Bazaar Used to Support Continued Tree-Planting

For the past 12 years, Shirakawa Olympus has run recycling bazaars from which the proceeds were recently used to support the planting of cherry trees in the factory grounds. Shirakawa Olympus is determined to exist in harmony with the local community by maintaining beautiful greenery in its factory precincts. Other initiatives included the presentation of a display at an environmental forum hosted by Nishigo-mura, a local village in Fukushima Prefecture.

Tokyo Office Photo 3 Clean-up Patrols, Ethics and Etiquette Campaign

Olympus employees have many opportunities to meet non-Olympus tenants in the Tokyo Office building and relationship promotion officers have been appointed for each floor. The officers monitor the situation and submit regular reports that are used to promote good ethics and etiquette, whilst the clean-up patrol program implemented in previous years was further expanded.

Aomori Olympus Co., Ltd. Tree-Planting in the Shirakami Mountains

As in previous years, employees participated in nature conservation activities again in 2008, with 101 employees planting approximately 200 beech trees in the Shirakami Mountains (a designated World Heritage site). The planting was carried out under the guidance of the Shirakami Mountain Preservation Society, a non-profit organization.

Aizu Olympus Co., Ltd. Participation in Local Government Program to Reduce Environmental Loads

Fukushima Prefecture is working to prevent global warming under its own "Fukushima Protocol." Whilst Aizu Olympus participated in a waste reduction competition under the business category of the protocol, other activities included poster displays and a campaign promoting efforts to reduce general industries waste. In addition, employees use ecological check sheets to reduce CO₂ emissions in their homes.

Olympus Logitex Co., Ltd. Transportation Trolleys Improved

Olympus Logitex previously used stretchable film to prevent damage caused by contact with the trolleys used to carry large medical equipment during transportation. By replacing this material with reusable plastic bags and fabric padding, it was able to reduce waste by approximately 22,560kg per year and the cost of materials and waste disposal by approximately ¥2.36 million.

KS Olympus Co., Ltd. Reducing Business-Related Environmental Loads

KS Olympus is working to reduce environmental loads resulting from its business activities. Related initiatives include the environmental assessment of products, including Olympus Eco-Products, and the supply of products with reduced environmental loads to customers.



Photo 1 Employees at the Hinode Plant learn how to prevent shoulder stiffness and lower back pain.



Photo 2 Tatsuno Plant employees contribute to the local community by collecting and donating books and clothing.



Photo 3 A clean-up patrol at the Tokyo Office

Overseas

● Europe

Olympus Europa Holding GmbH (OEH) Payroll Giving Scheme Launched

In January 2009, Olympus Europa Holding (OEH) introduced a payroll giving scheme, under which OEH employees in Germany round their monthly salaries down to the nearest whole euro and donate the odd cents to charity. These amounts are matched by the company, and the resulting funds are donated to an organization that provides plastic surgery for Cambodian children suffering from facial disfigurement caused by violence and other factors.

KeyMed (Medical & Industrial Equipment) Ltd. Photo 4

Assistance for Street Children in Mozambique

Meninos de Mozambique provides health education for Mozambique street children aged around eight, who are at risk of malnutrition, infectious diseases, violence and sexual abuse. It also helps to reunite the children with their families. For the past three years, KeyMed has supported this organization by providing operating funds and assistance with the construction of a center.

Olympus Winter & Ibe GmbH(OWI) Photo 5

Actively Installing Environmentally Conscious Facilities

This company is implementing environmentally responsible systems, not only at its newly opened plant in the Czech Republic (see Page19), but also at its existing plant in Germany. It has achieved energy savings of 28kWh per 1a (100m²) by installing newly developed central heating systems and enhancing the thermal insulation performance of roofs.

Olympus Life Science Research Europa GmbH Carbon Footprint Surveys Initiated

This company has commenced carbon footprint surveys to ascertain environmental loads across entire product lifecycles. In the current year it completed surveys of production activities and short-distance transportation. Future surveys will cover long-distance transportation and the absorption of CO₂ by trees within the factory site.

● North America

Olympus Corporation of Americas(OCA)/Olympus America Inc.(OAI)/Olympus Imaging America Inc.[Corporate Headquarters]

Contributing to Society and the Environment through Business Development

The company headquarters is actively involved in a local environmental awareness and stewardship program in cooperation with volunteers from among trainee employees and local conservation groups. Business-related social and environmental contribution activities include the donation of 10% of proceeds from charity auctions of Olympus consumer products on the eBay on-line auction site to support colorectal cancer research.

Olympus America Inc. [National Service Center (NSC)]

Environmental and Social Contributions Based on Regional Characteristics

By replanting the factory grounds with species that are resistant to dry conditions, the NSC has cut the amount of water used in landscape maintenance by 22%, thereby reducing the environmental load. It also received a letter of commendation after donating 15,000 meals to the Second Harvest Food Bank of Santa Clara and San Mateo Counties.

Olympus Canada Inc. (OCI)

Personal Mugs and Bottles Issued to All Employees

Olympus Canada dramatically reduced the use of polystyrene cups in its office by issuing personalized mugs and bottles to all of its employees and encouraging their use.

Olympus NDT Inc. (ONDT)

Support for Employees' Waste Recycling Activities

Olympus NDT has introduced a program to encourage employees to recycle household waste by allowing them to bring to work items suitable for recycling by outside contractors, including batteries, broken electrical appliances and fluorescent lights.

● Other Regions

Olympus (Beijing) Industry & Technology Ltd. [Pan Yu Factory] (OGZ)

Environmental Education and Firefighting and Evacuation Drills for All Employees

During Environment Month, environmental safety lectures were held in the factory. Topics covered included examples of environmental pollution accidents, and day-to-day environmental protection skills. In November, the company implemented a safety-related program on firefighting and evacuation, including training in emergency first aid and firefighting skills.

Olympus (Shenzhen) Industrial Ltd. (OSZ)

Environmental Events with Employee Participation

During Environment Month, the company implemented a range of environmental events based on employee participation including an environment and energy quiz to install environmental knowledge among employees, no-car days, and an eco-bag design contest. Eco-bags decorated with a special logo were distributed to customers to publicize the company's environmental initiatives.

Olympus Optical Technology Philippines, Inc. (OPI) Photo 6

Continued Involvement in Tree-Planting Program

Ongoing forest development activities included undergrowth clearance and supplementary tree-planting in areas where trees were planted in the previous year. In February 2009, employees again participated in a government tree-planting program with a total of 1,500 saplings planted along an expressway on Cebu Island.

Odor at the Shirakawa Plant
In April 2008, an irregular odor at the Shirakawa Plant caused inconvenience and concern for employees, local residents and the agencies concerned. Steps were taken to prevent recurrences of this problem, including a corporate-level risk assessment, countermeasures and the reinforcement of safety management.

Soil Removal at the Tatsuno Plant
In fiscal 2007, the results of an historical survey of land use led to the discovery that some substances in soil, in an area previously used for incineration, exceeded designated levels. Removal and replacement of this soil was completed in December 2008 under government supervision.



Photo 4 KeyMed supports Meninos de Mozambique.



Photo 5 OWI has installed heat insulation in the roof of its plant.



Photo 6 OPI employees took part in a tree-planting program on Cebu Island.

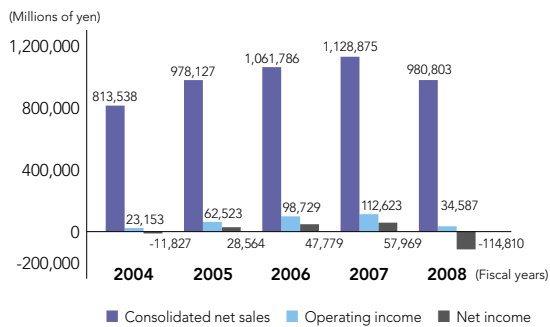
Summary of Performance Data for the Olympus Group's Economic, Social and Environmental Activities

The following data was extracted from information about the business operations and social and environment activities of the Olympus Group. Updates and detailed information can be found on the following websites.

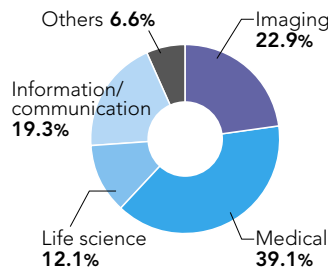
- WEB** Information for investor relations: <http://www.olympus-global.com/en/corc/ir/>
- WEB** Information about CSR activities: <http://www.olympus-global.com/en/corc/csr/>

Economic

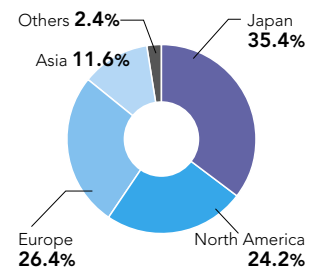
Consolidated Net Sales, Operating Income and Net Income



Segment Contributions to Consolidated Net Sales in Fiscal 2008

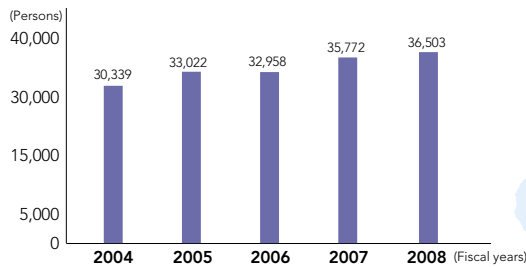


Regional Contributions to Consolidated Net Sales in Fiscal 2008



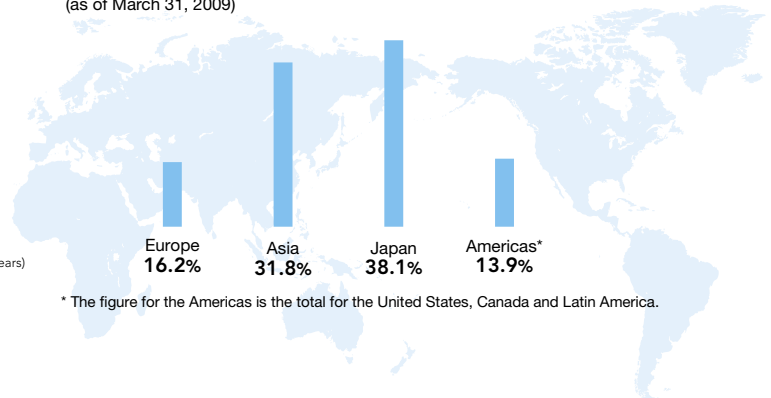
Social

Number of Employees



Percentages of Employee Numbers by Region

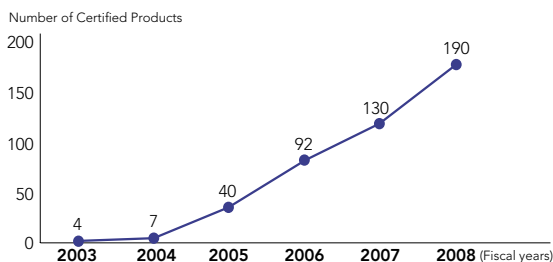
Consolidated Number of Employees 36,503 (as of March 31, 2009)



* The figure for the Americas is the total for the United States, Canada and Latin America.

Environmental

Number of Eco-Products (Cumulative)



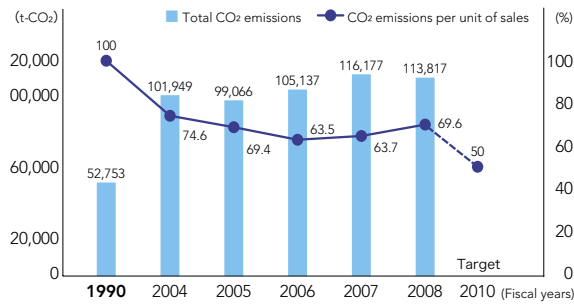
The Olympus Eco-Product Logo



ECO-PRODUCTS

The Olympus Group has established its own product standard based on four key items: environmental protection, energy conservation, resource conservation and information disclosure. These correspond to the criteria for Type II environmental labeling under ISO14021, the international standard for environmentally responsible products. Products that meet the Olympus Group's standard are certified as Eco-Products. By March 2009, a total of 190 Eco-Products had been launched onto the market.

Global Warming Prevention: Total CO₂ Emissions from Energy System and One Per Unit Sales

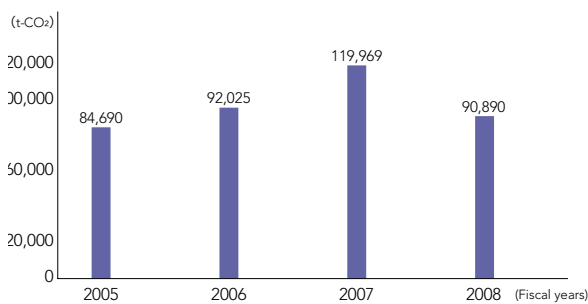


Energy-related CO₂ emissions (per unit of sales) reduced by 30% from fiscal 1990 level

Fiscal 2010 target:
50% reduction in CO₂ emissions per unit of sales from fiscal 1990 level

Energy-related CO₂ emissions per unit sales in fiscal 2008 were 26% below the level in fiscal 1990. However, there was an increase compared with the fiscal 2007 result because of a decline in net sales. Total CO₂ emissions were reduced by 3% from the fiscal 2007 level as a result of fuel conversions from fuel oil to gas or electricity. In addition, a range of CO₂ reduction measures were implemented in new buildings in Hachioji and Aizu (see Page 17). We will intensify our efforts to reduce CO₂ emissions through the fine tuning of energy use in day-to-day operations, and through the development of new technologies. Further reductions in the product sizes and weights.

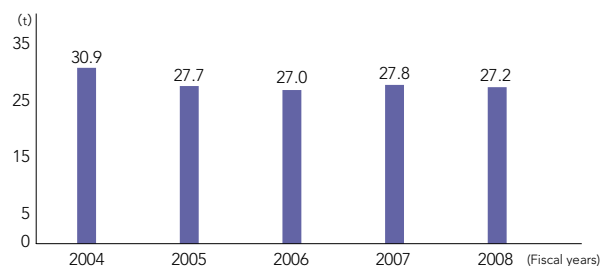
Global Warming Prevention: CO₂ Emissions during Transportation



CO₂ Emissions during Transportation

CO₂ emissions during transportation in fiscal 2008 amounted to 90,890 metric tons, a reduction of 24% compared with the total for fiscal 2007. Factors contributing to this reduction included the expansion of a modal shift from air freight to marine freight for international shipments, and the reduction of shipment weights through the development of smaller and lighter products and packaging. We are determined to achieve further reductions in CO₂ emissions during transportation by expanding the modal shift, improving packaging, and reducing product sizes and weights.

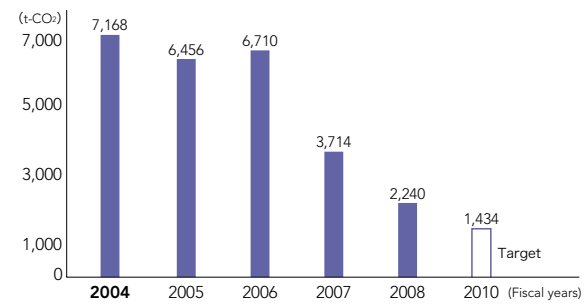
Chemical Substances Control: Handling of PRTR-Listed Substances



Total Amount of Handling Reduced by 0.7 Tons from previous year to 27.2 Tons

In fiscal 2008, the total amount of handling substances covered by the Pollutant Release and Transfer (PRTR) Law was reduced by 0.7 metric tons from the previous year's level to 27.2 metric tons. Chemical substances are rigorously checked on arrival at Olympus Group facilities and we will continue to work actively in this area, including the implementation of technical measures targeting processes that involve the use of large quantities of PRTR-listed substances.

Global Warming Prevention: CO₂ Emissions from Non-Energy System

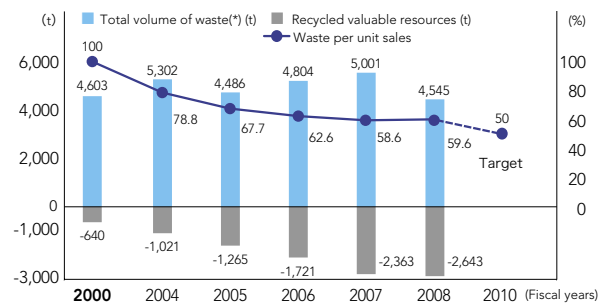


69% Reduction from previous year CO₂ Emissions from Non-Energy System

Fiscal 2010 target: 80% reduction in CO₂ emissions from fiscal 2004 level

In fiscal 2008, CO₂ emissions from non-energy system were reduced by 69% compared with the fiscal 2004 level. This was achieved by reducing the amount of cleaning agents and dust dispersion prevention sprays used. Our target is to reduce non-energy CO₂ emissions by 80% from the fiscal 2004 level by 2010. We will continue to work toward this target by developing new technologies, including alternative cleaning agents. We will determine to achieve further reductions in CO₂ emissions during transportation by expanding the modal shift, improving packaging, and further reductions in the product sizes and weights.

Reducing Waste and Recovering Resources



Total Volume of Waste(*) (Per Unit Sales) Reduced by 40% from Fiscal 2000 Level

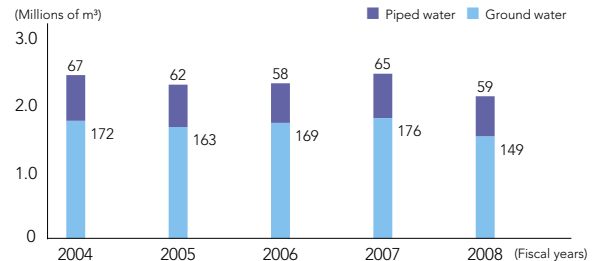
Fiscal 2010 target: 50% reduction (per unit of sales) from fiscal 2000 level

In fiscal 2008, the total volume of waste(*) per unit of sales was reduced by 37% as compared with the fiscal 2000 level, though there was little change from the fiscal 2007 level. Liquid waste was reduced through process improvements and the installation of new facilities, whilst the amount of valuable resources recovered was increased through stringent sorting and separation. These measures resulted in a 10% reduction in total waste compared with the fiscal 2007 level.

We will continue to minimize resource use in production activities through efforts to reduce total waste, including valuable resources.

* Total volume of waste consists of recyclable resources and final disposals at landfills.

Usage of Water



Total Water Used Reduced by 310,000m³ from Previous Year to 2.09 Million m³

In fiscal 2008, total usage of water amounted to 2.09 million m³, a reduction of 13% from the fiscal 2007 in total. Measures to reduce total consumption include cascading (water use in multiple stages), water recycling, and leak prevention through facility inspections.

Third-Party Opinion



Hiroshi Ishida

Executive Director, Caux Round Table-Japan

Hiroshi Ishida was born in Tokyo in 1966. After graduating with a degree in economics from Seijo University, he worked for the Industrial Bank of Japan in market dealing, planning and other areas. He has been active in the Caux Round Table-Japan since October 2000 and became the organization's Executive Director in 2006. Mr. Ishida is also an associate professor at Kwansai Gakuin University and a part-time lecturer at Aoyama Gakuin University.

Caux Round Table-Japan

The Caux Round Table (CRT) was founded in 1986 as a network of business people, principally in Japan, North America and Europe. Since its establishment, it has been a forum for continuing debate about the social responsibilities of companies. The Caux Round Table Principles for Business, which were published in 1994, are believed to be the first example of business principles formulated collaboratively by business people in Japan, North America and Europe. They have influenced other CSR policies, including the Keidanren Charter of Corporate Behavior.

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In my view, one of the causes of the present economic crisis was corporate management based on a dedication to short-term profit of such extremity that companies lost sight of their own visions of the future. For this reason, I see the following three elements as absolutely essential to corporate management today.

- An unwavering corporate doctrine based on the role of each company as a member of society;
- Activities targeted toward sustainable growth backed by management doctrine; and
- A flexible decision-making environment that allows a company to adapt to the wishes of society.

I based my independent opinion about the "Olympus Corporate Social Responsibility Report Digest" on these three elements.

I will begin with those aspects of the Olympus Group's overall CSR activities that I regard as praiseworthy. The Olympus Group has a basic doctrine known as "Social IN." This is the basis for its management philosophy and Corporate Conduct Charter, both of which focus on the company's relationship with society. Olympus also supports the United Nations Global Compact and has cooperated in efforts to realize the United Nations Millennium Development Goals through regional support activities in Africa. These activities can be seen as a reflection of the Olympus Group's approach to the fulfillment of the various social responsibilities that are imposed on business corporations today.

Olympus has also launched initiatives based on a skillful matching of its own areas of activity with the needs of society. In the field of medicine, for example, it has established its own "BRAVE CIRCLE" campaign to eradicate colorectal cancer and is now implementing that initiative with the support of other companies and organizations. I hope that it will continue to develop wide-ranging initiatives, including some in other fields.

One of the demands that society places on business corporations today is transparency. In the future I hope that Olympus will actively disclose "negative" information and share it with society.

I would like to take this opportunity to offer some advice about the activities of the Olympus Group in general.

One approach that Olympus Group should consider is the development of a clear road map (policies, initiatives, priorities) defining its social responsibilities as a member of society. Today companies need to take their CSR activities beyond simple lists of actions, and to focus instead on the qualitative improvement of their CSR activities into initiatives that express their individual corporate characteristics. The three elements that I listed above are essential in this context.

When I read this report again, I found that the corporate philosophy and Corporate Conduct Charter were clearly presented. In the CSR concept diagram on Page 4, activities reflecting the fundamental duties of business corporations, such as compliance and business ethics, were clearly distinguished from activities that are approached on a more voluntary basis through business activities. [The "BRAVE CIRCLE" campaign to eradicate colorectal cancer is an excellent example of such activities.] However, it is difficult to find any analysis of the relationship between these activities and the corporate philosophy in this report. This means that while individual initiatives may earn social recognition, there is a risk that the public will not be aware of which particular company is implementing those activities, and that the face behind the initiatives will remain invisible.

To avoid this situation, each individual activity should be clearly linked to the corporate philosophy. The Olympus Group needs to provide society with a clear understanding of its aims in taking on these responsibilities.

The expectations and wishes of society toward business corporations will expand dramatically as the world moves toward globalization, and as more and more companies expand the scale of their operations and evolve into multinationals. Olympus needs to consider how these expectations relate to its own philosophy and business activities, and to take the necessary actions effectively. Corporate initiatives linking multiple divisions will be infinitely more effective in this context than actions by individual workplace organizations.

I hope that Olympus will maintain a clearly defined philosophy, and that it will adopt a stance that allows it to respond to the needs of society through actions backed by that philosophy, and a decision-making environment in which such a stance is possible.

Responding to the Independent Opinion

Our priority is to develop our corporate culture by consolidating our management philosophy

Olympus first announced its “Social IN” management philosophy in 1994. This philosophy, which calls for “fusion” between the company and society, defines our role as a member of society. For more than a decade since that time, Olympus has strengthened and expanded its business structure through various strategies, including dynamic investment in related areas of business, and the acquisition of businesses.

Today the Olympus Group employs over 30,000 people. However, if we are asked if all employees have assimilated the corporate philosophy that is the banner for the Olympus organization, or if all of our activities are linked to that philosophy, we would unfortunately have to respond that we have not yet made sufficient progress in these areas. Nor can we say that all of our activities are based on clearly defined business strategies. In this sense, I believe that our most important priority is to develop a corporate culture by consolidating our corporate philosophy as the foundation for all of our activities. There are also issues affecting the organizational structure needed as a framework for the development of our activities. Those issues are a lack of clarity concerning the role of the parent company within the group, and the weakness of cooperation based on cross-organizational functions.

Growth for Our Employees and Sustainable Development for the Company

The realization of our management philosophy must be the fundamental goal of all of our corporate activities. This is because the realization of our management philosophy means the fulfillment of our corporate social responsibilities (CSR). The spirit of our management philosophy is that the maximization of corporate value is seen as a means of helping all people to enjoy happier and healthier lives. Our philosophy calls for the development of trust and the creation of win-win relationships with all stakeholders. As a global enterprise, we face many social challenges, including the global economic recession triggered by the financial crisis, a global

pandemic of a new strain of influenza, and problems in developing countries, especially in Africa. Olympus must make contribution to society through business the basic goal of its business operations. To achieve this, we must resolutely implement activities based firmly on our corporate philosophy. In these challenging times, it is especially important to ensure that every individual employee shares our corporate philosophy as a guide and foundation for their activities, and that we develop our business in a direction that brings growth for all employees and sustainable development for the company.

Business-Based Social Contribution Activities

I will refer briefly to our efforts in the current year (fiscal 2009). We regard the consolidation of our management philosophy and its assimilation by every employee as our most important priority. We will use every opportunity and every media, including messages from the President, to instill our philosophy among all employees, including the management team. The aim of these activities is awareness reform. To ensure that our employees can enjoy continuing growth, we will work to expand opportunities for women to succeed and contribute by developing workplace environments in which the ability to work is not limited by life events, such as marriage, childbirth and childcare. We will also strive to expand employment opportunities for people with disabilities. From a global perspective, we will support the United Nations Development Programme (UNDP) and contribute to the realization of the Millennium Development Goals by staging competitions for photographs taken in Africa. Olympus will continue to maintain a dynamic program of social contribution activities.

Hisashi Mori

Director, Member of the Board and Executive Officer
Group President of Corporate Center and Division Manager of Corporate
Social Responsibility Division
Olympus Corporation



The "Make Carbon 1/2 2020" logo symbolizes the Olympus Group's long-term environmental goal for the prevention of global warming.



Smile for the Earth

This logo mark symbolizes the environmental activities of the Olympus Group, which is involved in beneficial activities for the earth and human beings, so that together we can smile like this.



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Olympus Corporation

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