

A white circular graphic is partially visible on the left side of the slide, appearing as a semi-circle or a large arc.

OMRON HEALTHCARE Business Strategies

OMRON HEALTHCARE Co., Ltd.
President and Chief Executive Officer
KIICHIRO MIYATA

2012/7/30

All for Healthcare

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All for Healthcare

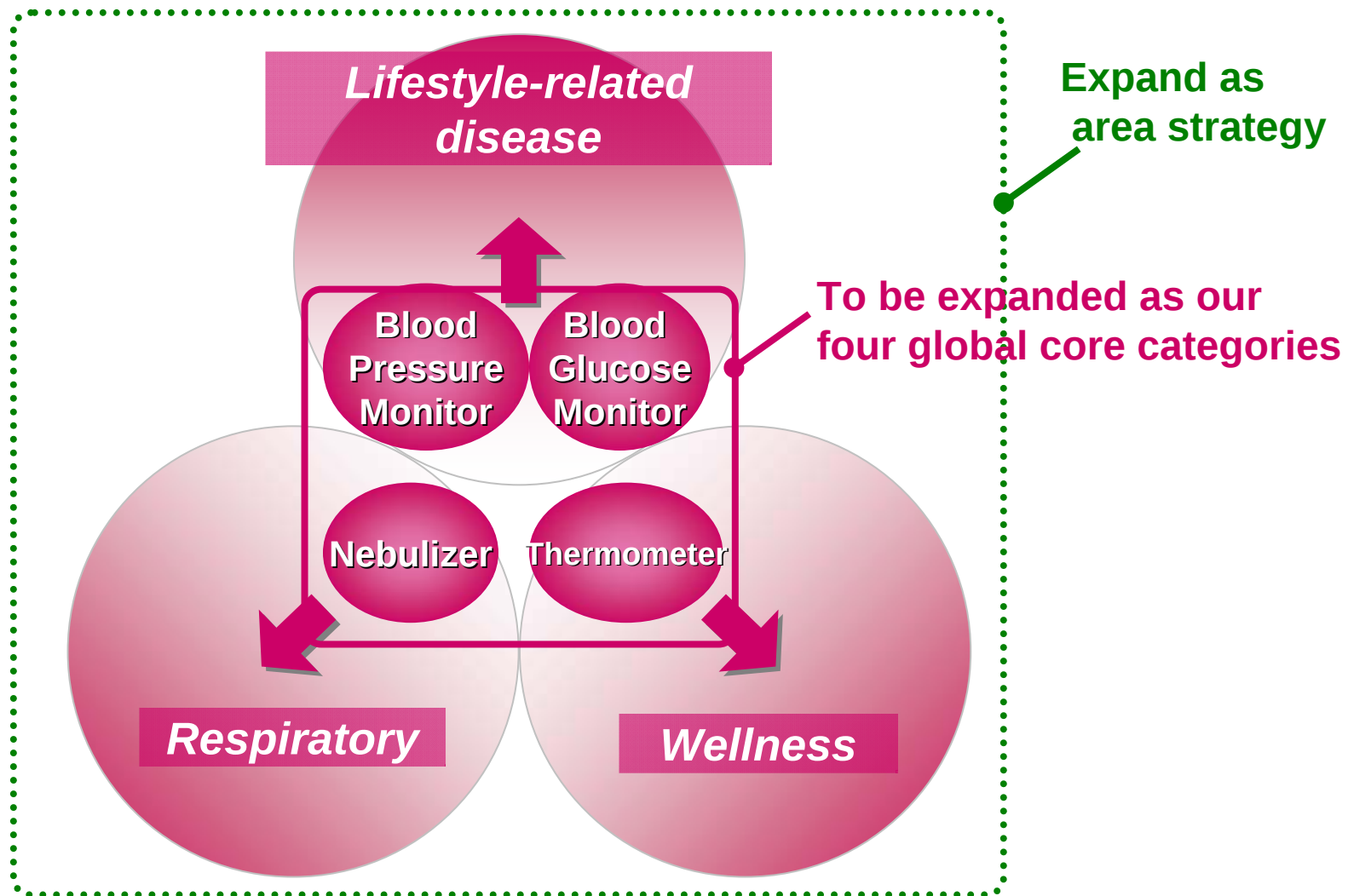
【Mission】

To help realize a healthy and comfortable
life for people around the world



【Business Domain】

Prevention and Treatment of
Lifestyle-related Diseases



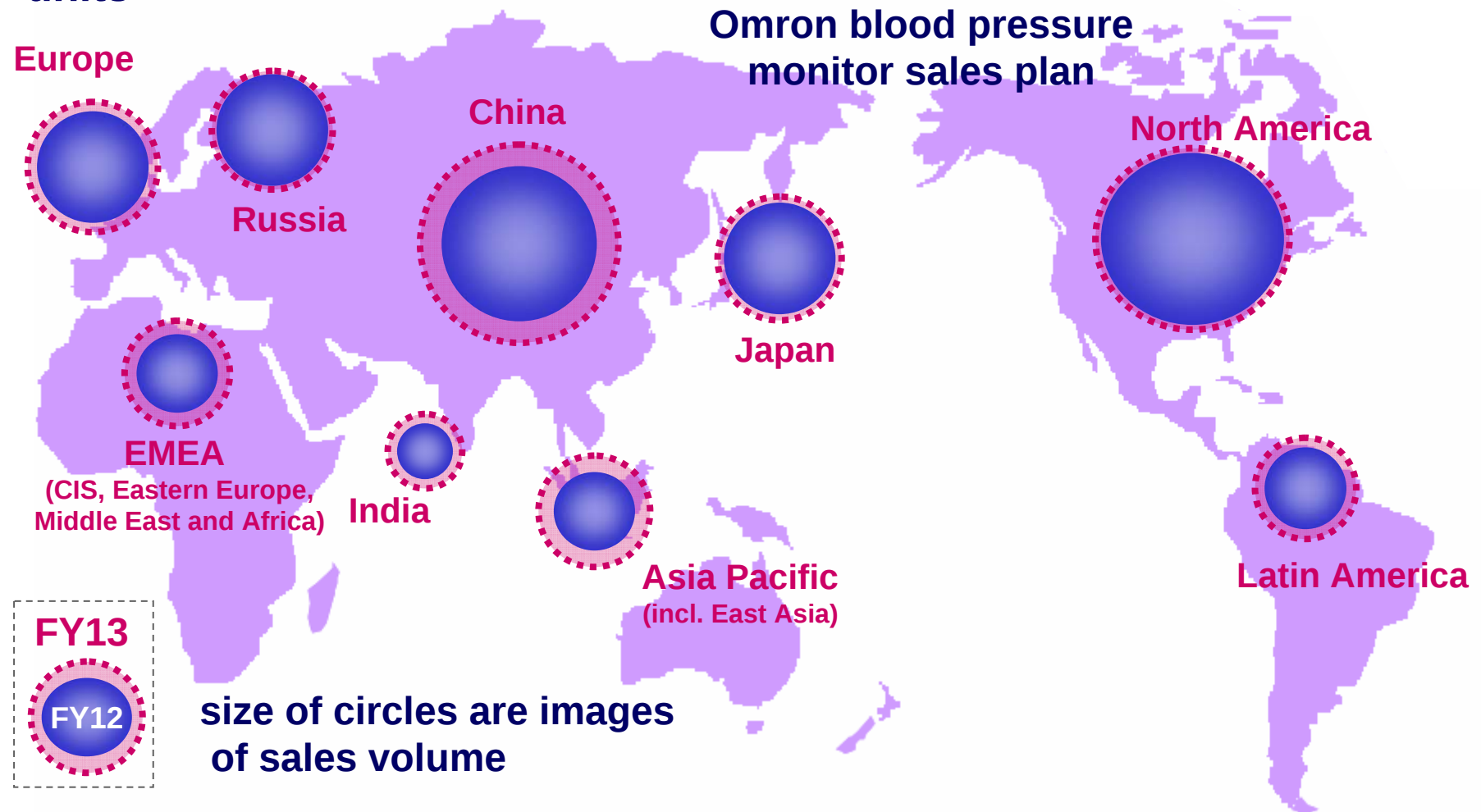
	Strength
Sales	• No.1 blood pressure monitor global share • Brand building through academic activity • Sales network covering 110 nations
Technology	• Bio sensing technology (sleep monitor & visceral fat monitor)
Development / production	• Region-specific product planning capabilities • Cost-competitiveness through advanced mass-production technology

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No.1 Blood Pressure Monitor Global Share

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	FY11 Prospect	FY12 Plan	FY13 Target
BPM share (based on sales figures)	50%	52%	54%
BPM sales volume units	13 M units	14 M units	15 M



Global activity focused on medical societies and
key opinion leader net works.

Considered No.1 brand by pharmacists, doctors,
and consumers in the USA.

Pharmacist

**74% Recommend
Omron Products**

**(Nine times more
than our closest rival)**



2009 Pharmacy Today Survey

**Doctors
Brand most
recommended by
doctors**

**(Five times more
than our closest rival)**

2007 Frost & Sullivan Survey

Consumer

**Top recommendations
from the leading
consumer magazines
in the US**



**Consumer
Reports**

2009 Consumer Reports

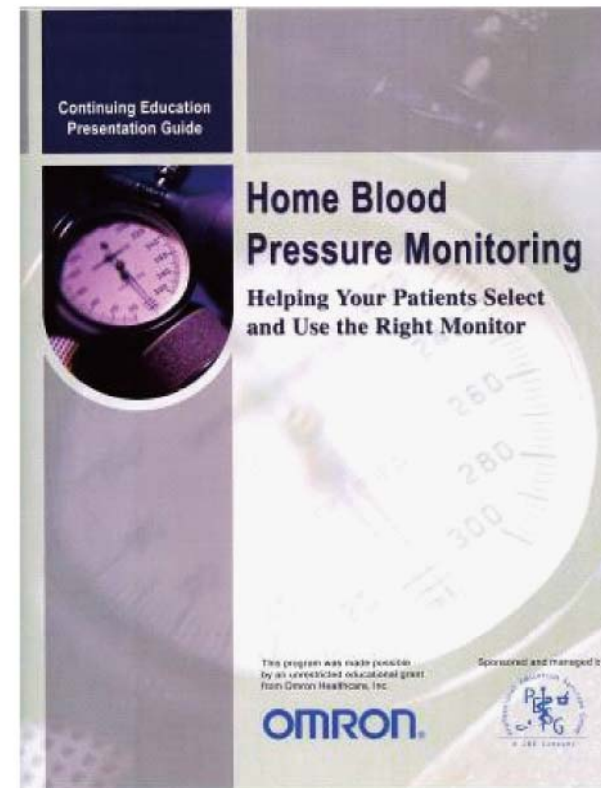
Brand-building through Academic Activities **OMRON**



Symposiums



Exhibition booths



E-learning materials

Enhancing Brand Awareness in Emerging Markets

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Healthcare leading Omron Group brand recognition enhancement effort in India

■ Advertising on billboards in Tier 1 & 2 cities



■ Mass-media advertisements / sponsorship of India's 3 major marathons

Newspaper Ads



Marathon sponsorship



■ Acceleration of brand penetration using a celebrity

Use of Farhan (famous actor) as brand ambassador



Use of promotional tools



■ Free health check event

Queues of over 100 people often form



Events carried out over 300 times per year

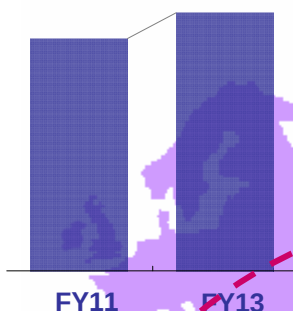


Global Network Covering 110 Countries

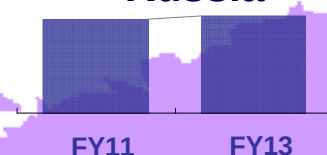
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Expand sales channels of medical equipment for home use.
FY11 300,000 stores $\Rightarrow$ FY13 360,000 stores

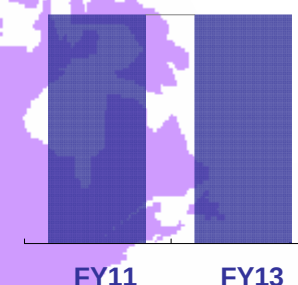
Western Europe



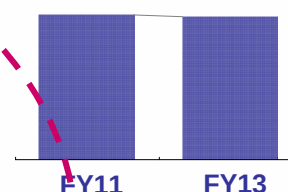
Russia



North America

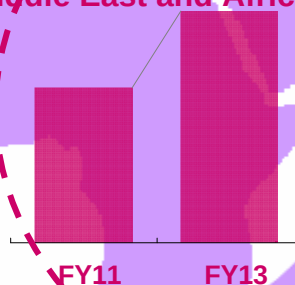


JAPAN

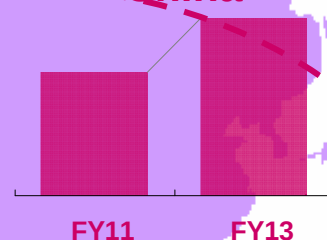


EMEA

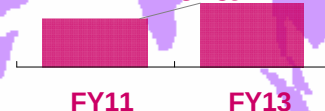
(CIS, Eastern Europe, Middle East and Africa)



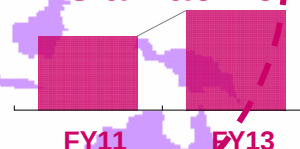
China



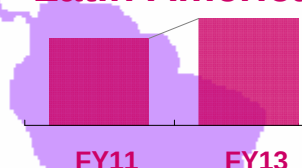
India



Asia Pacific



Latin America



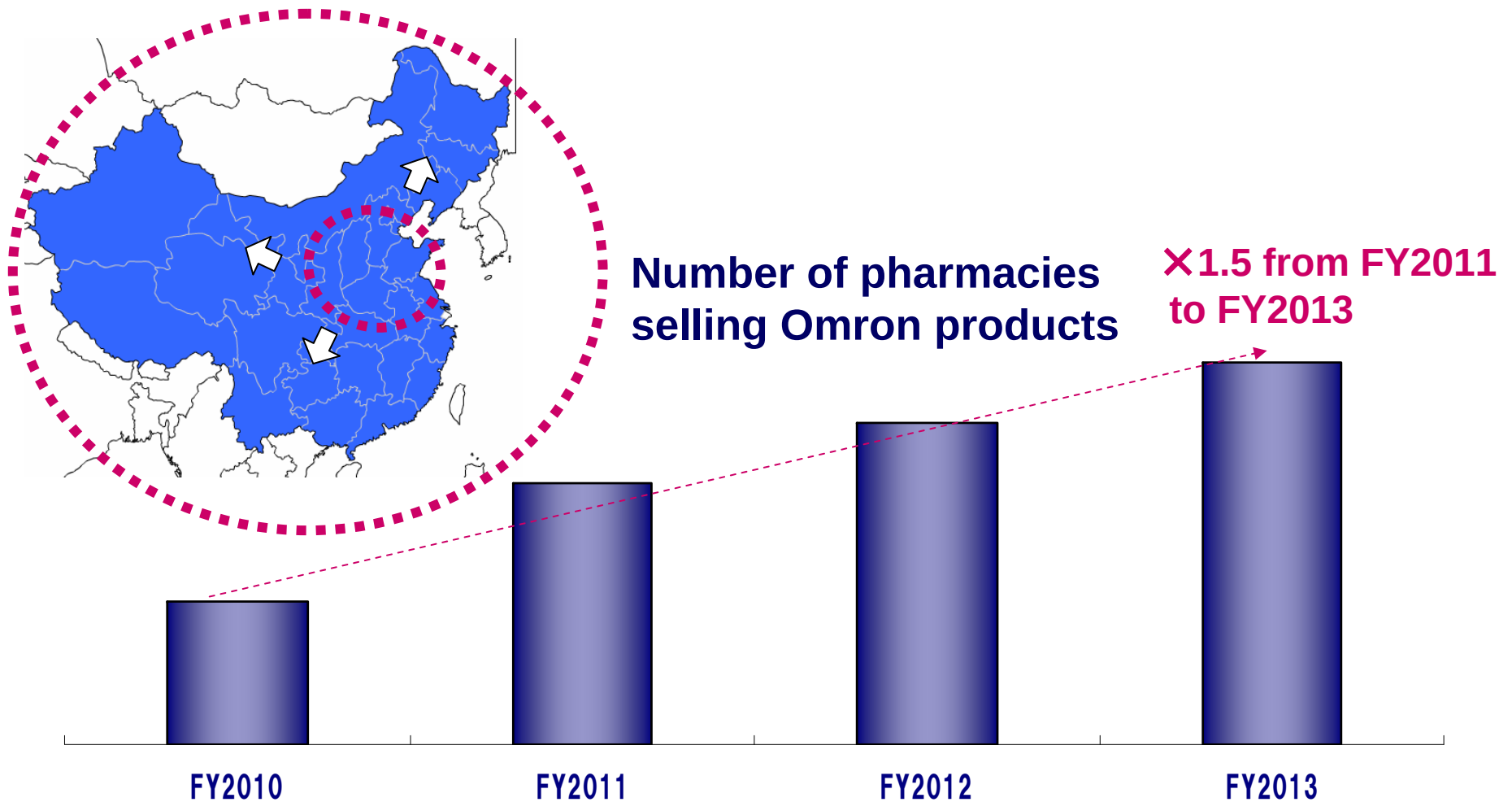
Expansion mainly in emerging markets

Double Digit Growth in Emerging Countries **OMRON**

■ Planned sales growth by region in FY12

Area	Y/Y
China	115%
Asia Pacific (Excl. India)	125%
India	175%
Russia	110%
Middle East/Eastern Europe	130%
Latin America	140%

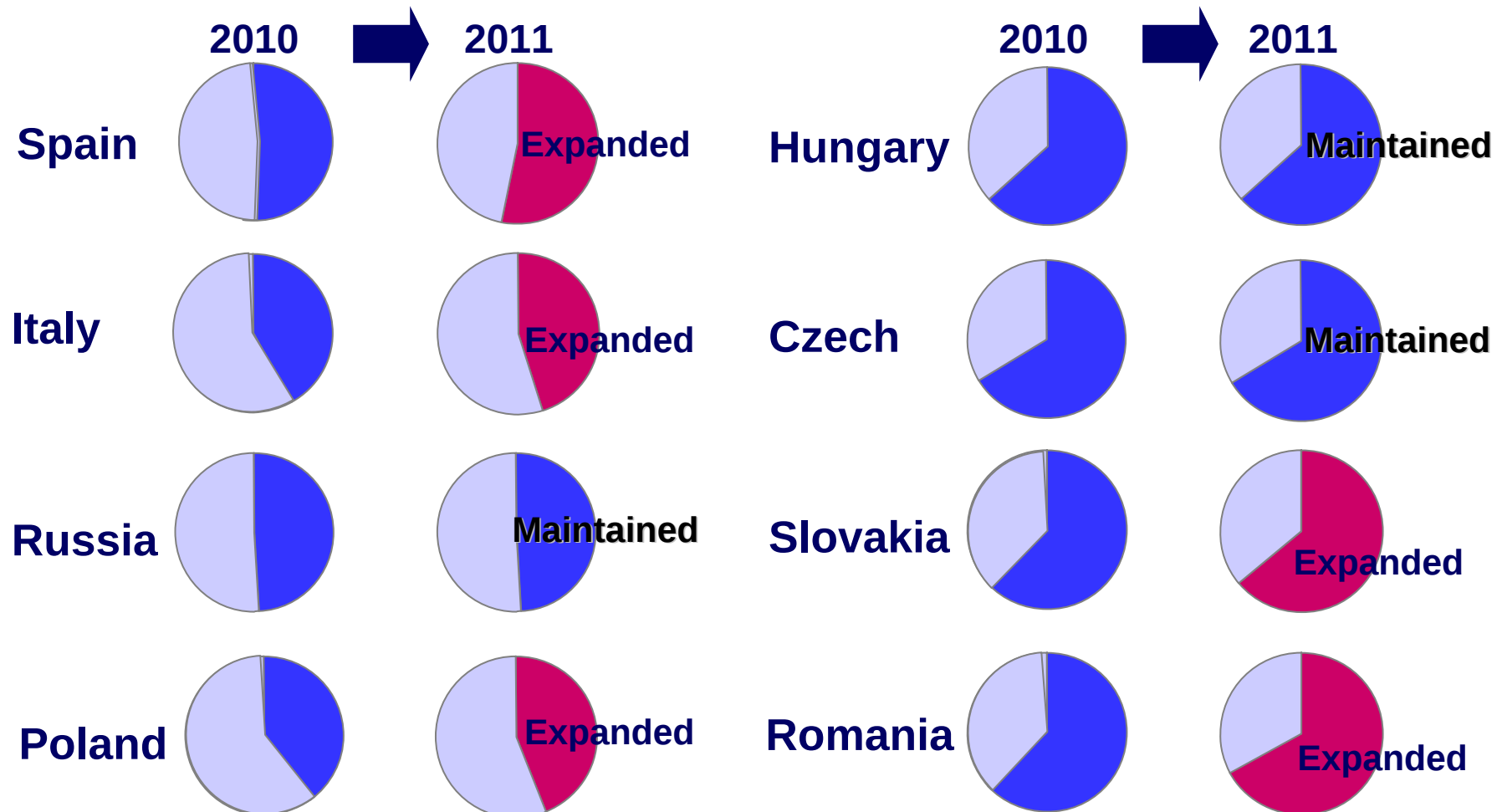
Steady expansion of sales network into new areas
despite slowdown of Chinese market



Blood Pressure Monitor Share of Pharmacy Channel in Europe

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Omron maintained or expanded share of BPM despite unfavorable economic conditions.
This trend is expected to continue in 2012.



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Bio Sensing Technology (Sleep Monitor)

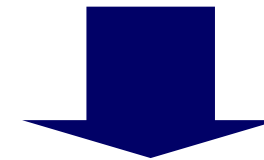
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Place on bed-side to monitor sleep contactlessly.
Same kind of technology used for disaster rescue.



<Radio wave sensor>

Senses small movements
such as chest movement.



Minimal movement: sleeping
More movement: light sleep
or awaked

Period of awakeness

Total time of actual sleep

Period of sleep

X-ray CT method



- ✓ Radiation exposure
- ✓ High-skill required
- ✓ Expensive equipment

Dual impedance method <DUALSCAN>



New
technology

World
first



腹部全断面積を算出

—



除脂肪面積を算出

—



皮下脂肪面積を算出

=



内臓脂肪面積を算出

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Product Development Suited to Lifestyles in Each Country

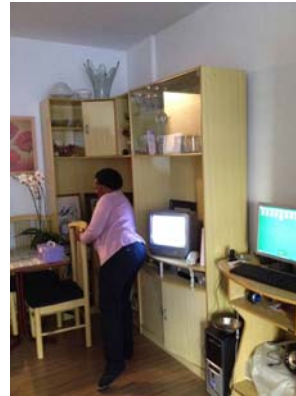
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In India



- (1) Measurement not always carried on tables.
- (2) Lack of storage space
- (3) Dusty, sandy conditions in many areas

In Brazil



- Measurement carried out on dining table



- Measurement with wrist-type monitors, carried out with wrist below heart



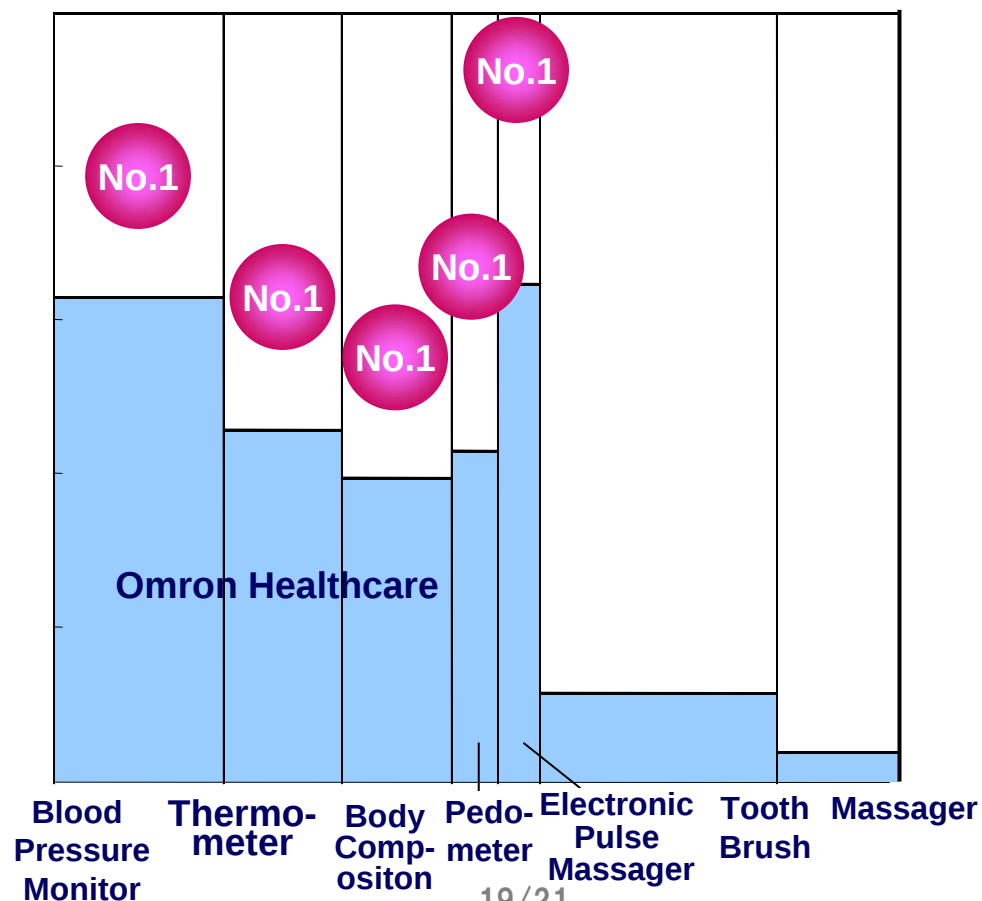
- Cuff positioned over elbow

Product design, functions, and shape suited to typical usage patterns unique to each country

Share Expansion in Japan with New Products **OMRON**

Omron healthcare attained No.1 position in 5 major categories with more appealing products than competitors.

Japanese Market Volume & Share in FY2011



15 sec. measurement thermometer : MC-680

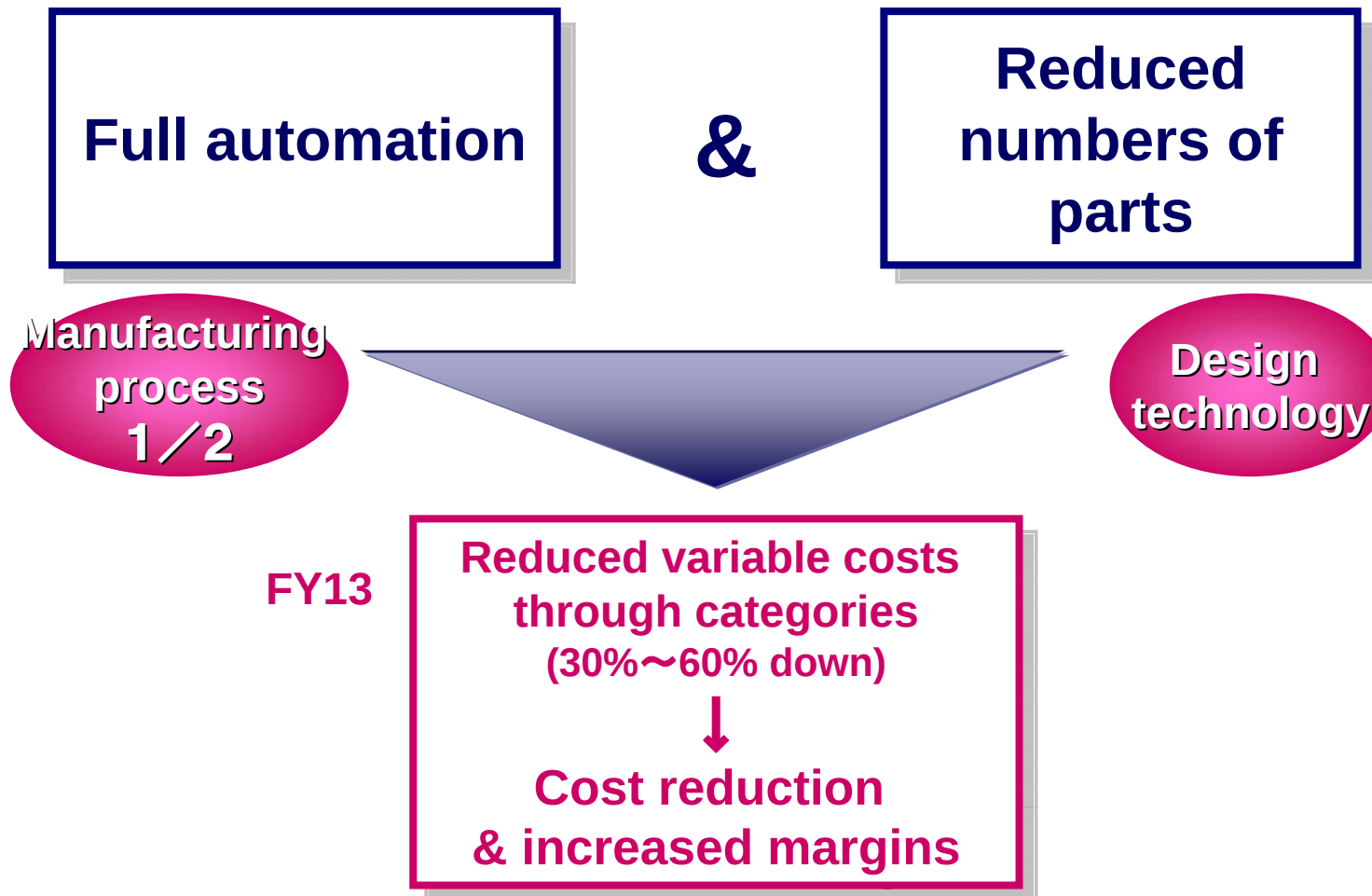


Stylish body composition monitor HBF-214

Mass-production Technology to Achieve Cost Competitiveness

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Full automation and easy-to-make design have increased cost competitiveness and profit margins.



To help realize a healthy and comfortable life
for people around the world

**VG2020
Vision**

**“Make health examination/health management
more accessible”**

Slogan

All for Healthcare INNOVATION
- Value Innovation - - Process Innovation -



**Achieve over 100 billion
yen in sales in FY2020**