



# Growth Strategy for Omron Healthcare

Thursday, 30 January, 2014

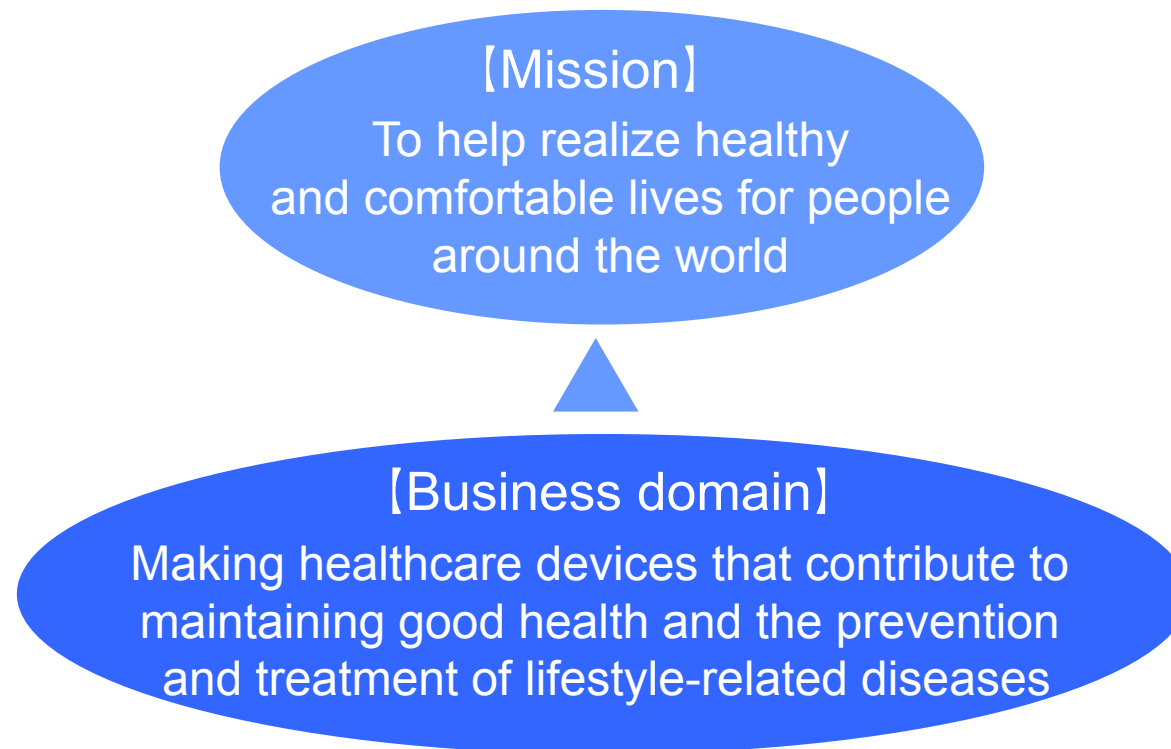
OMRON HEALTHCARE Co. Ltd.  
President and CEO Kiichiro Miyata

**All for Healthcare**

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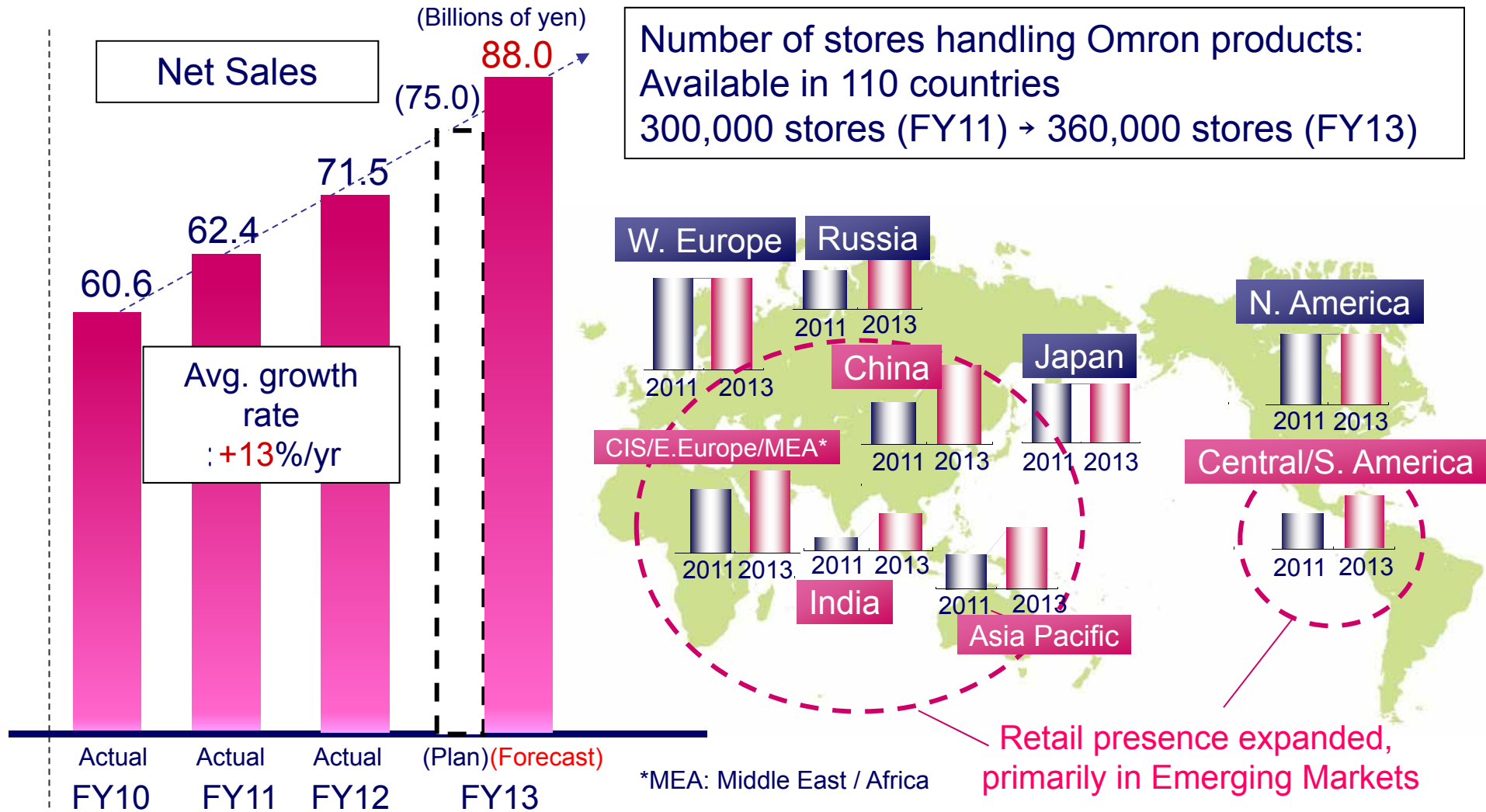
# All for Healthcare

Good health is the universal desire of all humankind.  
Omron Healthcare believes contributing to help humankind achieve this is its most important mission and the reason for its existence.



- 1) FY13 sales ¥88.0 billion (Forecast)
- 2) Development of new product categories,  
expansion of focus areas
- 3) Improved brand recognition, particularly in  
emerging markets

- Exceeding the GLOBE STAGE sales target of ¥75.0 billion.
- OPM also improved.



### Sleep Analyzing Clock

Non-contact unit measures sleep state



### Visceral Fat Measuring Equipment

Calculates visceral fat area safely and simply



### Walking Posture Meter

Measures and analyzes walking posture in only 10 steps



World First



### WellnessLINK

Services to support health-enhancing activities



Advice for your sleep



- Improved consumer brand recognition and enhanced presence in target markets through TV commercials and advertising campaigns

China

TVCMS focused on families



India

Ad campaign using Bollywood stars



Brazil

Billboards in key airports, newspaper and magazine ads.



Results of Branding Surveys

- Brand recognition 73% (FY2010)
- \* New survey planned in FY2014
- Omron products account for 8 of Top 10 online rankings (TaoBao) for blood pressure monitors (June 2013)

- Brand recognition survey of new middle-income bracket consumers (annual income >500,000 rupees) in Bangalore, Mumbai and Delhi
- FY12: 45% → FY13: 58%

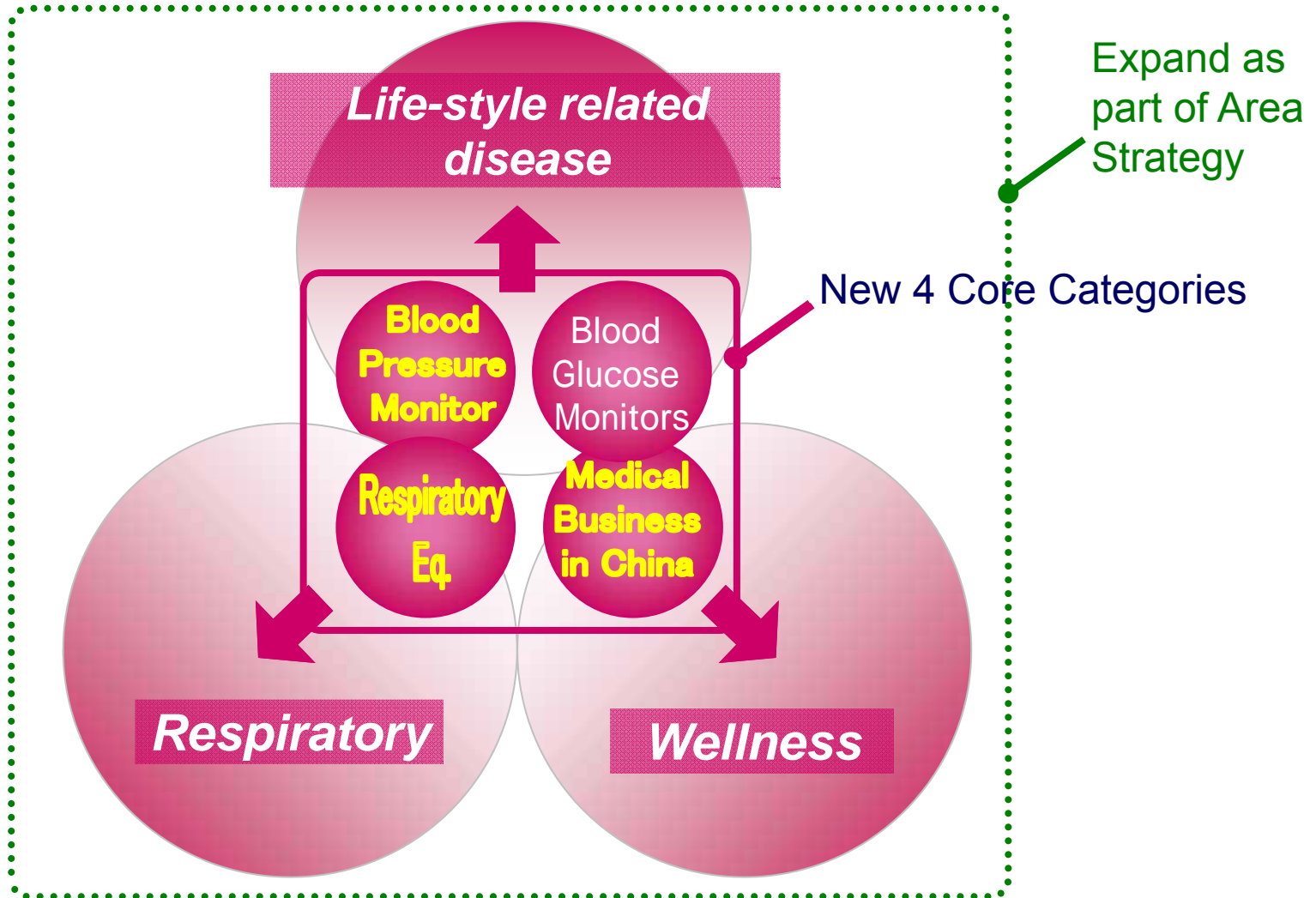
- Brand recognition survey targeting 20's – 50's men in white collar jobs (Sao Paulo)
- FY11: 22% → FY13: 30%



***All for Healthcare INNOVATION***  
- For Further Growth -

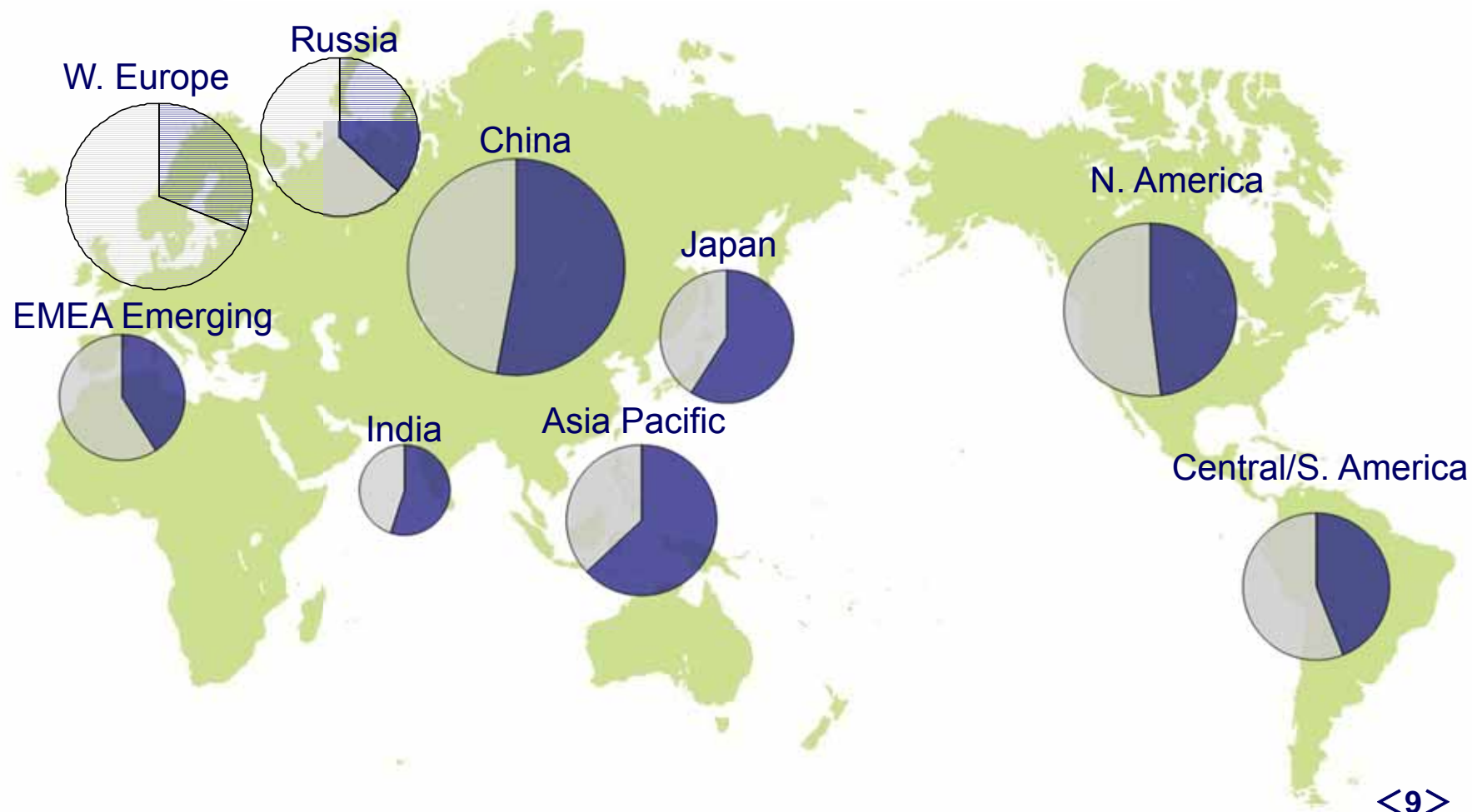
- (1) Strengthening of existing businesses  
Fully rolling out products in the categories launched in  
GLOBE STAGE
- (2) Strategy for further growth in the emerging  
markets: Asia, China, Brazil  
Further area expansion by continuing to increase  
sales channels
- (3) Creation of a solutions business





- Further strengthen the BPM business by achieving a global market share of 55% (value basis; volume-based share target 45%) by FY2016

### Projected market share (volume) by area in FY16



- Air pollution is an increasingly serious concern for emerging countries  
→ Rising need for respiratory equipment

- Expanding the respiratory equipment business by launching products with features adapted to local needs.
- Nebulizers: Aim for No. 1 global market share by FY16



Features targeted at pediatric asthma to triple sales volume

Prioritizing the launch of lower-priced products to double sales volume



Broadening product lineup  
Launching dehumidifier



- Jan. 2014: Establish medical sales company to enhance sales capabilities
- Increase sales by expanding the product lineup in each therapeutic area, particularly cardiovascular

Internal/ Cardio Vascular	Diabetes/ Endocrinology	Medical Exam Centers	Respiratory
Pro-use BPM	Arteriosclerosis (Form)	Aortal BP (AI)	Nebulizer

■ Profile of new company (at inception)

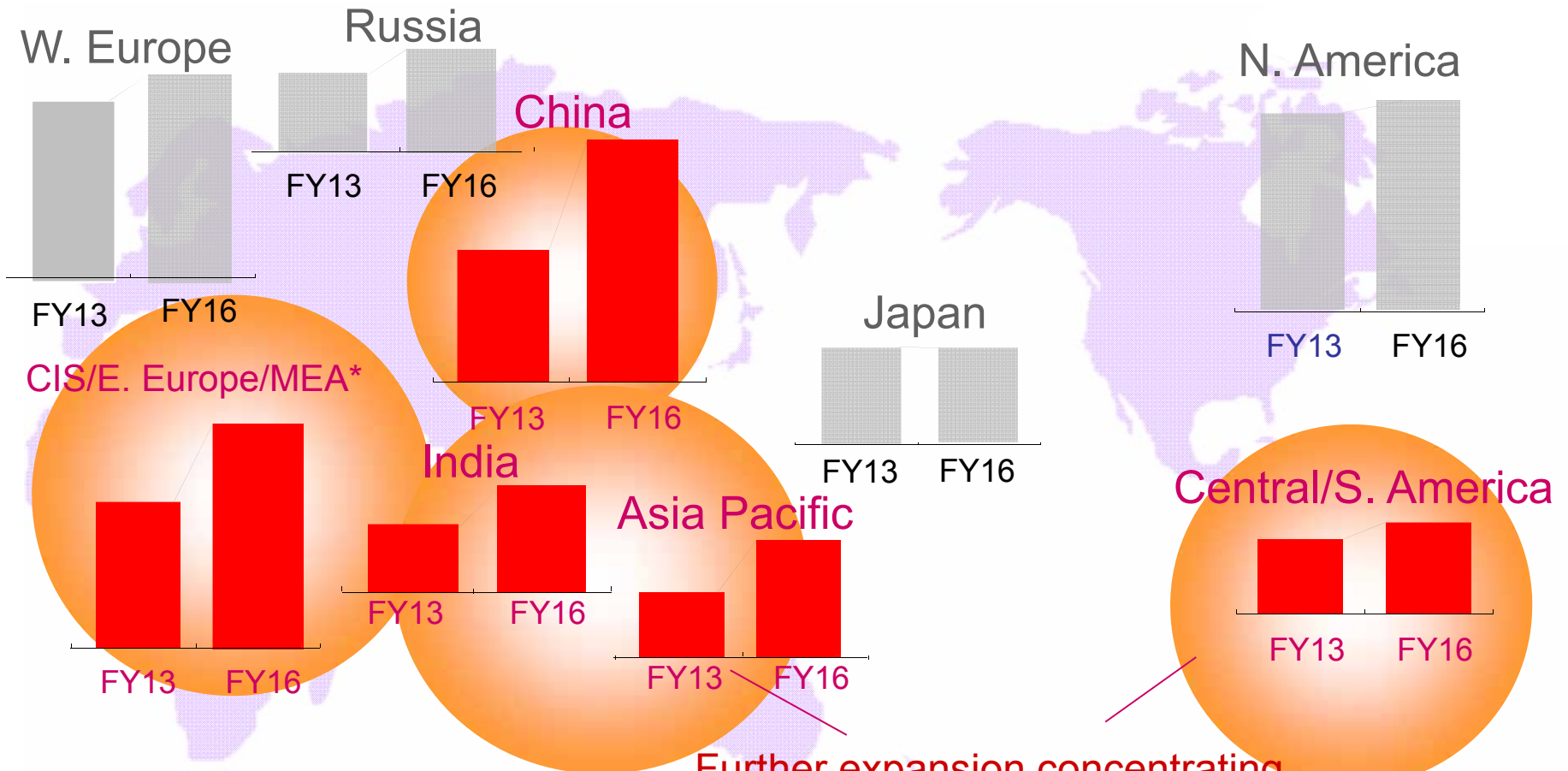
Omron Medical (Beijing) Co., Ltd.

- Employees: 70 people
- Sales offices: 8
- FY2020 Sales target: 1,200M RMB (approx ¥20bil)

### General Products

Pro-use compact BPM	Digital Thermometer	IT (ML)	Spot check system

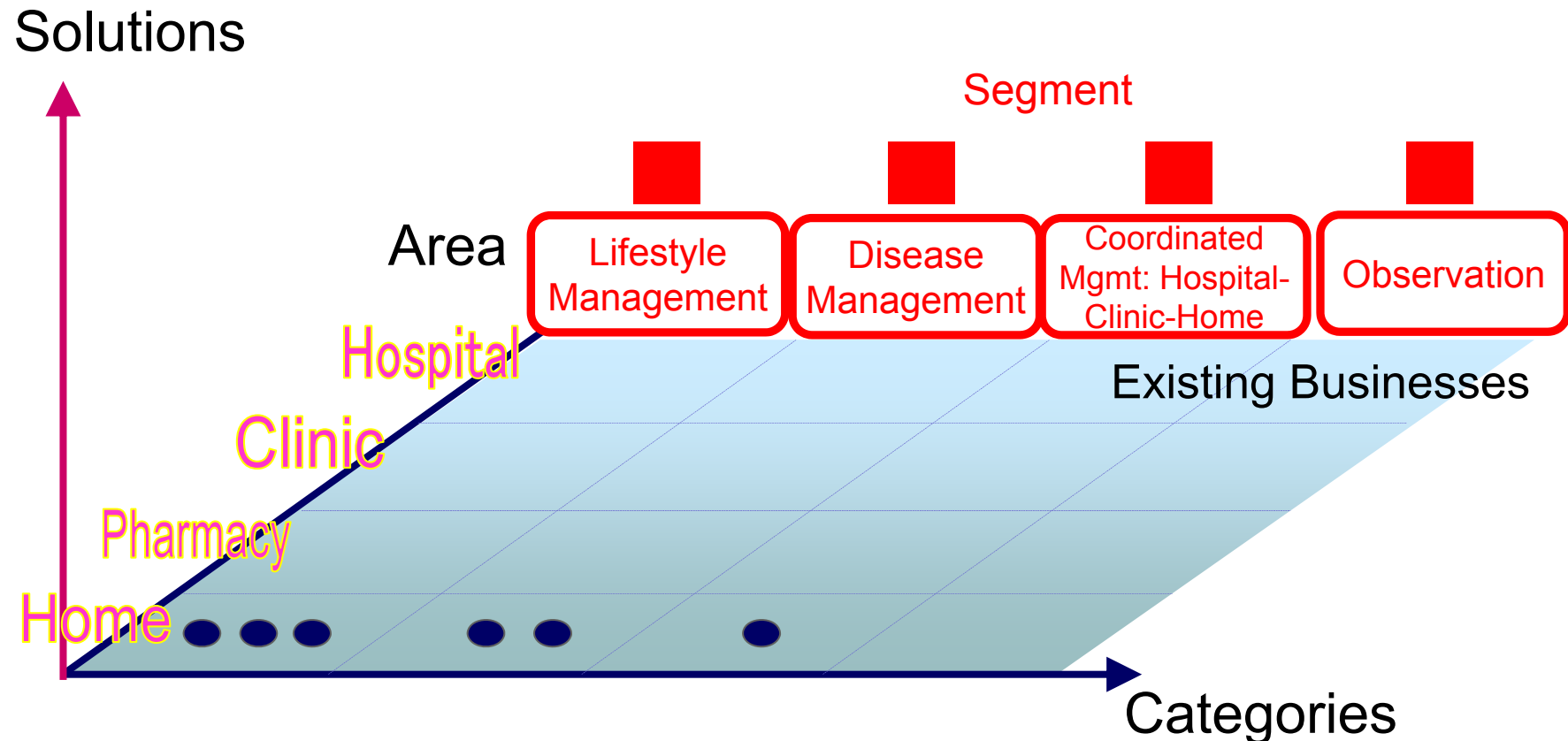
- Increase sales channels in the emerging markets (mainly drug stores) particularly in Asia, China, India and Brazil
- 360,000 stores in FY13 → 430,000 stores in FY16



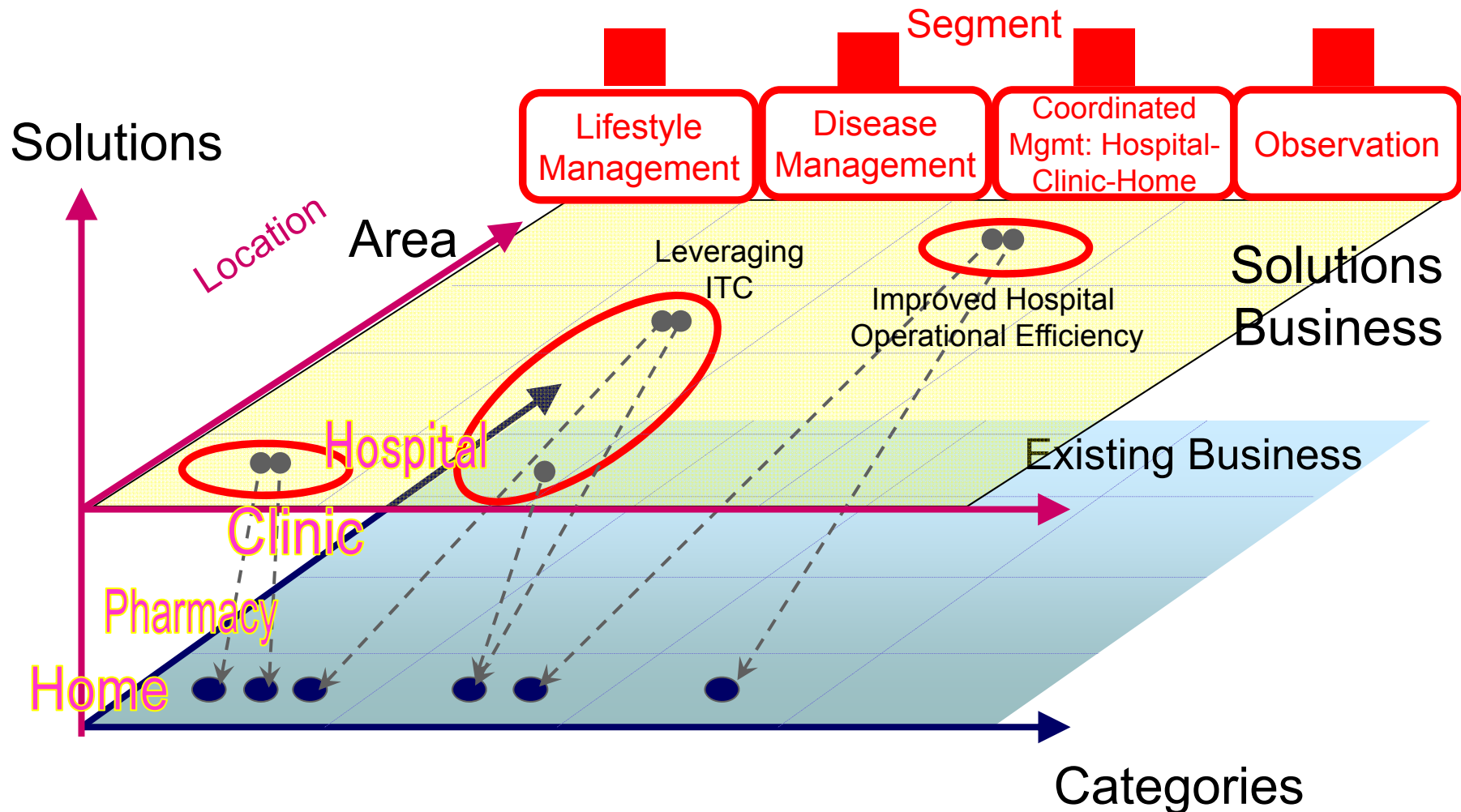
\*MEA: Middle East / Africa

Further expansion concentrating on emerging countries

- Under GLOBE STAGE, Omron executed a growth strategy along two axes: Product categories and Area

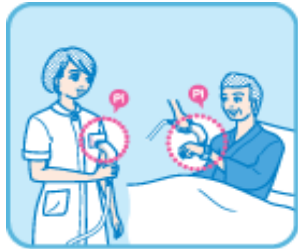


- Users want solutions for the fundamental challenges they face. Competitive superiority will belong to only those companies able to provide these solutions.
- Building a solutions business will allow Omron to provide new value to users.





➤ "We Automate" nursing services



ID verification and measurement of vital signs



Collation of vital signs data

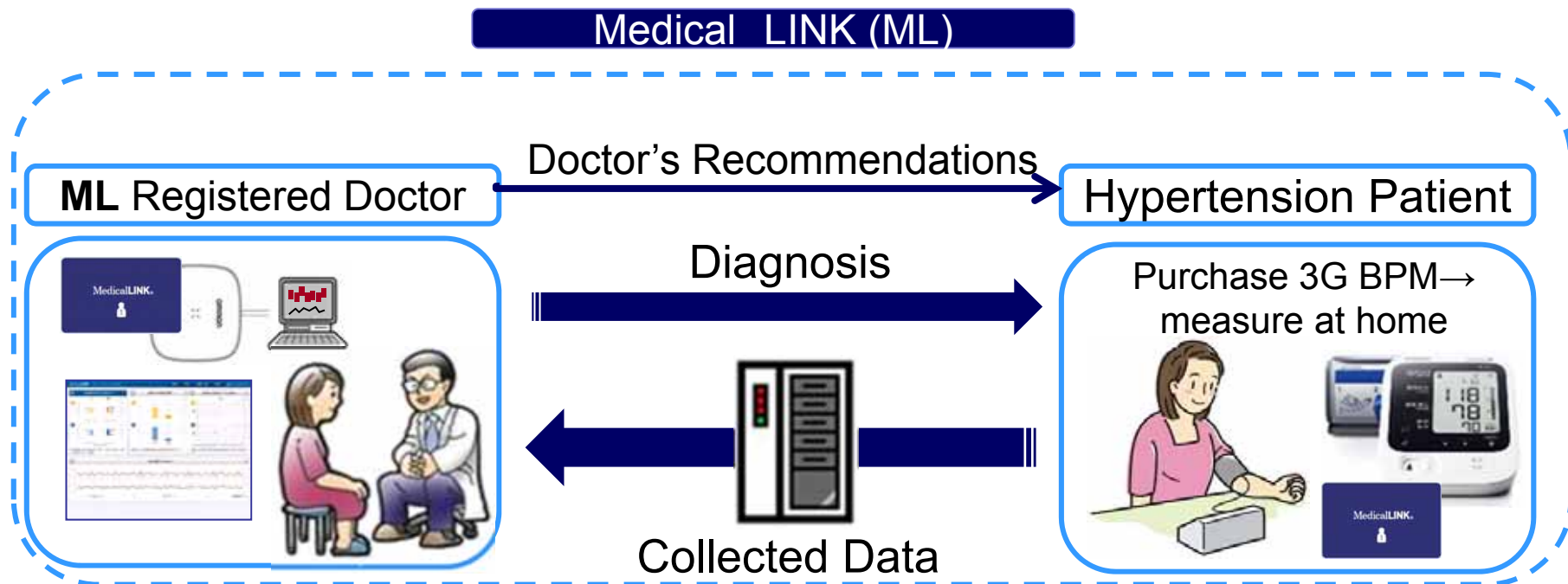


Data transmission and incorporation into electronic medical records

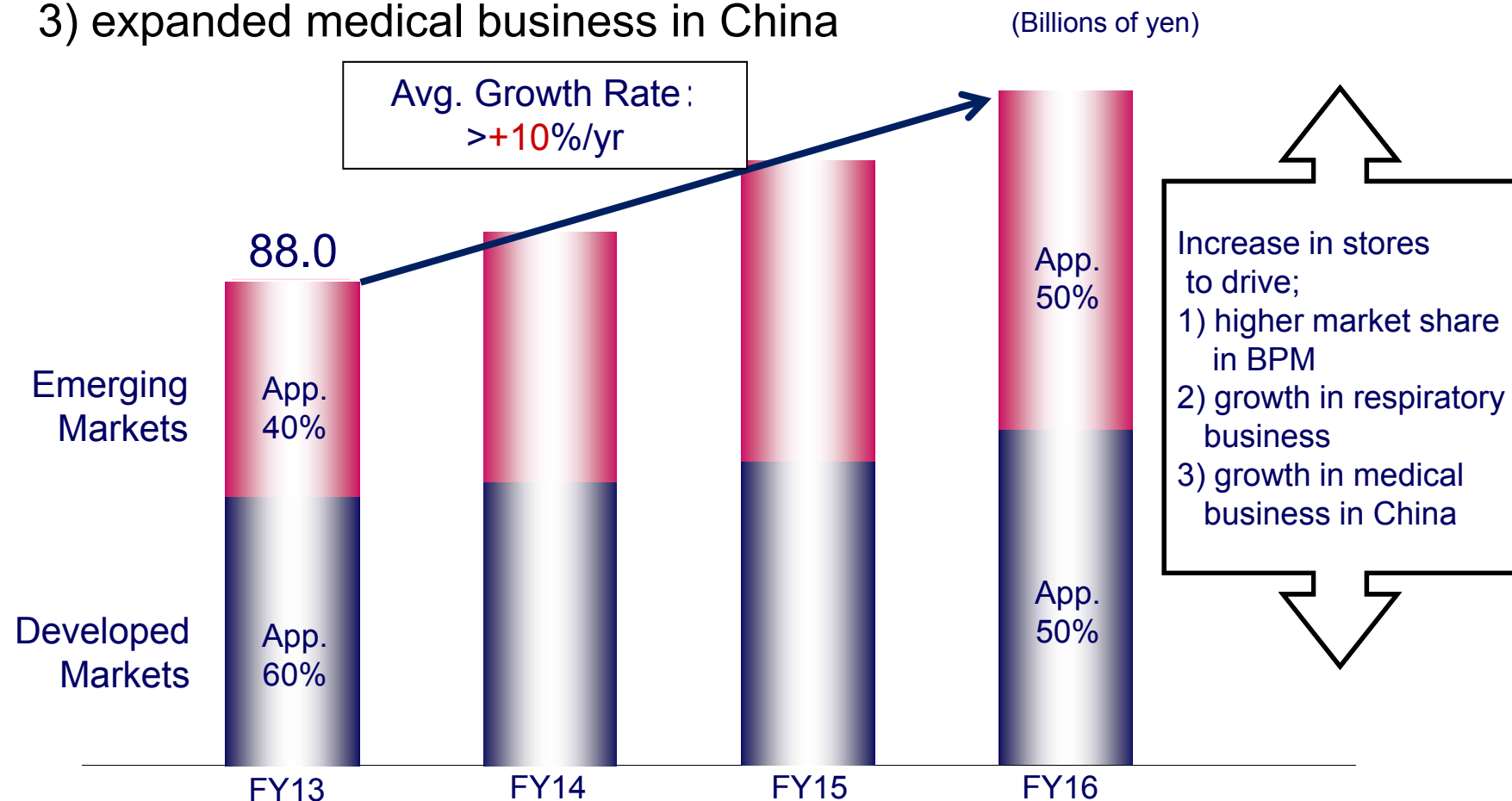


Spot check monitoring system

- Utilize blood pressure data collected at home to contribute to improved prevention of the aggravation of hypertension
- \* 2014 Revisions of the Hypertension Guidelines, Japan Society of Hypertension, are expected to incorporate wording that will **give priority to blood pressure data collected at home** over the data collected in a hospital.
  - Increasing importance of data at home in the treatment of hypertension



- Aim for annual sales growth  $>+10\%$ , based on the continued expansion of the sales channels and the achievement of;
- 1) improved market share in blood pressure monitors
  - 2) growth in respiratory business
  - 3) expanded medical business in China



We aim to achieve growth in our business while helping realize healthy and comfortable lives for people around the world.

V G 2 0 2 0  
Vision

Making health check & management  
more accessible for everyone

Slogan

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