

**OMRON**



# **OMRON HEALTHCARE Business Strategies**

**OMRON HEALTHCARE Co., Ltd.  
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**All for Healthcare**

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# All for Healthcare

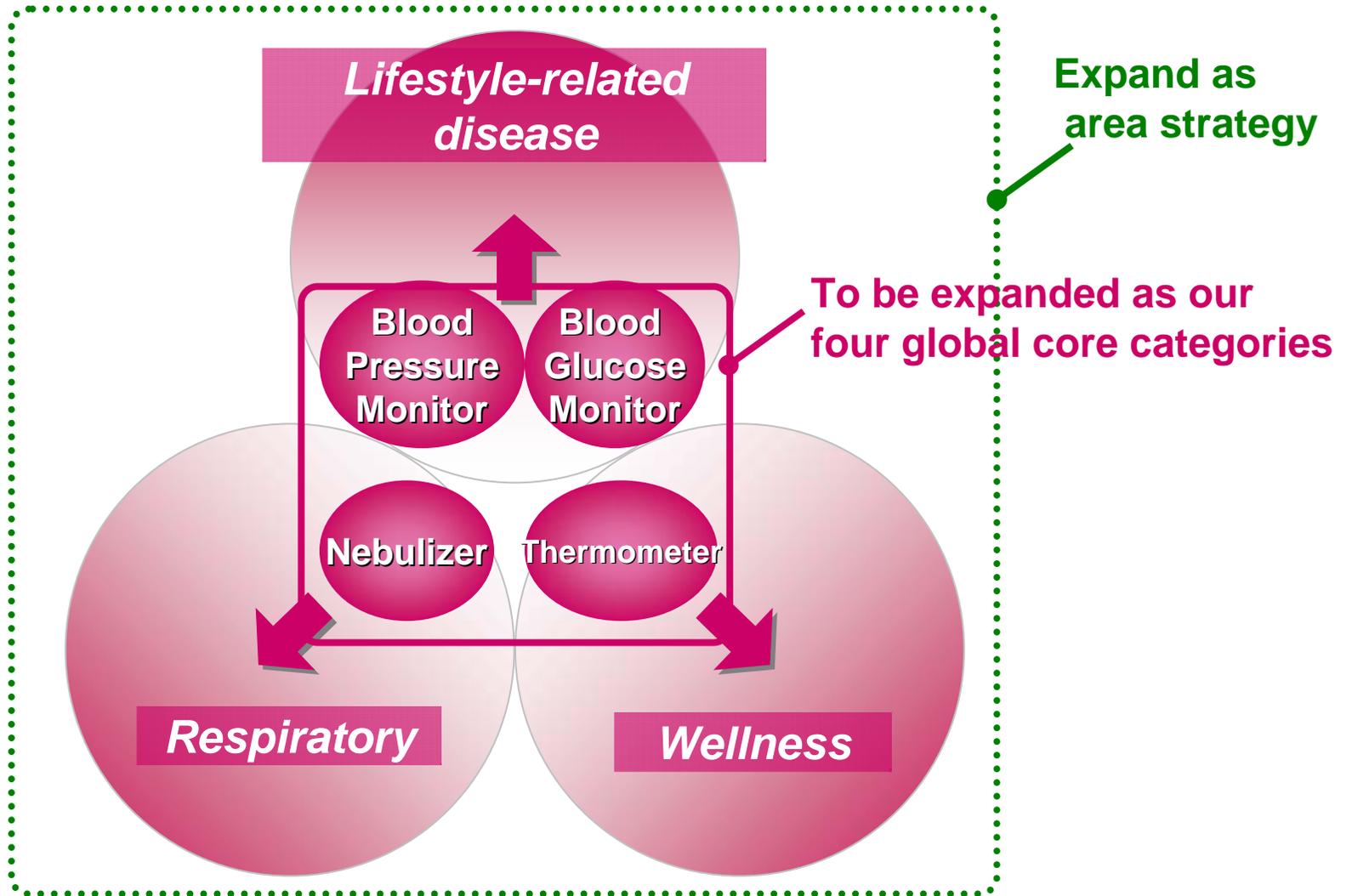
## 【Mission】

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



## 【Business Domain】

Prevention and Treatment of Lifestyle-related Diseases



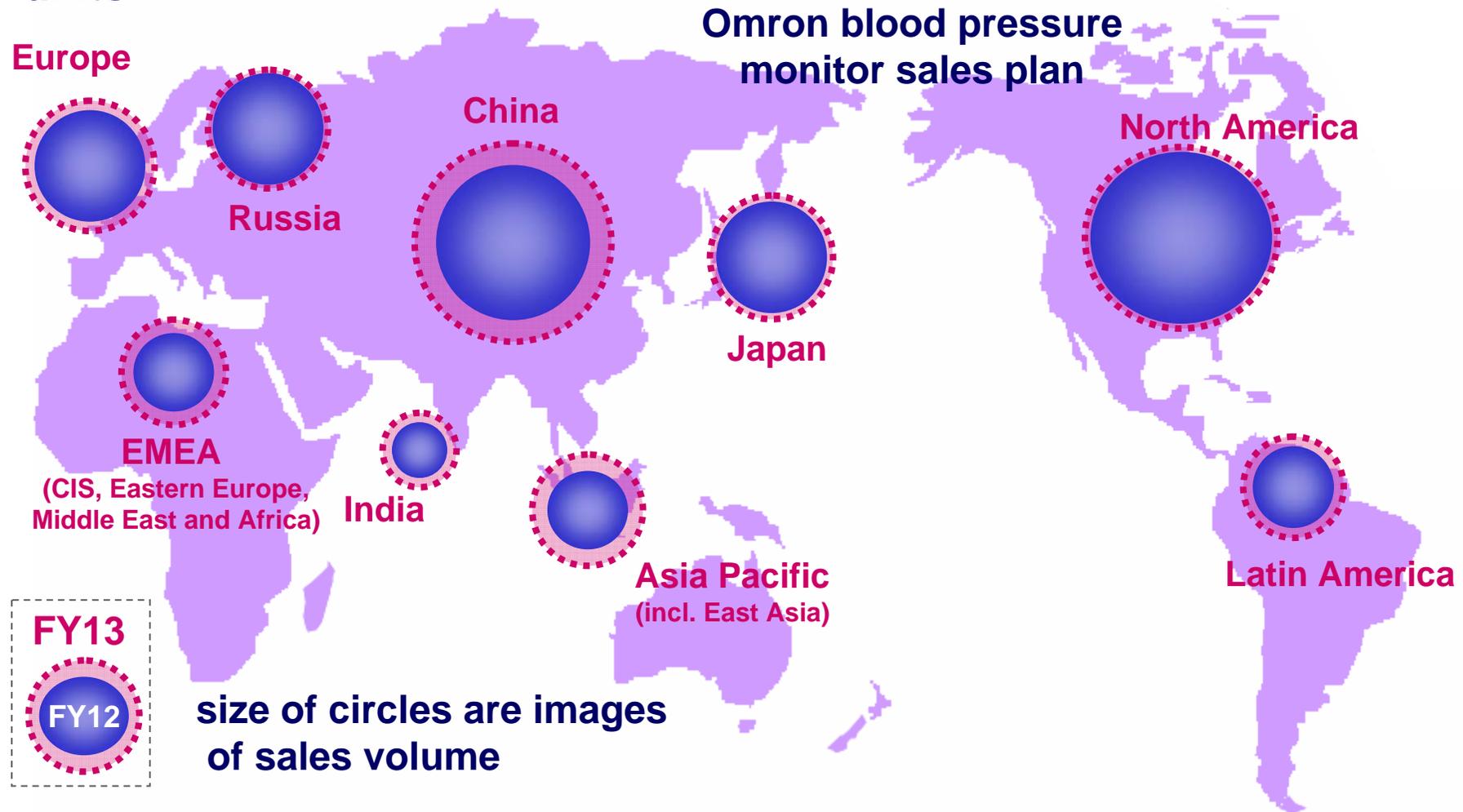
	Strength
Sales	<ul style="list-style-type: none"> <li>• No.1 blood pressure monitor global share</li> <li>• Brand building through academic activity</li> <li>• Sales network covering 110 nations</li> </ul>
Technology	<ul style="list-style-type: none"> <li>• Bio sensing technology (sleep monitor &amp; visceral fat monitor)</li> </ul>
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# No.1 Blood Pressure Monitor Global Share

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



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

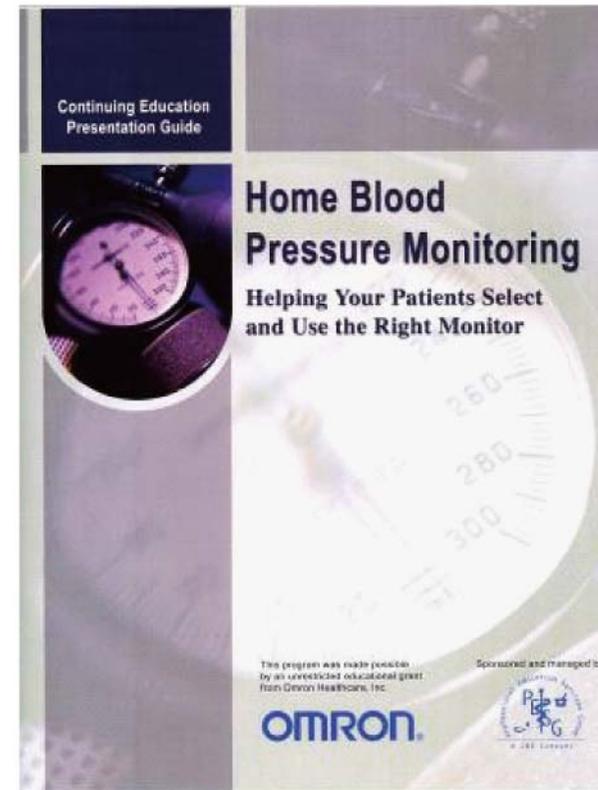
# Brand-building through Academic Activities **OMRON**



**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

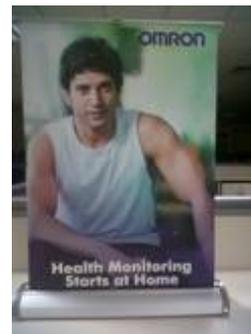


### ■ Acceleration of brand penetration using a celebrity

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



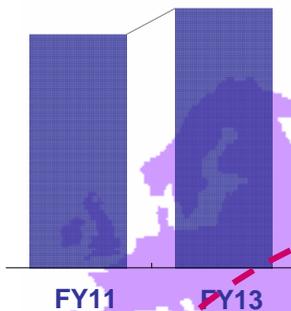
# Global Network Covering 110 Countries

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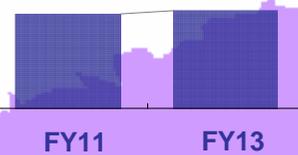
Expand sales channels of medical equipment for home use.

FY11 300,000 stores ⇒ FY13 360,000 stores

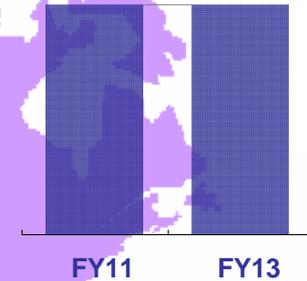
## Western Europe



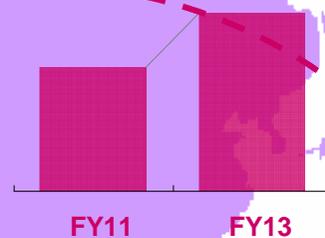
## Russia



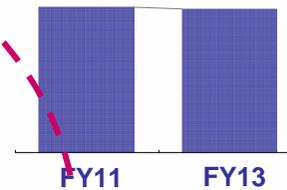
## North America



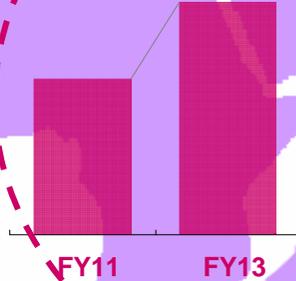
## China



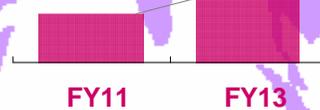
## JAPAN



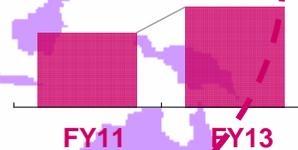
## EMEA (CIS, Eastern Europe, Middle East and Africa)



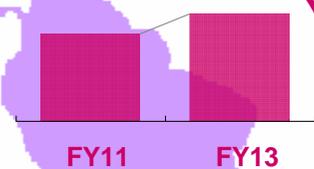
## India



## Asia Pacific



## Latin America



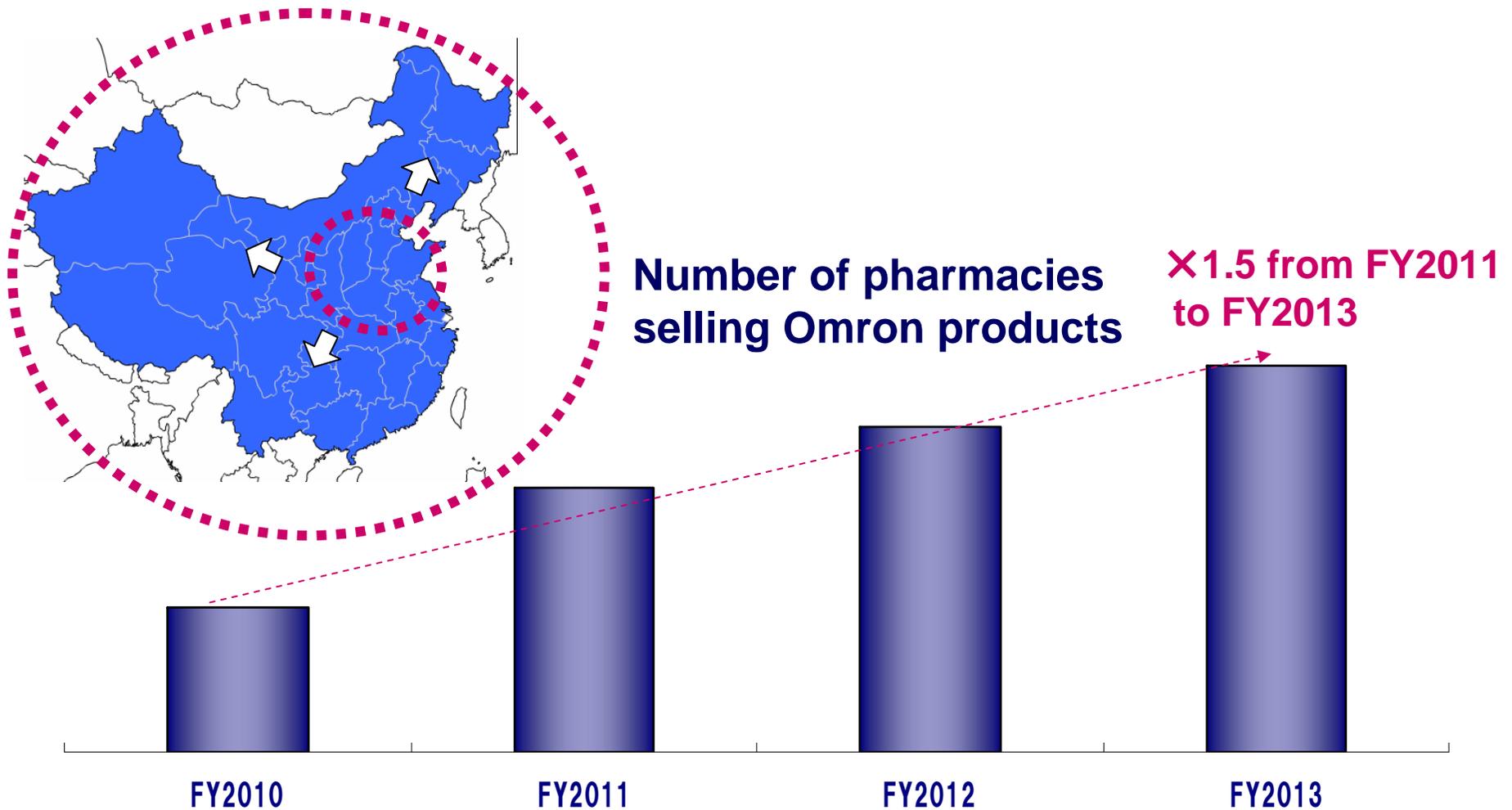
Expansion mainly in emerging markets

# Double Digit Growth in Emerging Countries **OMRON**

## ■ Planned sales growth by region in FY12

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

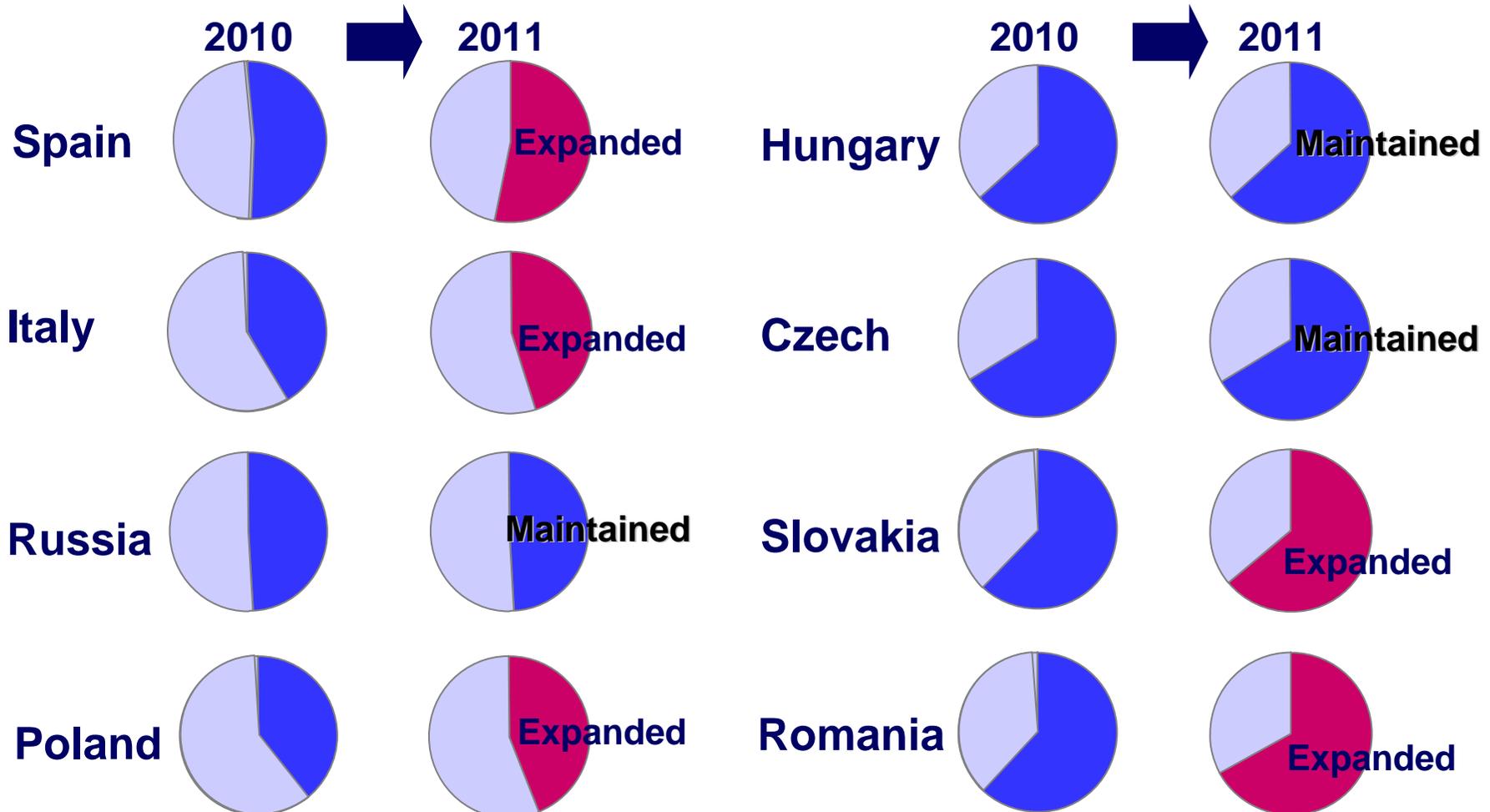
Steady expansion of sales network into new areas despite slowdown of Chinese market



# Blood Pressure Monitor Share of Pharmacy Channel in Europe



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



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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 awakesness

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

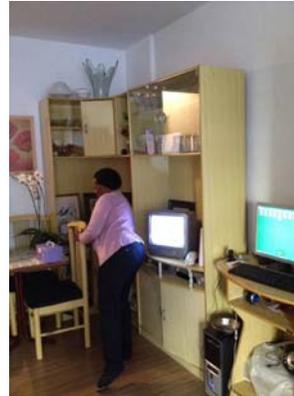
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## In India



- (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



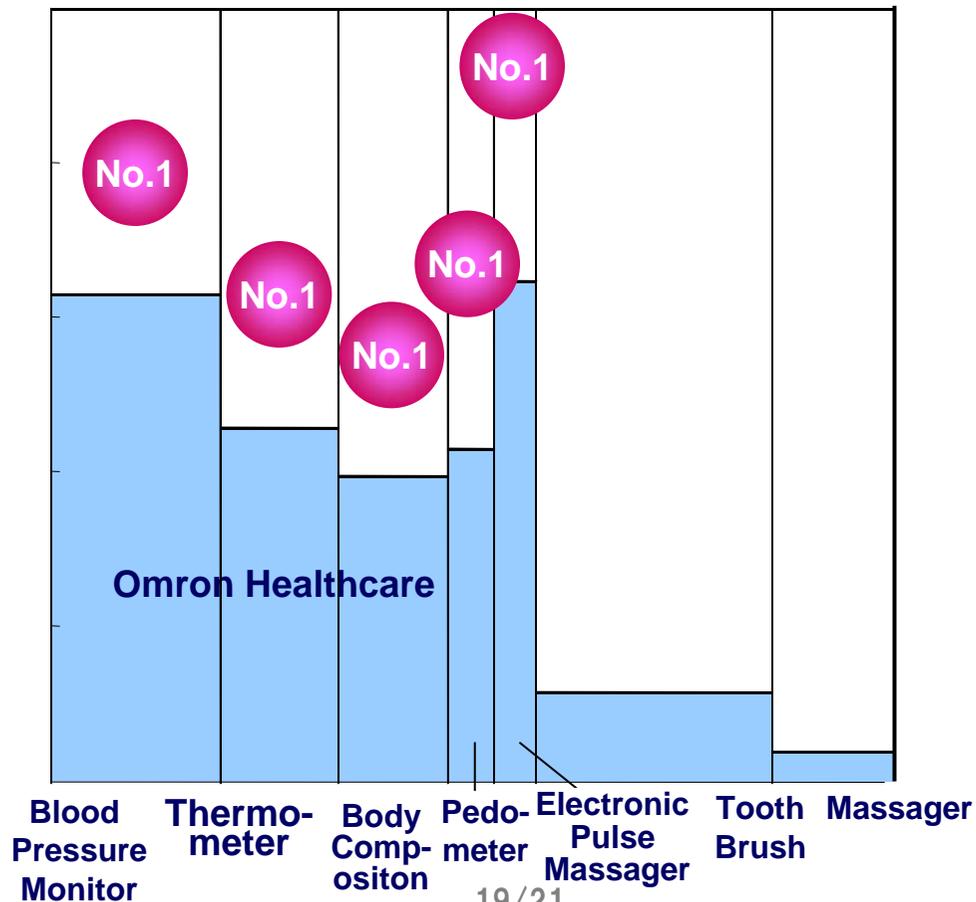
- Cuff positioned over elbow

**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

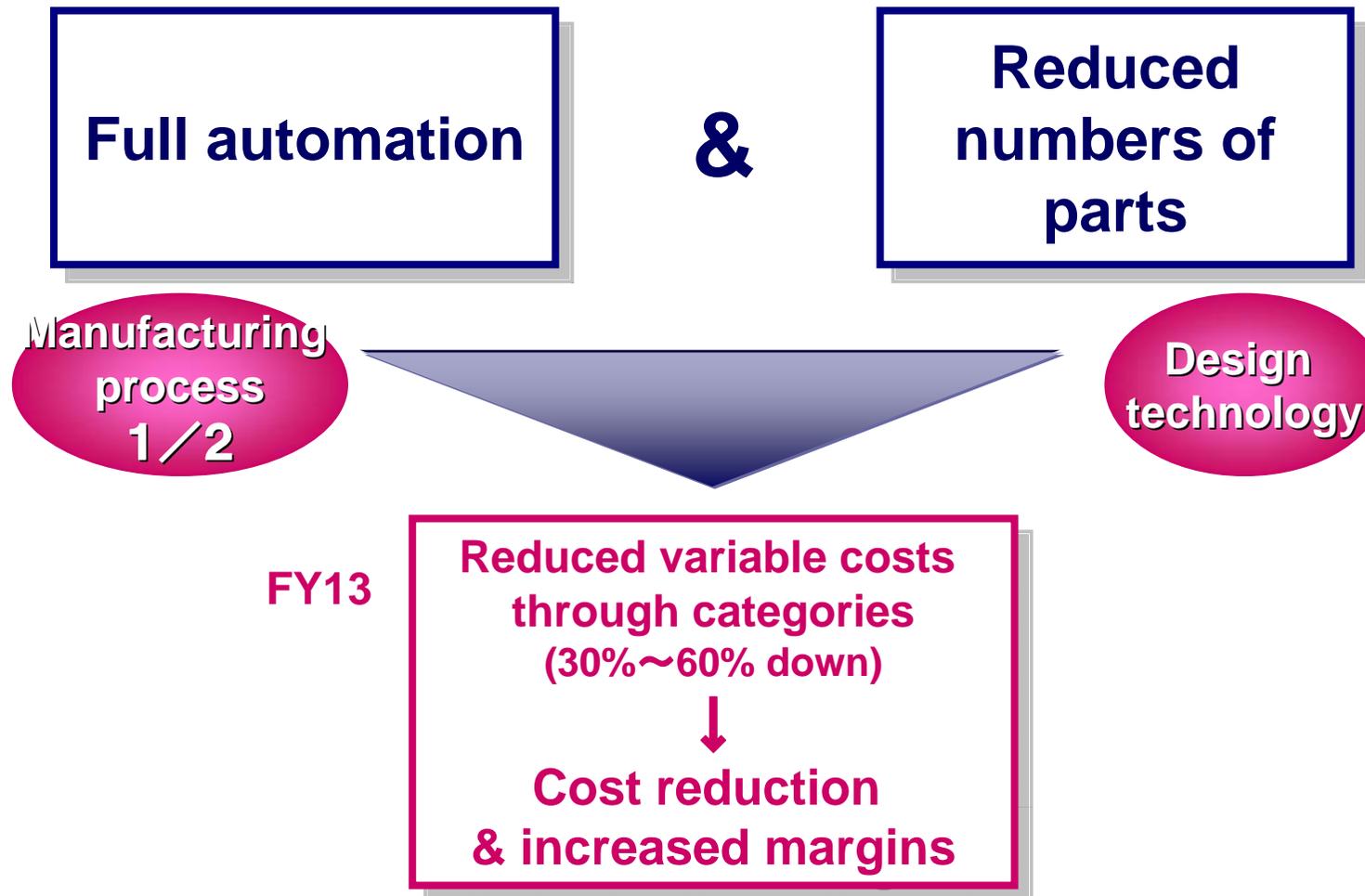


15 sec. measurement thermometer : MC-680



Stylish body composition monitor HBF-214

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**