



Brand Restoration Monitor

OLYMPUS

SHARE PRICE TRIGGER



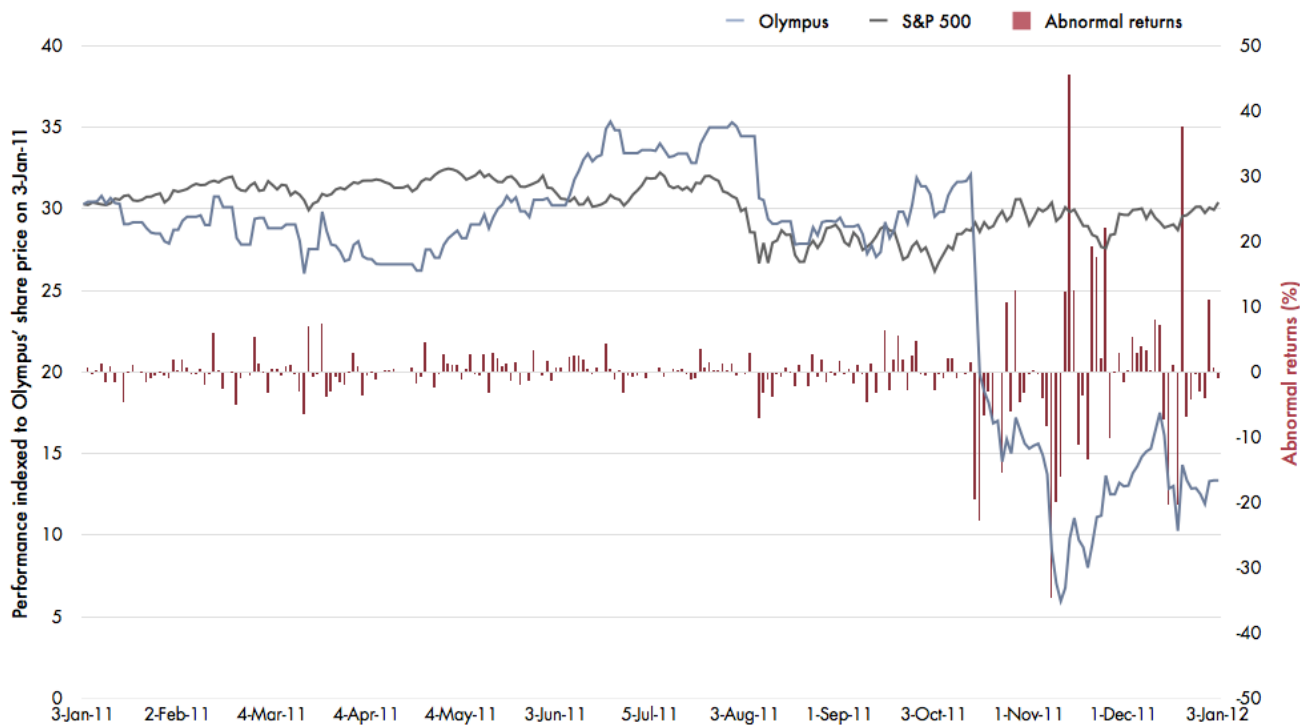
COMMENT

In 2011, there was one breach of the -20% threshold for Olympus. This was caused by the governance crisis brought into the public domain by the sudden dismissal of CEO Michael Woodford. Additionally, negative reporting was generated by this reputation event in at least two High Impact Media Outlets. If "irregular accounting practices" were included as an insured events on Olympus' policy, all three triggers would be met and the policy would pay out \$100 million to aid in Olympus' brand restoration process.

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SHARE PRICE TRIGGER ANALYSIS



SUMMARY STATISTICS

4 Jan 11 to 31 Dec 11	Olympus	S&P 500	Abnormal return
Beta	0.6	1	0
Variance in daily returns (%)	0.45	0.02	0.44
Average daily return (%)	-0.1	0.01	-0.11
Annualised average return (%)	-25.96	2.71	-27.6