

PRESS INFORMATION

Experience the most mobile camera system and claim your cashback reward of up to 650 EUR – for a limited time only!

Olympus launches OM-D E-M1 Mark II promotion: Cashback offer including M.Zuiko PRO lenses

Hamburg, 01. September 2018 – Under the motto “Your trip, our contribution”, Olympus today launches a cashback promotion on its flagship system camera model OM-D E-M1 Mark II and most M.Zuiko PRO lenses*: All E-M1 Mark II purchases made between 01.09.2018 and 15.01.2019 are entitled to a cashback reward of 200 EUR. Additionally, customers may add up to three M.Zuiko PRO lenses* to their purchase and save 150 EUR per lens totaling the cashback reward up to 650 EUR.

This limited promotion is the ideal offer for photography professionals and enthusiasts looking to switch or step up to the most mobile interchangeable lens camera system on the market.

Participating countries, registration and terms & conditions at <https://bonus.olympus.eu>

* Excluded: M.Zuiko Digital lenses ED 7-14mm F2.8 PRO; ED 300mm F4.0 PRO

Everybody interested in experiencing the most mobile camera system on the market should not miss this deal: For a limited time only, Olympus offers cashback rewards of up to 650 EUR to everybody purchasing its flagship camera model OM-D E-M1 Mark II and up to three M.Zuiko PRO lenses from the selection below.

Purchases made between 01.09.2018 and 15.01.2019 are entitled to an reward, cashback claims must be submitted to Olympus by 15.02.2019 only at <https://bonus.olympus.eu>. Terms & conditions apply.

Qualifying OM-D camera models

OM-D E-M1 Mark II (200 EUR cashback): The flagship model in the esteemed OM-D series, designed to excel in speed, precision and image quality – all of that in a robust but compact and lightweight body. Not only the perfect tool for professional photographers but also a great companion when it comes to 4K filmmaking.



OLYMPUS OM-D E-M1 Mark II PROMOTION DETAILS

> Offer runs for purchasing dates between 1. September 2018 and 15. January 2019

> Eligible products:
OM-D E-M1 Mark II (body only & kit versions)

M.Zuiko lenses (when bought with the E-M1 Mark II)

M.Zuiko Digital ED 8mm F1.8

Fisheye PRO

M.Zuiko Digital ED 12-40mm F2.8 PRO

M.Zuiko Digital ED 12-100mm F4.0 PRO

M.Zuiko Digital ED 17mm F1.2 PRO

M.Zuiko Digital ED 25mm F1.2 PRO

M.Zuiko Digital ED 40-150mm F2.8 PRO

M.Zuiko Digital ED 45mm F1.2 PRO

> Cashback claims only at <https://bonus.olympus.eu> until 15. February 2019. Terms & conditions apply

Qualifying M.Zuiko PRO lenses (only when bought with the E-M1 Mark II, up to three lenses per person)

M.Zuiko Digital ED 8mm F1.8 Fisheye PRO¹ (150 EUR cashback):

Expand your creative options with this wide-angle fisheye lens: Whether starscapes, architecture, underwater or macro worlds, this lens is ideal for both professionals and everyday photographers who want to take their creative images one step further.

¹35mm equivalent: 16mm.

M.Zuiko Digital ED 12-40mm F2.8 PRO² (150 EUR cashback): The robust build as well as compact and lightweight design of this everyday lens is engineered to meet all needs of professional photographers. The constant, bright aperture of F2.8 at all focal lengths works together with advanced technologies to deliver high-grade quality for a wide range of photography styles, regardless of lighting conditions and distance.

²35mm equivalent: 24-80mm.

M.Zuiko Digital ED 12-100mm F4.0 PRO³ (150 EUR cashback): A

universal lens perfect for any photo assignment with an amazing zoom of 8.3x. Its internal stabilization system works with Olympus' powerful 5-axis IS via Sync IS to capture clear images without a tripod. It's also compact in size but big on technology, with a max magnification of 0.3x for wide- and 0.21x for tele shooting (0.6x/0.42x).

³35mm equivalent: 24-200mm.

M.Zuiko Digital ED 17mm F1.2 PRO⁴ (150 EUR cashback): Olympus' best choice to take striking full-portrait images. The ultra-wide aperture gives photographers the flexibility to add more depth and softness to portraits with "Feathered Bokeh" in the background. The closest focusing distance of only 20cm allows for emotional close-ups.

⁴35mm equivalent: 34mm.

M.Zuiko Digital ED 25mm F1.2 PRO⁵ (150 EUR cashback): This standard-focal-length prime lens is ideal for a wide range of photography. The special lens system construction allows for striking image quality with edge-to-edge sharpness. Thanks to the compact focusing system, users can enjoy a precise AF, which is also ideal for capturing "Feathered Bokeh" with nearly circular and natural-coloured effects even in low-light situations.

⁵35mm equivalent: 50mm.

M.Zuiko Digital ED 40-150mm F2.8 PRO⁶ (150 EUR cashback): Extremely compact and lightweight, this M.Zuiko PRO lens offers amazing portability for a lens in its class. It delivers fast autofocus, a 50cm minimum working distance at all focal lengths and more essential features perfect for wedding,

wildlife and sports photography.

⁶35mm equivalent: 80-300mm.

M.Zuiko Digital ED 45mm F1.2 PRO⁷ (150 EUR cashback): Allowing shots with pleasing proportions of the human face, this prime lens is the perfect choice for portraits. With outstanding “Feathered Bokeh” at a maximum aperture of F1.2, professional photographers can rely on precision technology and attention to detail in the design to capture the true beauty of their subject.

⁷35mm equivalent: 90mm.

Every Olympus camera and lens comes with a free six-month warranty extension** when registered via the MyOlympus platform at

www.my.olympus.eu.

Product specifications are subject to change without notice. Please check the Olympus website at www.olympus-europa.com for the latest specifications.

***Six months on top of the statutory warranty in the country of purchase.*

For questions or additional information, please contact:

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About Olympus

Olympus Europa is the headquarters for the region Europe, Middle East and Africa (EMEA) of the Olympus Corporation, Tokyo. As a worldwide leading manufacturer of optical and digital precision technology, Olympus provides innovative solutions for state-of-the-art medical systems, digital cameras as well as scientific solutions. The company's award winning products are instrumental in detecting, preventing and healing illness, driving scientific research and documenting life with artistic freedom. In the hands of its customers, Olympus' high-tech products help to make people's lives healthier, safer and more fulfilling.

For more information: <http://www.olympus-europa.com>