

To be satisfied with the status quo means to stop making progress. We will make untiring efforts to promote innovation and reform ourselves for the future of our company and for society at large.

### Each and every employee is committed to contributing to society

The Great East Japan Earthquake, which occurred in March 2011, has continued to have a vast impact on Japan's economy and the lives of its people. Since the occurrence of the devastating earthquake and tsunami, the entire Fujifilm Group has been conducting activities to support disaster recovery efforts, specifically, by providing both the public and private sectors with a range of materials, devices, and services, in addition to striving to resume the operations of our own production and sales bases. In particular, in the "Photo Rescue Project," which we launched to clean photographs stained by seawater and mud in the tsunami for their owners, many employees voluntarily participated to "rescue" these photos, which must be invaluable to both those who took them and those who appear in them. The project has also given us an opportunity to reappraise the significance and value of printed photographs.

At the FUJIFILM Finechemicals Hirono Factory, located about 21 km from the Fukushima Daini Nuclear Power Station, drastic decontamination measures were undertaken by making use of the knowledge and technologies concerning radioactivity across the entire Fujifilm Group after the local area was removed from the list of "emergency evacuation preparation areas." As a result, the factory was able to resume operations as early as October 2011. Moreover, through the factory, we gave advice on decontamination tasks and supplied a range of essential materials and equipment to the town of Hirono as part of our efforts to conduct local recovery support activities.

These activities were conducted based on the voluntary initiatives of individual employees and demonstrate the commitment of each and every employee to contribute to society by using the knowledge and technologies possessed by the Fujifilm Group. I believe that the strong social commitment of our employees is the real source of the Fujifilm Group's strength.

### We are still on the way to reform We will put the Group in the path to growth based on the strength of individual employees

While Japan remains in a stagnant state, facing the aftereffects of the devastating earthquake and tsunami, and an unstable political situation, rapid changes are taking place across the world, including the further progress of digitalization, the remarkable growth of emerging economies, corruption and confusion within old

regimes—as epitomized by the "Arab Spring," and the economic crisis in Europe. Under these circumstances, we could easily be carried away by the torrent of global changes and sink if we fail to make appropriate decisions in preparation for the future.

The Fujifilm Group indeed faced a crisis due to the rapid progress of digitalization, which started around 2000. Specifically, the market for our core silver halide photography business dramatically shrank due to the digitalization of photography. To survive this major hardship, we thoroughly reviewed our technologies to search for new possibilities, bravely restructured our business into six business fields with growth potentials, and dynamically changed our corporate structure. We must, however, take further steps forward to ensure that we can successfully implement our growth strategy in this age of great confusion. To this end, all employees working in the production, sales, R&D, administrative and other non-production divisions must display their abilities to the full and work in cooperation with each other. We must formulate a growth strategy by anticipating future changes and implement the strategy based on the strong commitment of individual employees to ensure that we put our business on to the path to growth.

### Achieving targets through strong will and teamwork

We formulated and have been implementing the medium-term management plan, "VISION 80," across the Group, looking towards the 80th anniversary of our foundation in January 2014, focusing on "promotion of growth strategies for priority businesses" and "speeding up global expansion of our business operations."

In the healthcare field, we have been expanding the scope of our business from "diagnosis" to include also "prevention" and "treatment," and fostering M&As and collaboration with other companies in a variety of areas, based on the unique technologies that we have accumulated in the field of films, such as nanotechnology, organic synthesis technology, and analysis/evaluation technology.

In the highly functional materials field, we will provide unique materials developed based on the Fujifilm Group's technologies, including those for flat panel displays, solar cells, and semiconductors, and contribute to the growth of the whole industry, which, of course, is also important for our own growth.

In the document solutions field, we will accelerate the shift to a solution service business to make further contributions to the creation of a better communications environment. In the Asia-

Pacific markets, including China, we aim to expand both sales and our market share by promoting locally-grounded business management through collaboration with local governments and the private sector.

As for global expansion of our business operations, we are enhancing our sales networks in Asia, the Middle East, and Africa.

None of the targets described above can be attained easily, but I am sure we can achieve them with our strong will to tackle challenges, based on teamwork and extensive mutual support, and through our ability to identify and solve problems patiently—the very same qualities that we used to overcome the hardships caused by the mega-earthquake and tsunami.

### We will create new value toward the sustainable development of our company and society at large

Twenty years ago, the United Nations Conference on Environment and Development (Earth Summit) was held in Rio de Janeiro, Brazil. To mark the 20th anniversary of this event, Rio also hosted the United Nations Conference on Sustainable Development (Rio+20) to enable the international community to foster cooperation and formulate measures to resolve global problems, such as environmental issues and poverty. Has the international community made progress to ensure the sustainability of the Earth during the past 20 years? Although national governments, private companies, and citizens have been making their respective efforts, there remain so many problems to be solved, including those related to climate change, depletion of energy resources, and poverty in developing countries.

We must continue making further efforts to meet these challenges and fulfill our responsibilities to future generations. We must be thoughtful and innovative to meet the needs of the present and future societies, and help create a sustainable society in which people can lead healthier and more fulfilling lives. As an on-going business, we will continue changing ourselves and providing new values for the future.

In June 2012 we launched a new management system. Under this new system, we will continue making self-reforms and innovations with great foresight, believing it to be our mission to continue providing new value for the sustainable development of our company and for society at large.



August 2012  
Shigetaka Komori  
Chairman and Chief Executive Officer

The FUJIFILM Holdings Corporation Sustainability Report 2012 focuses on environmental and social aspects among Fujifilm Group's three main areas of corporate activities, which are of great importance to both the Group and its stakeholders. For a report focusing on economic aspects, please refer to the IR information on our website, and to our Annual Reports.

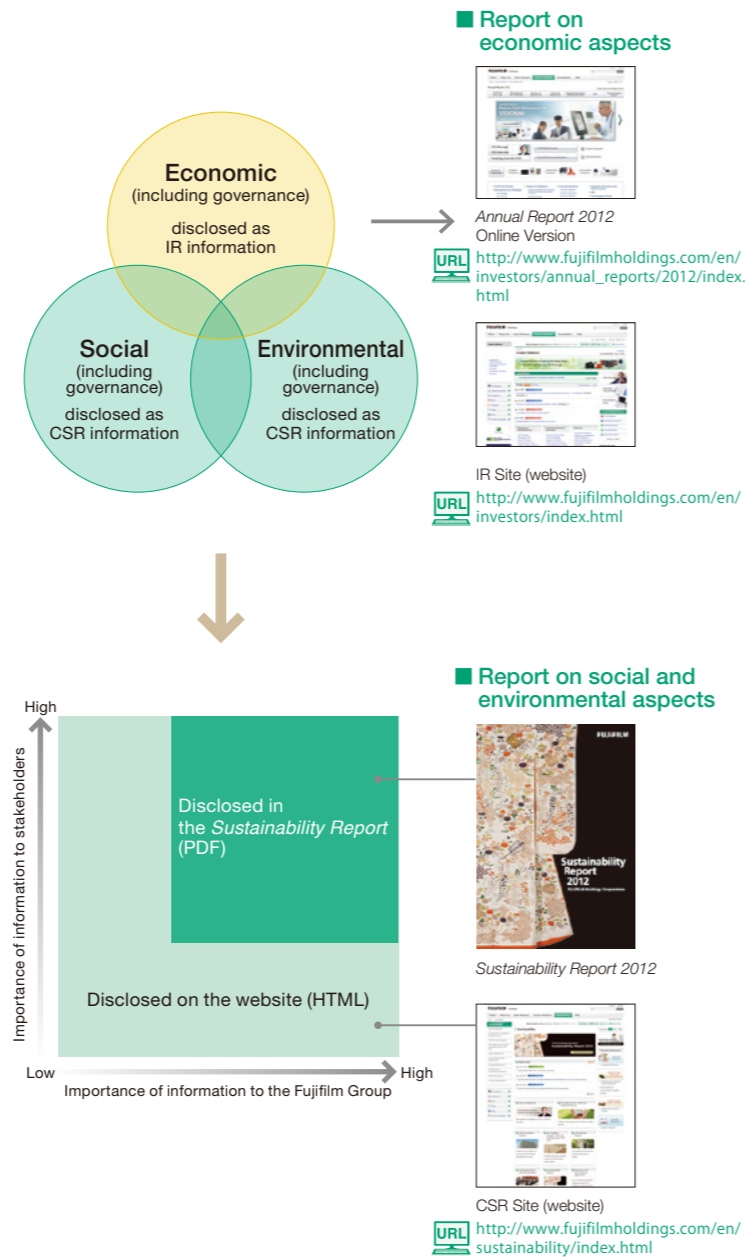
The Report has been organized into three sections: "Feature: Meeting Global Challenges with the Power of Technology"; "CSR Activity Report"; and "Data and Information." These areas are based on the keywords, *providing value through corporate activities, global, and overall capabilities*. The *Feature* spotlights topics among our activities in providing value through business operations and has kept technical terminology to a minimum for ease of understanding by all our stakeholders. The *CSR Activity Report* is an annual report on our medium-term CSR plan and on general issues concerning CSR. *Data and Information* presents quantitative data as comprehensively as possible for our stakeholders, aiming to enable an objective and concrete understanding of our CSR activities.

Additionally, we have been receiving impartial opinions from specialists and stakeholders on the Group's CSR activities communicated through the Report. These opinions are also presented in the Report and are used in ongoing reviews of our activities. We plan to listen to the opinions of the specialists and stakeholders once again this year and to present how we will apply the suggestions to our activities in the future, as well as to communicate our will to take action, through the Report.

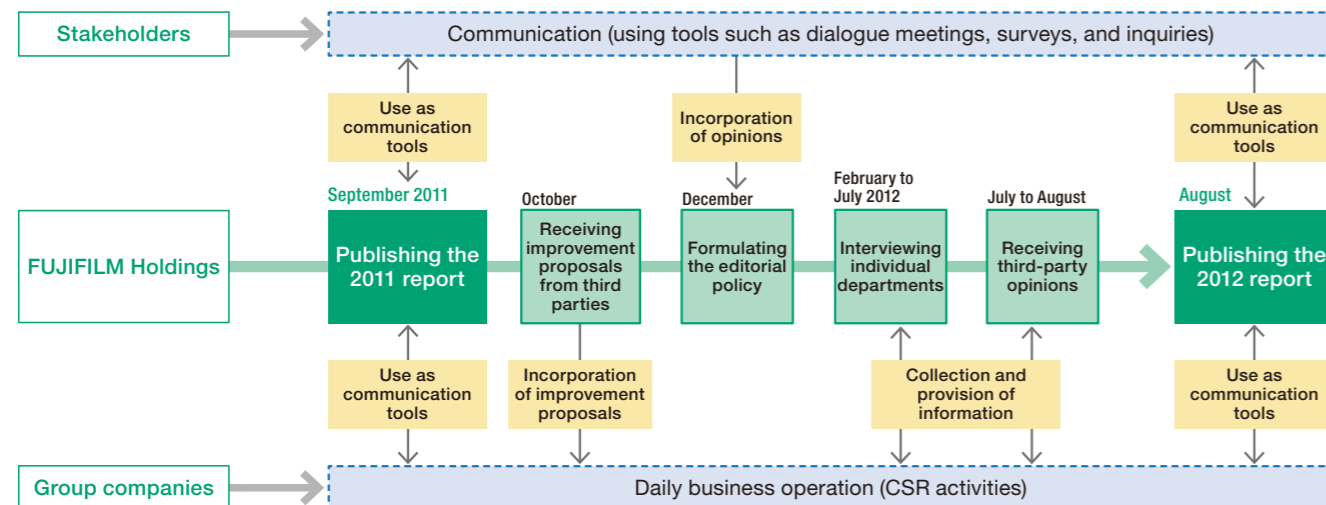
This Report can also be read on the *CSR Activities* section of our website, and a PDF version can be downloaded from there.

Please visit our website at the following address:

<http://www.fujifilmholdings.com/en/sustainability/index.html>



Process of creating the report



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● **Period covered by the report**

Fiscal year 2011 (April 1, 2011–March 31, 2012) is covered in the performance data. With regards to the contents of activities, wherever possible, we have conveyed the most recent trends, including activities in fiscal 2012.

● **Organizations covered by the report**

The Fujifilm Group (FUJIFILM Holdings, FUJIFILM Corporation and its affiliates, Fuji Xerox and its affiliates, Toyama Chemical, and FUJIFILM Business Expert)

◎ Major consolidated companies are shown on page 73 and on our website.

<http://www.fujifilmholdings.com/en/business/group/index.html>

◎ Quantitative information about personnel and labor affairs is non-consolidated data for FUJIFILM Corporation and Fuji Xerox.

◎ The scope of Labor Environment and Social Benefit Accounting is shown on page 68. The scope of Environmental Accounting is shown on page 65.

◎ The scope of environmental aspects is shown on page 65.

● **Date of publication**

August 2012 (next report: August 2013, previous report: October 2011)

● **Referenced guidelines**

◎ Japan's Ministry of the Environment: Environmental Reporting Guidelines (2012 Version)

◎ GRI: Sustainability Reporting Guidelines 2006

◎ Japan's Ministry of the Environment: Environmental Accounting Guidelines (2005 Version)

◎ ISO26000: Social Responsibility

● **Supplemental information regarding reported matters**

◎ The term "employees" refers to all employees, including managers, general employees, and part-time staff. The term "company employees" indicates employees (full-time staff). To further ensure the accuracy of the report, the terms "regular employees" and "non-regular employees" (temporary staff, part-time staff, others) have been used separately as required.

◎ The operating company, Fuji Xerox, issues a separate sustainability report. Please refer to that report for details on the activities of Fuji Xerox.

**GRI Guidelines (G3) Comparison Table**

<http://www.fujifilmholdings.com/en/sustainability/report/guideline/index.html>

# The Fujifilm Group seeks to help people lead healthy and fulfilling lives and contribute to the creation of a sustainable society, through integrating our leading-edge, proprietary technologies.

Our corporate philosophy is based on the recognition that our mission is to significantly contribute to the realization of a society in which all people across the world can lead lives that are abundant in spiritual—as well as material—wealth, with a sense of fulfillment and satisfaction. We are committed to fulfilling our corporate social responsibilities (CSR) by continuing to meet the requests and expectations of society through our business.

## Five principles for pursuing fairness in our corporate activities

### [Charter for Corporate Behavior]

#### 1. A Trusted Company

We develop and provide socially beneficial goods and services of the highest quality using advanced and original technologies in a safe and responsible manner. Based on an open, fair and clear corporate climate, we create new value in a spirit of appropriate competition and fair dealing, continually striving to satisfy customers and other stakeholders and earn their trust.

#### 2. Social Responsibility

We communicate with customers, local communities, shareholders and other members of society, conduct appropriate and fair disclosure of corporate information, comply with laws, regulations, and other rules, and uphold public order and morals. As good corporate citizens, we strive to correctly understand and respect local cultures and customs and to actively engage in public interest activities, especially those that contribute to local community development.

#### 3. Respect for Human Rights

We respect and protect fundamental human and labor rights set out in international declarations. We reject the use of forced labor or child labor in any form.

#### 4. Global Environmental Conservation

Recognizing that positive involvement in the resolution of environmental issues is an essential part of a corporation's social role and activities, we act voluntarily and proactively to help preserve the global environment.

#### 5. Vibrant Workplaces

We strive to develop the skills of all employees, to provide safe and comfortable workplaces, and to respect diversity, individuality and differences.

Fujifilm Group Charter for Corporate Behavior (full text)  
<http://www.fujifilmholdings.com/en/about/philosophy/conduct/index.html>

## Fujifilm Group's Ideals

### [Vision]

Anchored by an open, fair and clear corporate culture and with leading-edge, proprietary technologies, Fujifilm is determined to remain a leading company by boldly taking up the challenge of developing new products and creating new value.

Vision—Fujifilm Group's Ideals (full text)  
<http://www.fujifilmholdings.com/en/about/philosophy/index.html>

## The Unchanging Values of the Fujifilm Group

### [Corporate Philosophy]

We will use leading-edge, proprietary technologies to provide top-quality products and services that contribute to the advancement of culture, science, technology and industry, as well as improved health and environmental protection in society. Our overarching aim is to help enhance the quality of life of people worldwide.

We will create new value by integrating our distinctive and leading-edge technologies as well as turning out proprietary technologies to continue providing top-quality products and services that cultivate customer trust and satisfaction.

Through these efforts we will transcend past boundaries of "Imaging and Information" to advance the development of culture, science, technology and industry across society and furthermore improve human health and protect the environment.

Our new corporate philosophy is based on the recognition that our mission, through our sustained corporate activities, is to significantly contribute to the realization of a society in which all people across the world can lead lives that are abundant in spiritual as well as material wealth with a sense of fulfillment and satisfaction.

## Implementation of our Corporate Philosophy through business operations

### [Six Priority Business Fields]

#### Imaging Solutions

##### Digital imaging

Giving excitement and happy memories to people through photographs and images

Electronic imaging (digital cameras)  
 Photo imaging (photographic films, photo books, and film processing/printing services)



FUJIFILM

#### Information Solutions

##### Healthcare

Supporting people's health through prevention, diagnosis, and treatment

Medical systems (digital X-ray diagnostic imaging systems, digital endoscopes, etc.)  
 Pharmaceuticals (low-molecular pharmaceuticals and biopharmaceuticals)  
 Life science (functional cosmetics and supplement products)



FUJIFILM TOYAMA CHEMICAL CO., LTD.

##### Highly functional materials

Creating high value-added products that provide more convenience and safety through advanced technologies

Flat panel display materials (film materials for LCDs)  
 Industrial materials (semiconductor processing materials and electronic materials)



##### Graphic arts

Printing technology responding to digitalization and environmental concerns

Materials and equipment for graphic arts (CTP plates)  
 Industrial inkjet printers and inks



##### Optical devices

Meeting the needs for high-quality images with various lens technologies

Optical devices (camera phone lens units, TV camera lenses/cine lenses and security lenses)



#### Document Solutions

##### Document solutions

Building up an environment for the creation of new value by combining a range of knowledge

Office products and office printers  
 Production services (digital printing systems)  
 Global services (solution proposals through company document and business process improvement)



FUJI XEROX