



Products and Services Which Reflect Our Customers' Views



Renovated ASTALIFT Roppongi Store offering counseling with customers

Basic Approach

As we declare in our corporate philosophy, the Fujifilm Group aims to provide the best quality products and services which are safe, appealing to customers and provide them with peace of mind, by basing our management on "Customer Satisfaction (CS)." In order to achieve customer satisfaction, it is important to obtain the views of a wide range of customers and to have a mechanism in place for effectively reflecting these in our products and services. For this purpose, we pay special attention to communicating with our customers at customer centers which are our point of contact with them. We aim to correctly grasp their views, as well as seek to respond in a speedy, kind, accurate and fair manner, and we are constructing a system to link these views to improvements in product development and our work processes.

Outline of Activities in FY2015

Efforts to Raise Customer Satisfaction (CS)



1,200

Number of responses to the FY2015 Customer Satisfaction Survey (Fujifilm)



Highest for the six consecutive years

Color Copier Customer Satisfaction StudySM and Color Printer Customer Satisfaction StudySM <Fuji Xerox>

*J.D. Power Asia Pacific Japan Color Copier Customer Satisfaction StudySM and Japan Color Printer Customer Satisfaction StudySM

Fujifilm

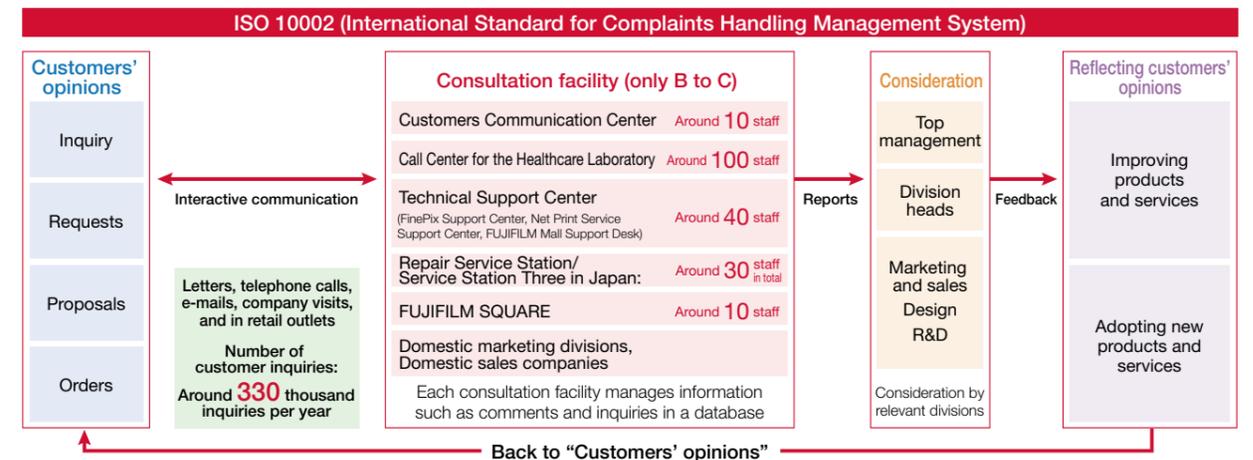
Since Fujifilm deploys its businesses in a wide range of fields, it has a wide variety of customers, from companies and hospitals to regular consumers, and it responds to their views according to the special characteristics of each product respectively. Each customer center reports our customer's proposals and requests related to products to the relevant departments (sales, marketing, design, development, research, etc.) to improve our products and services and support the development of new products.

Throughout the year, we conduct CS surveys targeting customers who submitted inquiries to the Customers Communication Center, Net Print Service Support Center and FinePix Support Center. In FY2015, we received about 1,200 replies, which we utilized to improve and develop our products and services. Also, the separate customer inquiry management systems at each office were integrated so that we can manage and utilize all customer opinions. Artificial intelligence (AI) has been introduced for real-time ranking of FAQs based on the latest trends in customer inquiries. The system has enabled us to provide information with accuracy and on a timely basis, hence achieving greater customer satisfaction.

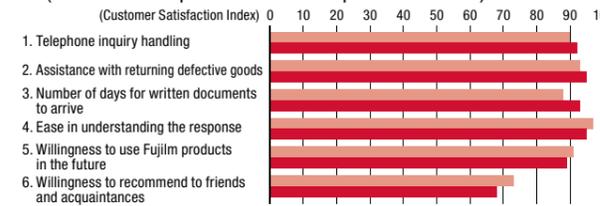
Fuji Xerox

At Fuji Xerox, we believe that customer satisfaction (CS) is fundamental to all our corporate activities. It is important to know the demands and expectations of customers in order to enhance customer satisfaction. We put importance on interactive communication with the customer, and a basis to raising customer satisfaction is accepting the opinions from the customer provided through the following sources and engaging in continual improvements: (1) the integrated customer support center (the main contact point for customers); (2) the Voice of Customer (VOC) collection system; (3) official website; (4) various market researches; and (5) the CS programs to make improvements based on the CS survey results. The gathered customer opinions and findings of the CS surveys are fed back not only to the customer sales divisions and product maintenance divisions which contact directly with the customers but also to the development division for new product development. In the customer satisfaction survey of customers who made inquiries to the General Customer Support Center, roughly 98% of the respondents rated the service either "satisfactory" or "very satisfactory" in FY2015. CS rating was also high in the CS surveys conducted by external organizations in FY2015.

System for Responding to Customers (FUJIFILM Corporation and its domestic affiliates)

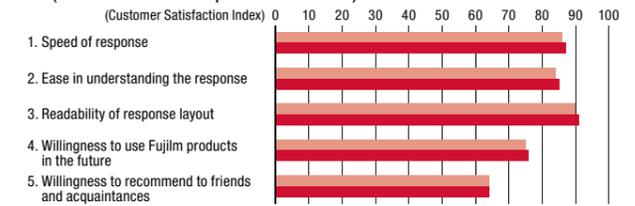


Customer Satisfaction Questionnaire Survey Results (based on telephone & written questionnaires*)



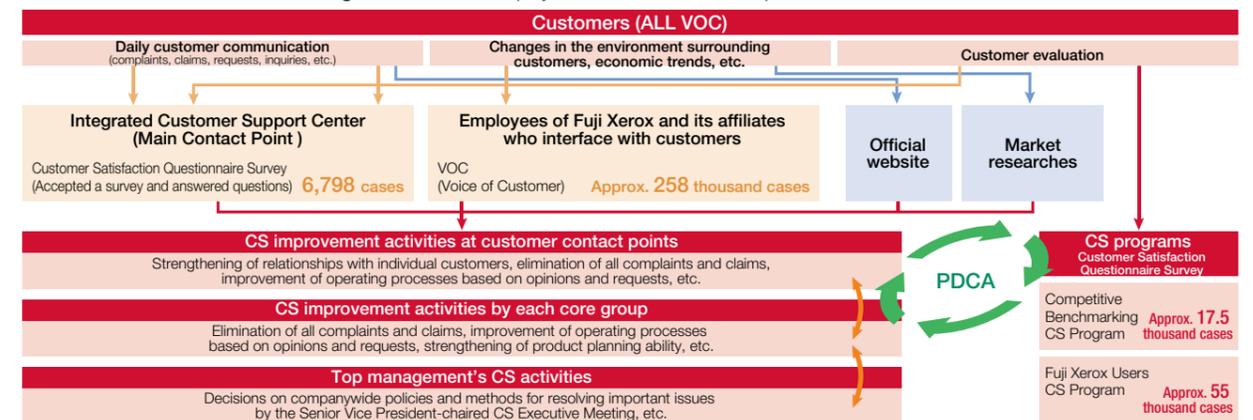
* Customer Communication Center
* Please refer to website for details on the method used to calculate customer satisfaction, etc.

Customer Satisfaction Questionnaire Survey Results (based on email questionnaires*)

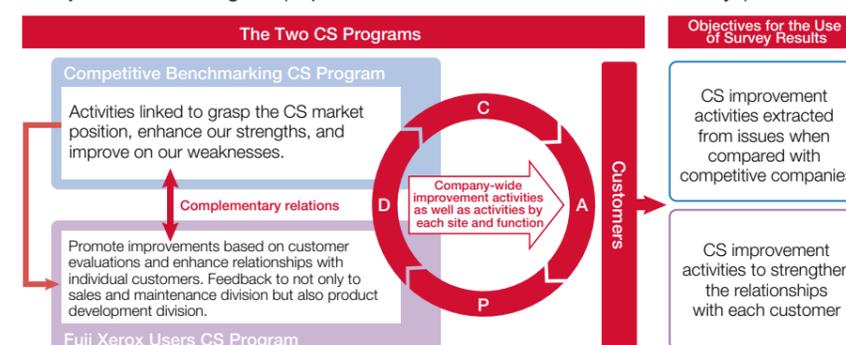


* Total for Customer Communication Center, Net Print Service Support Center & FinePix Support Center
* Please refer to website for details on the method of calculating customer satisfaction, etc.

Mechanisms for Communicating with Customers (Fuji Xerox and its affiliates)



Fuji Xerox's CS Program (Improvement activities based on the CS surveys)



FY2015 External Appraisals (Fuji Xerox)

J.D. Power Asia Pacific

The 2015 Japan Color Copier Customer Satisfaction StudySM and the 2015 Japan Color Printer Customer Satisfaction StudySM

Highest for the six consecutive years



Other CSR Activities

Outline of Activities in FY2015

Manufacturing Which Responds to the Needs to a Wide Variety of Customers

Fujifilm

In order to provide easier products to the customers, the Usability Design Group which is responsible for product design has been assessing products based on their usability, from the perspective of "ease of use" since 2001. As well as selecting multiple assessments by users based on consideration of the target and intended usage, etc. of the product, this group also conducts verification, etc. in the workplace of use. In cases of products which we plan to deploy globally, we conduct verification by country based on the differences in culture and environment, etc. and use the results of this analysis in product design. In FY2015 too, we conducted usability evaluation centered on medical systems, such as X-ray diagnostic imaging systems, etc. We intend to continue to pursue "ease-of-use" for customers and are proceeding with product development.

Fuji Xerox

For us, "accessibility" refers to putting something that cannot be used in a state so that it can be used, while "usability" refers to making a part that is difficult to use more usable. We think of expanding the target customers to enable "user diversity" as being "universal design," and we are currently developing products that aim to enable "anyone and everyone to use them by themselves." For example, when copying, it is important that a customer can conduct a series of operations such as authentication, setting the manuscript to be copied, selecting functions, output, and replacement of paper. If someone is unable to do even just one of these, they will have to give up or ask someone else for help. In developing our products, we have collected information from listening to and visiting customers, etc. We design, develop and conduct evaluations in operability testing of products based on various internal guidelines that reflect or are in collaboration with JIS or the ISO, and enabling designers to experience for themselves simulations of operating a product from a wheelchair or with poor eyesight.

TOPIC

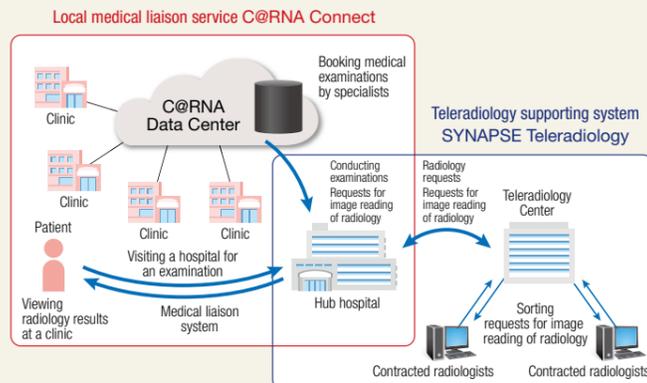
Digital Inclusion—Aiming to create a society with lessened gaps by utilizing ICT

With the dissemination of ICT and its establishment of the infrastructure that supports our everyday living, the concept of "digital inclusion," aimed at creating a society in which everyone can benefit from ICT, is drawing attention. The Fujifilm Group offers new systems and services based on ICT to eliminate the divide for as many people as possible, and to create an environment that offers them access to a wide range of services.

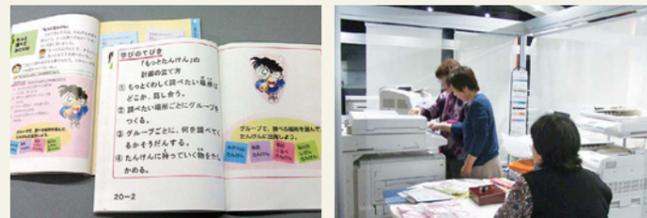
Fujifilm is working on building a local medical liaison service connecting medical clinics, major hospitals and specialized hospitals at the regional level. By building a mechanism that offers access to quality medical services regardless of where a person lives, it leads to the establishment of medical services without a regional divide. Fuji Xerox is also supporting the voluntary production of large-font textbooks* for children and students with poor eyesight. By the enactment of the so-called "barrier-free textbook law," textbook publishers can produce large-font textbooks using digital data. Our supports for such printing processes contribute to diminish the educational gap for children with visual disabilities impairments.

Through our business activities, the Fujifilm Group will continue to support the realization of the society where a large number of people can access to services without gaps.

* Large-font textbook: Texts and illustrations are enlarged using color copy machines to make textbooks for children and students with reduced eyesight.



Providing seamless coordination of medical care connecting medical clinics, regional hub hospitals and Teleradiology Center. Regional hub hospitals (medical examination facility) and Teleradiology Centers are connected online to support community medical care which often lacks of advance medical facilities and specialists by assistance of the examinations.



In 1994, the support for producing large-font textbooks began with providing color multifunctional devices/printers to volunteers engaged in the production activities without charge. Activities are underway not only in Japan but also with various partners in China and Thailand, etc. Since 2009, we have accepted a commissioned research project on providing digital data for textbooks from the Ministry of Education. We are now implementing various activities to disseminate large-font textbooks utilizing digital data through operation of "designated data management organization," and by providing training workshops. (Photo: Large-font textbooks and volunteer staffs engaged in making them)



Social Contribution Activities

Employees in China, the U.S., and other countries support Pink Ribbon



Basic Approach

The Fujifilm Group is committed sincerely to contributing to the sustainable development of society in aspects of working together with local communities as a good corporate citizen and responding sincerely to the demands and expectations of those communities. In 2008 we formulated the Fujifilm Group Social Contribution Policy, based on which we are conducting activities focusing on the fields of research and education, culture, arts and sports, health and environmental conservation through cooperation and collaboration with NGOs/NPOs, local communities and others and in active support of volunteer activities conducted by employees.

Fujifilm Group Social Contribution Policy http://www.fujifilmholdings.com/en/sustainability/vision/society.html

Outline of Activities in FY2015



Approx. 11 hundred million yen

Cost for social contribution activities*

Table with 2 columns: Activity Name and Cost (million yen). Total cost is 1,128 million yen.

of sensor digital cameras. In other countries, the project to supply teaching materials that Fuji Xerox started with businesses and NGOs in the Philippines was expanded into Myanmar and Thailand. The company is also engaged in tree-planting and energy conservation activities involving China's entire printing industry. In support of recovery from the Great East Japan Earthquake, we reexamined our support activities over the past five years (See page 55). We will continue to move forward with our social contribution activities that aid in the resolution of social issues, taking advantage of our mainstream business activities and paying attention to communication and partnerships with our stakeholders.

Social Contribution Activities Continued by the Fujifilm Group

- List of social contribution activities including: Connecting Photo Project, Creating digital archives of cultural assets, The Heart to Heart Communication, Album Café, Restoring Ancient Manuscripts, Pink Ribbon Campaign, Photo class for young people, Support for the publication of large-font textbooks, Support for the education in emerging countries, Fuji Xerox Co., Ltd. Setsutaro Kobayashi Memorial Fund, Fuji Xerox Print Collection, Special Olympics, Kikigaki-Koshien, Kankyo-Nikki, "Midori-no-Komichi", "Kids' ISO 14000" program, Charitable Trust Fujifilm Green Fund, Suiden-Otasuke-Tai, Volunteer tree planting activity in China, Training sessions for nature guides.



Other CSR Activities



U.K. [Health]



Offering a quick and easy operation analyzer to a hospital ship, Africa Mercy

Mercy Ships is a U.K. based charity organization that delivers medical services to developing countries by dispatching their own hospital ships. In response to the organization's request, FUJIFILM UK Ltd. offered FUJI DRI-CHEM NX500, a biochemical analyzer, to realize quick and easy virus analysis aboard their ship, the Africa Mercy. This compact and reliable analyzer can contribute to a range of medical services, even in areas with poor social infrastructures.

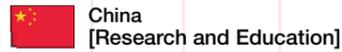


China [Environmental Conservation]

Tree planting activity in China now involves the printing industry

Since 1998, the Fujifilm Labor Union has been undertaking greening activities in the Horqin Desert of the Inner Mongolia Autonomous Region of China. Employees of Fujifilm (China) Investment Co., Ltd., along with those from affiliated companies and sales agencies in China, joined the activity in 2006 and a total of 441 people have participated in the activity to 2015.

In 2015, Fujifilm (China) Investment, the Printing Technology Association of China, and China Print Magazine, together started the Tree Planting Activities by the Industrial Collaboration of Green Printing. We aim to spread tree planting activities and green printing within the Chinese printing industry.



China [Research and Education]

The program to support children living apart from the employees

In China, the children who live in poor rural villages apart from their parents working in industrial areas are a becoming social concern. To contribute to resolve this social issue, Fuji Xerox Shenzhen conducted a questionnaire for employees who have to leave their children in their home villages. As a result, the company started a donation program, in which volunteers donate the fraction amounts of their monthly wages directly from their salary account to support such children to grow up in a healthy manner—both mentally and physically. Approximately 2,500 employees (40% of all employees) registered as volunteers.



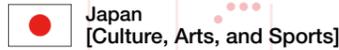
Taiwan [Health]

Help for explosion sufferers using a regenerative medicines

Japan Tissue Engineering Co., Ltd. has donated autologous cultured epidermis, "JACE," to local medical institutions treating victims of a dust explosion at Formosa Fun Coast in Taiwan that occurred in June 2015. In accordance with a request from the Taiwan Food and Drug Administration, JACE culturing was undertaken and five patients received grafts of JACE under close collaboration between medical organizations in Taiwan and Japan. This was the first time in which international support by a Japanese company has provided a regenerative medicine.



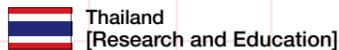
Letter of Appreciation from Taiwan government



Japan [Culture, Arts, and Sports]

Restoring and replicating ancient documents to pass down our cultural inheritance

Since 2008, Fuji Xerox has been offering a service to restore and exactly replicate original ancient documents, which have the concerns on degradation, utilizing its multifunction devices and its own technologies. The replicas are offered to the owners of the original documents to be displayed or utilized instead of the originals. In FY2015, the company offered some 30 replicas comprising the Toji Hyakugo Monjo, a series of ancient public documents archived over centuries in Toji Temple and registered as an article of the UNESCO Memory of the World Register, and documents archived in the Maizuru Repatriation Memorial Museum.



Thailand [Research and Education]



Educational material supply to support the correction of the education gap

In 2014, Fuji Xerox started an educational material supply program aimed at supporting the correction of the education gap for children in emerging nations in the Asia Pacific region. Teaching materials were provided in Myanmar in June and Thailand in August in 2015, and a total of 3,000 copies of educational materials have been supplied through this program. Support is expected to continue for 100,000 schoolchildren to their education by 2023.



U.S.A. and Canada [Health]



Joined National Wear Red Day to promote women's heart disease prevention

The death rate from heart diseases among women is high in the U.S. The National Wear Red Day is an event to promote heart disease awareness and medical check-ups among women by wearing something red. Employees in 28 Fujifilm Group affiliated companies in North America gave donations, as well as participating in other donation programs and events wearing red clothes.

Activities to Support Recovery from the Great East Japan Earthquake

FUJIFILM Holdings, FUJIFILM, and Fuji Xerox together held the Marche for Disaster Recovery in their head office in Tokyo Midtown, presenting and selling local merchandise from the disaster areas. The Marche is being expanded to other business offices as a support event in which employees can easily participate.

In addition, a meeting was held to share information on recovery support activities conducted in the last five years, such as social issue solution programs held under the Tono Mirai Zukuri College (see page 18) organized by the Innovative Revitalization Office, Sales Planning, Fuji Xerox. Various discussions took place concerning the future of the area. We plan to establish Mirai Zukuri Colleges similar to that in Tono, that will also function as logistical support bases for use in emergencies, in Minami Ashigara, Kanagawa Prefecture and in Shiraoi, Hokkaido.



Republic of Malawi [Health]

Delivering safe water and sanitary services to deprived areas jointly with an international NGO

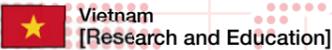
From 2012, FUJIFILM Europe GmbH has been supporting WaterAid, an NGO that provides clean water, and sanitation and hygiene services to deprived area throughout the world, by donating some of the profits made from eco-friendly printing products. In 2015, we visited Malawi in Africa with WaterAid members to gain a better understanding of their activities.



Malaysia [Culture, Arts, and Sports]

Photo Camp for young people continues from 2007

FUJIFILM Malaysia Sdn. Bhd. holds a youth photography camp every year. This camp offers an opportunity to students to brush up their photography skills, learn to observe and cultivate their creativity as well as sense of art. Students diligently printed and presented their work in prints. The camp started in year 2007 and marked 10th anniversary in year 2016 which benefited over 10,000 students.



Vietnam [Research and Education]



Collaboration with an NGO and Japanese companies helps improve educational conditions for children in a deprived area

Together with a local NGO, Fuji Xerox Vietnam renovated "B" Nhon Hoi primary school located in a poor district in the southern province of An Giang, where children had to study in difficult conditions in a deteriorated building. In the ceremony for the renovated building, each child was given a school pack containing stationery, such as a notebook, pencils, as well as a snack and drink, which were donated by seven companies including Japanese one operating in Vietnam in the support. This became FX Vietnam's first collaborative CSR activity with other companies and an NGO.



Japan [Environmental Conservation]

Winning a Gold Certificate in the Kumamoto Ground Water Conservation Awards

FUJIFILM Kyushu received the Gold Certificate in the Ground Water Conservation Awards 2014 from Kumamoto Ground Water Foundation, and attended the awarding ceremony in August 2015. The award was presented in recognition of FUJIFILM Kyushu's well-considered activities in ground water conservation—such as ground water recycling, rain water management, water-saving activities, communications with local people, factory tours, employee education, and promoting local consumption.



Support for Kumamoto earthquake sufferers

FUJIFILM Holdings, FUJIFILM, and Fuji Xerox jointly sent a donation, along with water, food, and daily goods. We also provided the following support.

- **Charity funds by employees**
Charity fund drives were organized at Fujifilm Group companies, in cooperation with some labor unions. Collected funds are donated to Kumamoto Prefecture, etc.
- **Provision of waterproof sheeting**
Waterproof sheeting stored for emergency facility protection in each business site were donated to some stricken counties.
- **Lending analyzers and diagnostic equipment without charge**
Providing analyzers and diagnostic equipment to help diagnose deep vein thrombosis and to cover system failures by water outage.
- **Lending multifunction devices without charge**
- **Donation from online shop points**
Fuji Xerox InterField operates e-Qix, an online store of office supplies for corporate members. The company utilized the points generated by customers' purchases as a means of donation, giving 50 yen per 100 points through Fuji Xerox.