

Value from Innovation

At Fujifilm, we are continuously innovating
—creating new technologies, products and services
that inspire and excite people everywhere.

We take an open and flexible attitude to innovation, combining our own original
technology with human resources, expertise and technology from around the world.
Through this powerful synergy, we rapidly and nimbly develop new solutions that
address the true needs of our global customers.

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Regaining trust and fulfilling our social mission

Ensuring the principle “open, fair and clear” constantly

I would like to express our sincere apologies and regret over the anxiety and concern we caused many of our stakeholders through the inappropriate accounting practices discovered at the overseas subsidiaries of Fuji Xerox, our Document Company.

We have responded rapidly to improve the situation by revamping the management organization. A number of representative directors and some executives responsible at Fuji Xerox have been retired, while we have also dispatched directors from FUJIFILM Holdings Corporation. We have integrated the business management divisions of Fuji Xerox into our company to further facilitate personnel exchanges within the Fujifilm Group, and established a Governance Strengthening Committee personally spearheaded by the President of FUJIFILM Holdings Corporation. These measures are the first of many steps we are taking to implement stronger governance from five different perspectives, including enhancing the management of our Group companies, restructuring our internal audit system and greater IT deployment.

Moreover, we are working once again to remind all Fujifilm employees of the responsibility that trust in our company owes to our activities and to carry out their business tasks in a disciplined and ethical way. Photographic film is a major product that we have been manufacturing and selling for many years. Customers cannot check the quality of photographic film when purchasing the product; this relies solely on the reputation we have built up over the years and the trust that customers have in our products and services. Because these are our origins, we have long been aware of the importance of retaining the trust of our customers and society. There is no shortcut to gaining trust. The keys to regaining trust are the integrity of all our employees and continuing to supply products and services that are worthy of our customers' expectations. We are committed to regaining your trust by ensuring that all our employees recognize the issue as their own responsibility and encouraging them to make our business activities always “open, fair and clear.”

Moving forward in pursuit of business growth and contributing to social issues

Under the new corporate slogan “Value from Innovation” adopted in 2014, concerted efforts have been made to achieve the goals of our Medium-Term CSR Plan, “Sustainable Value Plan 2016” (SVP 2016) and our Medium-Term Management Plan, VISION 2016.

The business performance figures for FY2016, the final year of the management plan, were ¥2.3222 trillion in consolidated sales and ¥172.3 billion in operating profits. If we exclude the impact of the appreciation of the Japanese yen on our foreign currency earnings, we enjoyed increases in both our operations-based sales and operating profits. Net profits attributable to Fujifilm shareholders achieved an

all-time high of ¥131.5 billion, and Return On Equity (ROE) was at 6.5%. The activities of the last three years have enabled us to build our strength, chiefly in the areas of highly functional materials, medical systems and imaging solutions, establishing a portfolio capable of longer-term growth.

Under SVP 2016, our CSR policy of being “conscious of environmental and social impacts within business processes” was expanded to include “resolving social issues through business activities” to forge stronger links between our business and CSR activities.

In the area of health, we are improving accessibility to medical care services through installation of diagnostic systems, wider application of medical technologies, and by providing education & training support for medical staff, and medical examinations, etc. in the Middle East, Africa, Russia and other parts of the world. And we made solid progress in dealing with unmet medical needs founded on the development of regenerative medicine and pharmaceuticals.

In the area of the environment, our exclusive magnetic tape for data storage has drastically reduced electricity usage to contribute to the reduction of CO₂ emissions at our customers' sites by 19.67 million tons. With the advent of the Big Data era, data storage management is becoming increasingly important. The Group also achieved a 14% reduction in overall CO₂ emissions over the level for the base year of FY2005 through implementing emissions reductions in procurement through to the product usage and disposal stages.

For these activities, we have been recognized by the 2017 Certified Health and Productivity Management Organization Recognition Program, by the FTSE Blossom Japan Index of the Government Pension Investment Fund (GPIF) and in the MSCI Japan ESG Select Leaders Index for new ESG investment.*

By linking VISION 2016 with SVP 2016 over the past three years, we have been able to produce solid results through our drive to achieve business growth and to contribute to resolving social issues.

* ESG investment: Investment made from the three perspectives of the environment, society and governance.

Surviving and succeeding in the new industrial revolution with SVP 2030 and VISION 2019

Founded on solid results and experience, in August 2017 we announced our new CSR plan, Sustainable Value Plan 2030 (SVP 2030), and our new Medium-Term Management Plan, VISION 2019, to ensure further business growth.

In the world, global business activities have been activated aiming to achieve the long-term Sustainable Development Goals (SDGs) adopted by the United Nations by 2030, the goals of the Paris Agreement on arresting climate change, and other global efforts. Especially governments and global business corporations around the world are competing to trigger a new industrial revolution by mobilizing AI, IoT and other technologies.

Only businesses that are able to implement medium-range strategies with a long-term perspective and foresight will be able to survive and contribute to society as truly global corporations.

The target of SVP 2030 is set for the year 2030 to show the Fujifilm Group's long-term objectives. VISION 2019 sets out our specific business strategies for the next three years based on these objectives.

When we established SVP 2030, we comprehensively assessed social issues on a global scale, including climate change and the 17 goals and 169 targets set out in the SDGs, and our business fields, technological capabilities and management and human resources. In SVP 2030, we plan to (1) tackle issues in four areas: the environment, health, daily life, working styles; (2) enhance the CSR framework to ensure that the environment, ethics and human rights are respected across the supply chain; (3) strengthen our corporate governance. As for the corporate governance, we will promote a thoroughly open, fair and clear corporate culture in which, as a group corporation, we place a long-term emphasis on our Code of Conduct. Naturally, social issues cannot be resolved overnight. With the announcement of numerical targets for environmental issues and progress indicators for key issues, we will ensure that all employees recognize their own plans and promote their plans into certain achievement. SVP 2030 sets out the foundations of our business operations. With the concerted efforts of both management and employees, we will survive and achieve success in the coming industrial revolution.

Consolidating diverse capabilities within the Group to contribute to realization of a sustainable society

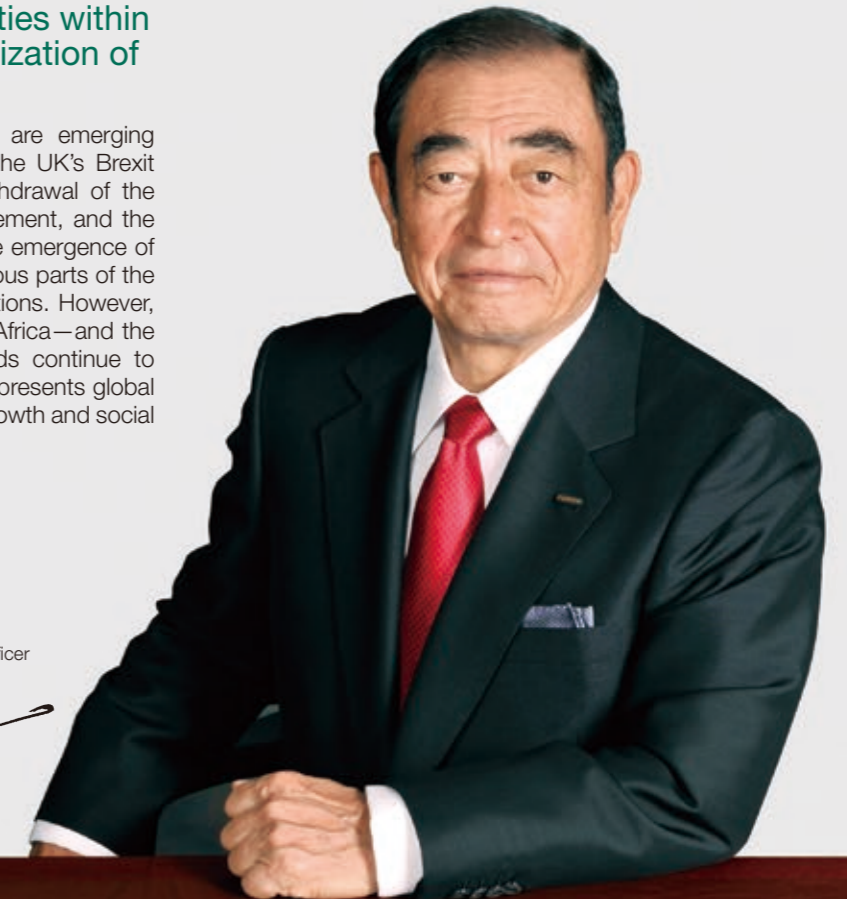
Reactionary movements against globalism are emerging worldwide—these can be clearly seen by the UK's Brexit decision, the “America first” policy, the withdrawal of the US from the Trans Pacific Partnership Agreement, and the rise of the far right in Europe. In addition, the emergence of geopolitical risks and military tensions in various parts of the world represent adversity for global corporations. However, solid economic growth—chiefly in Asia and Africa—and the desire for enrichment and secure livelihoods continue to grow without interruption. It is clear that this presents global businesses with opportunities for business growth and social contributions.

Fujifilm Group is a global company operating across 15 industrial sectors and employing 79,000 people in 277 Group companies all over the world. Our employees in each of these countries are able to make a great contribution by working on social issues, uncovering business opportunities and supplying products and services with precision and speed.

As the SDGs state, the human race now faces a wide range of issues that require attention. At the same time, they are intricately interrelated, requiring the coordination of a large number of people and organizations. For this reason, it is important to build a corporate climate that is “open, fair and clear,” accepting differing values and embracing diversity.

The strength of a business enterprise is in the sum total of the power of the people working in the organization. When each and every employee has the passion and a strong determination to build a better future for themselves and works hard to resolve difficult issues, both the company and society will be able to achieve sustainable growth. When a diversity of employees with different nationalities and cultures come together to achieve common goals and interact to develop and respect their own individual potential, the resulting power is greater. We will continue to create new values to fulfill our corporate philosophy: “to help enhance the quality of life of people worldwide,” and to help develop a sustainable society.

October 2017
Shigetaka Komori
Chairman and Chief Executive Officer

Report on inappropriate accounting at overseas subsidiaries of Fuji Xerox Co., Ltd.

FUJIFILM Holdings would like to express its great regret and deepest apologies to its shareholders, investors, customers and other stakeholders for the inappropriate accounting practices uncovered at overseas subsidiaries of Fuji Xerox Co., Ltd. The following is a report on the incident and its background and the measures to be implemented across the Fujifilm Group to prevent any recurrence.

1. Outline of the Irregularities

In 2017, inappropriate accounting practices were discovered at Fuji Xerox New Zealand (FXNZ) and Fuji Xerox Australia (FXAU), overseas subsidiaries of Fuji Xerox (FX). The report

by the Independent Investigation Committee set up by FUJIFILM Holdings contained the following findings.

1. FXNZ conducted some inappropriate accounting FY2010 to FY2015.
2. As a result of the investigation of other overseas subsidiaries, it is found that FXAU conducted a similar practice.
3. Restatement adjustments of past financial results (cumulative total of the impact FY2010 to FY2015).

<Impact on shareholders' equity*>

FXNZ JPY 18.5 billion FXAU JPY 9.6 billion Total JPY 28.1 billion

* Cumulative amount of impact on "net income attributable to our Company" for the past six years

4. It is found that there is a problem with FX's internal control.
5. The management system for FX by FUJIFILM Holdings (FH) was inadequate.

2. Background of the Matter

July 2015	An e-mail reporting on matters such as overstating sales of equipment of FXNZ was sent to FX executives and others. Special audit was conducted by FX and FXAP and the existence of inappropriate activities were found, but appropriate information was not shared with FH.	November 2016	FH was informed by the audit corporation that had commenced an annual audit of FXNZ in late October that there are concerns about the contents of the local media report and it would check those details in the audit. FH asked FX again whether the media report was true, but there was no clear response by the end of the year.
September 2015	FXAP corrected the inappropriate MSAs* at FXNZ. However, the correction of accounting was not conducted retroactively.	January 2017	To clarify the situation, FH President instructed FX President to carry out an immediate investigation once again.
February 2016	Upon the replacement of the Chief Financial Officer (CFO) of FXNZ, bad loans and unclear accounting was reported to FXAP. FX and FXAP conducted an investigation using outside attorneys. It became clear that management that overemphasized sales by former FXNZ Managing Director led to the inappropriate accounting. The Managing Director of FXAU (the former FXNZ Managing Director) since April 2015 was dismissed in May 2016.	February 2017	The audit corporation informed FH about a risk of loss of JPY 13.3 billion. When FH asked FX to confirm this amount, FX answered that its understanding was that the risk of loss was JPY 3 billion.
September 2016	Local media in New Zealand made a report condemning matters such as the inappropriate sales and sales techniques of FXNZ.	March 2017	FX Chairman, President and Deputy President explained FH Chairman and President that the risk of loss was JPY 3 billion.
October 2016	With respect to the local media report, FX Deputy President reported to FH President that there was no inappropriate accounting such as that described in the media report.	March 22, 2017	The internal investigation committee established by FH immediately started to investigate.
		April 20, 2017	FH established an Independent Investigation Committee to make its own investigation.
		June 10, 2017	An investigation report was received from the Independent Investigation Committee.
		June 12, 2017	FH announced its delayed financial results and reported the background to these irregularities, the inappropriate practices found by the Independent Investigation Committee and future measures.

FH: FUJIFILM Holdings

FX: Fuji Xerox

FXNZ: Fuji Xerox New Zealand

FXAU: Fuji Xerox Australia

FXAP: Fuji Xerox Asia Pacific (Fuji Xerox's overseas affiliated company in Singapore; having functions to direct the Asia and Oceania area.)

*Managed Service Agreement: A contract consolidating equipment sales and maintenance service, etc. for collecting monthly copy charges to cover equipment charges, consumable charges, maintenance charges and interest.

3. Inappropriate Accounting by FXNZ and FXAU

- FXNZ introduced Managed Service Agreement (MSAs) that bundled together equipment sales and maintenance services, etc., whereby equipment fees, consumables fees, maintenance fees and interest were recovered through a monthly copy service fee at the time of equipment sales.
- Under MSAs, sales equivalent to the price of the copy machines are recorded as a single sales as a capital lease upon installation of equipment during the first year, and following that, the sales price is recovered as copying service fee determined by multiplying the copy unit price, determined according to the monthly target volume, with the actual number of sheets copied.
- In order to record contracts as capital leases, stipulated conditions* must be satisfied, but in the case of FXNZ, all transactions including those with conditions that do not satisfy the capital lease conditions were recorded as capital leases.

* Those include the condition that the recovery of a minimum payment of lease fees can be reasonably expected and that there is no uncertainty that additional costs that could not be recovered from the lessee will arise.

- Consequently, there were many transactions where receivable could not be recovered because of the reasons that the copy volume did not reach the target set at the time of executing the contract and the minimum usage fee was not clearly set etc., and that became constant practice.
- Similar accounting practice was conducted at FXAU.

4. Background and Issues to be Solved

<Background to the inappropriate accounting practices>

- Overseas sales companies commonly offer incentives such as commissions and bonus payments for achieving sales targets. The top management at FXNZ established rules that placed excessive emphasis on sales and continued inappropriate accounting practices that involved recording transactions as sales before they had been completed.
- At FXNZ, the board of directors did not function effectively, there was a concentration of authority with the MD of FXNZ, and the business management process lacked transparency.
- There were problems related to internal control such as insufficient subsidiary management system at FXAP and a lack of control by FX's audit system and administration department. Consequently, information was blocked in the process of reporting to the Chairman or the President of FX.
- There were insufficiencies in the system by which FH monitors FX, the audit system of the audit department, and the information sharing system, so that appropriate information on the situation was not reported by FX to FH.

<Managerial issues>

—Issues to be addressed at FXNZ—

- Review of incentives to correct the over-riding sales policy which disregards rules
- Improve the internal system to correct the reporting line centralization

—Issues to be addressed at FX—

- Strengthen the system of managing subsidiaries and affiliates
- Strengthen information sharing within FX and improve transparency of the business management process
- Strengthen the supervisory function of the board of directors and the audit function of the corporate auditors and the audit department
- Strengthen the checking function of the accounting department
- Improve the insufficient awareness of compliance with laws and regulations
- Strengthen the risk management system

—Issues to be addressed at FH—

- Strengthen the function of managing FX

5. Measures to Prevent Recurrence

FX made personnel changes in response to the case with the dismissal of three Directors, one Senior Vice President and one Full-time Corporate Auditor. Also, one Corporate Vice President was demoted. In addition to those six, the President, one Full-time Corporate Auditor and two Corporate Auditors of FX were penalized with 10–50% reductions in their compensation amounts and reduced bonuses for three

months. The Chairman and President of FUJIFILM Holdings each returned 10% of their compensation for three months.

In addition to these actions, we established the FH Governance Strengthening Committee headed by the President in July and organized a comprehensive project team. We will implement a governance review and reinforce the management system, according to the type of issue.

1. Dispatch of management personnel from FH to FX
June 2017: Approved at the FX Annual General Meeting of Shareholders.

- Dispatch directors and working-level managers in charge of administration of business management from FH to FX
⇒ **June 2017: Approved seven directors; Chairman, Deputy President, Director, etc. from FH at the FX Annual General Meeting of Shareholders.**
- Further expand personnel exchanges within the Group

2. Strengthening FH's governance system

- Review the composition of the Board of Directors and strengthen the governance system
⇒ **The number of directors reduced from 12 to 9 for flexible management and active deliberation in Board**

● **Promotion system to strengthen governance**

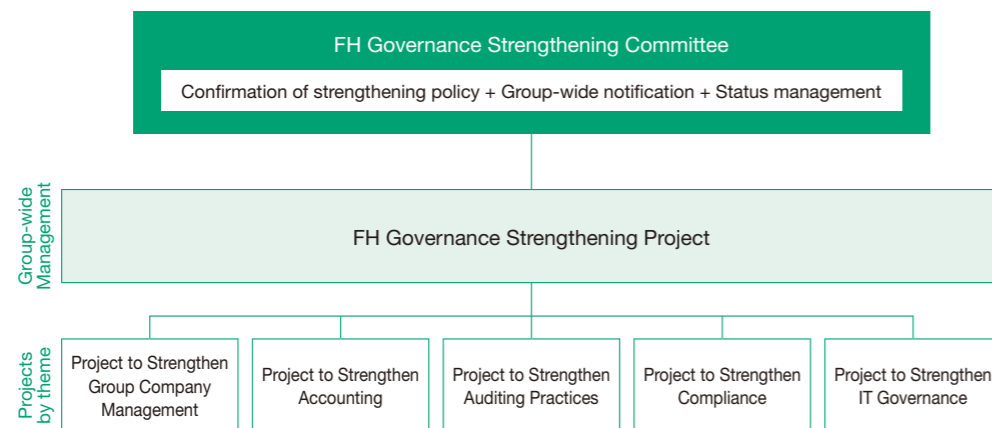
of Director meetings and for greater speed in decision-making in corporate management.

- ⇒ **Three outside directors from the legal profession and corporate management have been added to increase the ratio of outside directors by 1/3, to enable exchange of opinions from a diverse perspective and ensure validity in decision-making.**

3. Revision of organization

Strengthen the business management process by integrating the business management divisions in charge of accounting and auditing of FX into FH

- ⇒ **September 2017: Integration completed for accounting and auditing division.**



Project to Strengthen Group Company Management

Group-wide management and monitoring is strengthened by restructuring the reporting system, approval process, etc. for major issues reported by Group companies. In addition to the introduction of the new reporting line and regulations regarding approval, etc., the Group Company Management Division was created on August 1 to ensure an appropriate reporting system in the Group.

Project to Strengthen Accounting

Management accounting and financial accounting were separated, and the financial accounting function was integrated to make it simpler to monitor whether the accounts were being processed correctly.

Project to Strengthen Auditing Practices

Group-wide audits are to be strengthened by consolidating the internal audit function for the entire Group towards the deployment of a global audit, and by reinforcing our auditing competence and auditing efficiency with IT.

Project to Strengthen Compliance

The risk management system is revamped by providing compliance re-education to all leaders and employees, and creating a whistle-blower system covering all Group companies and other measures.

Project to Strengthen IT Governance

Information technology is used to develop a scheme that will allow the situation in Group companies to be correctly and promptly monitored and to improve communication in the Group.

Top Management Speaks Directly to Employees

In response to the discovery of the inappropriate accounting practices, FH President Sukeno, FX President Kurihara and other top executives sent messages to employees in their own words. They called for each and every employee of the Fujifilm Group to recognize what the findings show and the issues involved and encourage them to clearly understand the importance of compliance in their business actions, and etch an “open, fair and clear” corporate culture in each of their mind.

(The photos show (1) video message from FH President Sukeno, (2) message from FX President Kurihara posted in the Group magazine and (3) message from FH President Sukeno published on the intranet)



(1)



(3)



(2)

Compliance Training for Everyone in Leadership Positions

Compliance training was conducted for all leaders in July and August to increase employee awareness of social responsibility and compliance, urging them to recognize the matter as their own issue. The program was conducted in Japan by assembling all participants in a single venue, conducted on a face to face basis. President Sukeno urged participants to regard the matter as their own issue and expressed his commitment once again to instill in every employee the need to be “open, fair and clear” in both attitude and behavior in the drive to build a working environment in which everyone is able to speak up when something is wrong.

This compliance training is introduced for all employees by the managers of divisions and presidents of Group companies all over the world. The compliance training program will be followed by an awareness survey of all employees to assess the degree to which awareness of the irregular accounting practices and compliance has spread and to study the culture and issues at each worksite.



Training given to a total of 381 participants, including all executive officers, managers of divisions, presidents of domestic affiliates and presidents of overseas subsidiaries of the Fujifilm Group

Employee Communication Meetings Held in Japan and Overseas

FX President Kurihara visited Fuji Xerox and its affiliates in Japan and other countries to attend communication meetings with employees to explain the inappropriate accounting practices.

In overseas, he visited FXNZ in July and FXAU in August to provide employees with information on the background to the issue and developments to date. At the communication meetings, he received many questions on job security, changes in the management structure, management responsibility regarding the issue and other subjects. Mr. Kurihara pledged that FX and FXAP would give the utmost support to recovering customer trust and that strong employee awareness and working to provide value to customers will provide the power to overcome the situation. In meetings with executives, there was lively debate on how to regain trust and foster growth, while recognizing the gravity of the issue.



Communicating with approx. 5,000 employees at eight domestic sites and roughly 750 employees in New Zealand and Australia (photo taken at FXNZ head office).



The Fujifilm Group's Technologies and Innovation

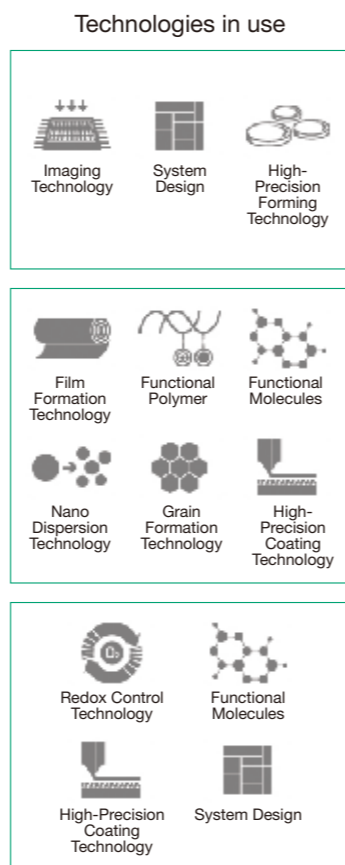
The Fujifilm Group, with its business origins in photographic film, today runs wide ranging businesses utilizing the technologies based on advanced silverhalide photography. We are improving our fundamental technologies that are the base of our business and exclusive core technologies that differentiate us in terms of sustainable superiority. Combining those technologies, we are able to offer a

diverse range of products and services.

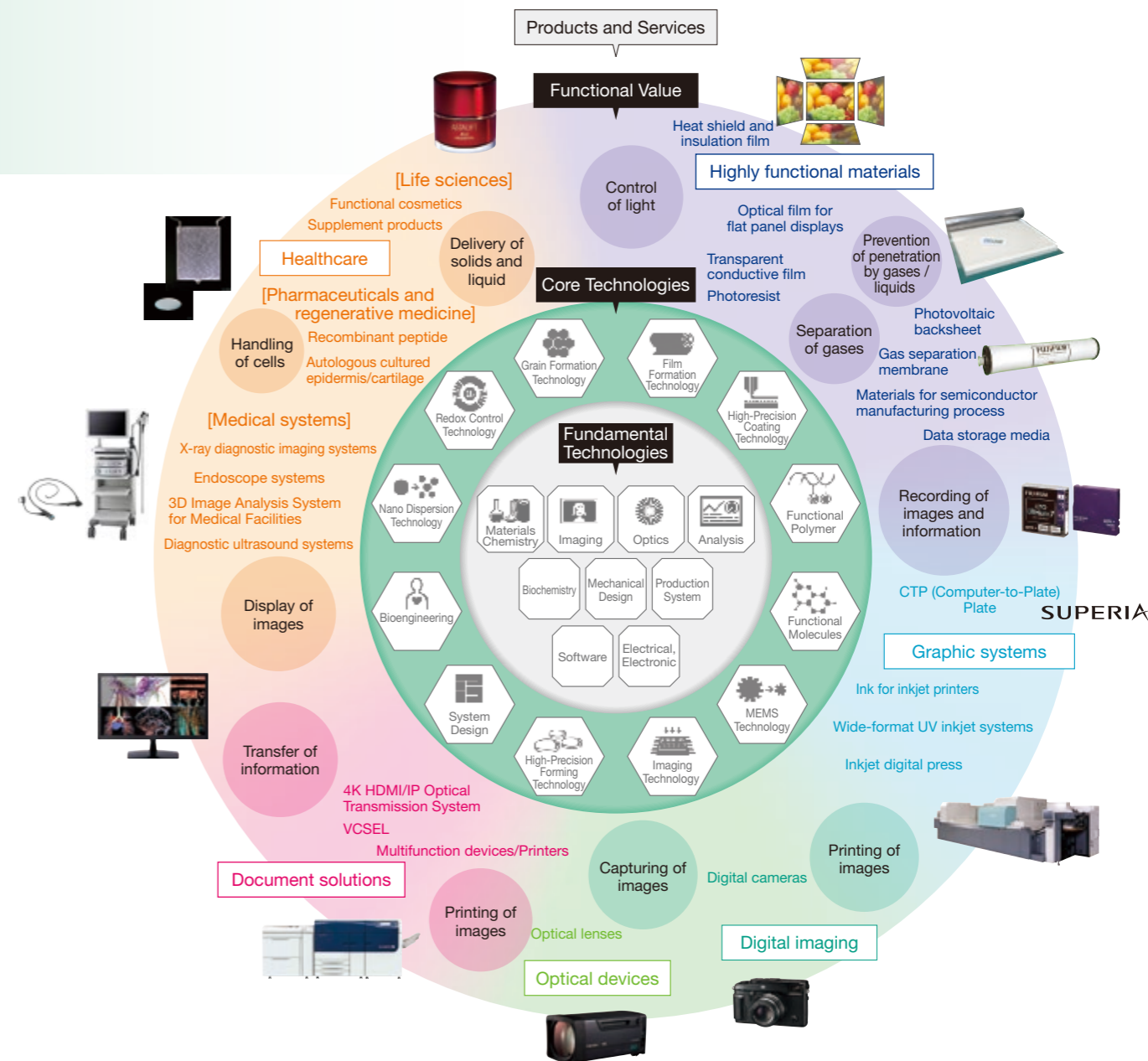
We will continue to provide products and services that create new value for society and to enhance and upgrade our core technologies for the continuous growth of the Fujifilm Group. This resolve is reflected in our corporate slogan: "Value from Innovation."

Technology Cultivated through Silver Halide Photography

Photographing	Camera  <p>Ensuring high-quality design and manufacture of lenses, hardware, and systems Fujifilm began developing lenses shortly after its establishment, and they have been highly rated under the FUJINON brand. Moreover, Fujifilm possesses unique strengths in camera hardware and system design.</p>
	Photographic film  <p>Coating multiple layers of functional materials simultaneously on a thin film The surface of the photographic film is coated with multiple layers of materials that boast a variety of functions. Fujifilm possesses the technology to make an optically warp-free, thin, uniform film in units of microns. In addition, it is possible to design functional materials at the nanometer level, align and maintain minute homogeneous particles, and on these, uniformly coat at high speed multiple layers at the same time.</p>
Development / Printing	Minilabs / Color paper  <p>Precisely controlling chemical reactions of coated functional substances In the developing and printing of photographs, Fujifilm achieves high color reproducibility and image preservability by precisely controlling the chemical reactions of a variety of functional substances coated on photographic film and color paper. Moreover, Fujifilm boasts high-level system design technologies that help build systems for printing equipment including minilabs.</p>

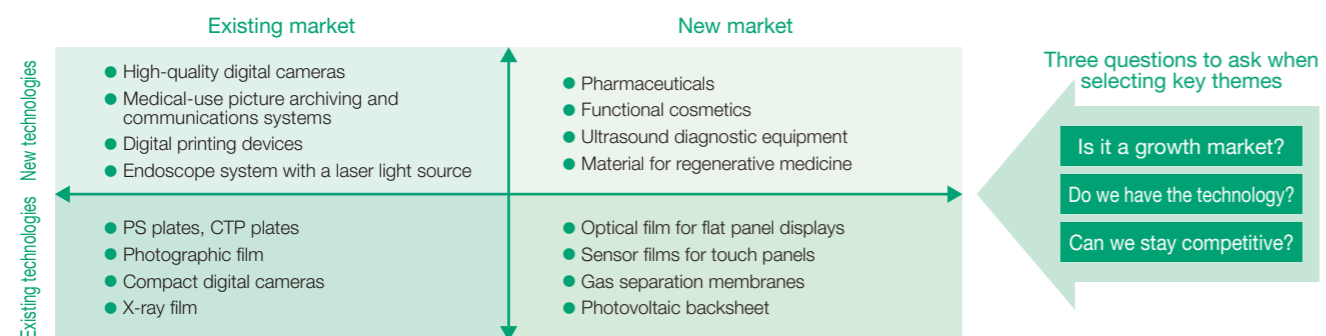


Application of Exclusive Technologies



Creating a New Growth Strategy

Demand for our main product, photographic film, dipped after peaking in 2000, we have restructured our business framework and revised our R&D approach to create new business that can take over from our photographic film business. The businesses were categorized into four quadrants according to the technologies and market, and the related technologies were thoroughly identified. We selected the key themes in our businesses through these processes.



Healthcare Our business covers three areas: prevention, diagnosis and treatment. In addition to advanced examination equipment that assists with early detection and medical IT that makes efficient use of diagnostic findings, the development of cosmetic products and supplements aimed at prevention and pharmaceuticals for unmet medical needs is underway.	Highly functional materials Advanced technology cultivated through photographic film manufacturing is applied to deliver a variety of highly functional materials. We make efforts to develop new materials that reduce environmental impact and create energy, including the polarizer protective films essential for LCD displays.	Document solutions We are in the document business including both paper documents and electronic data. We offer office equipment, solutions and services that aid in resolving energy, conserving resources and other environmental issues to resolve business issues that are diversifying and growing in sophistication.
Graphic systems We started developing printing equipment and materials soon after the company was founded and received high evaluations all over the world in environmentally conscious CTP plates for offset printing. We have since expanded into digital printing and a wide range of other areas.	Optical devices We offer high-precision lenses based on refined technology. Our TV camera lenses, artificial satellite lenses, security camera lenses and other lens systems deliver high resolution, high quality and high precision images.	Digital imaging We develop and market digital cameras, color paper for printing and printing equipment. We are working to support the development and expansion of a photography culture by offering new ways to enjoy photos, including Instax and Photo Books.

Fujifilm Group's Corporate Social Responsibility (CSR)

The roots of CSR are the trust of stakeholders and consideration for the environment

The Fujifilm Group's business originated with photographic film, a product for which lots of clean water and fresh air are essential to the manufacturing process. It is also a



FUJIFILM Ashigara site located in an environment blessed with copious clean air and water

product which requires customers to "buy on trust," since they cannot try it out beforehand. Thus, for the Fujifilm Group, an approach which emphasizes environmental conservation and maintaining the trust of stakeholders has been a major premise at the very foundations of our business activities. This approach is the starting point for our corporate social responsibility (CSR) activities and continues to be passed down within our Group, as the Fujifilm Group's "DNA."

Fujifilm Group established a current Corporate Philosophy and Vision following the shift to a holding company structure in 2006. Founded on the spirit of contribution to advancement of society, improved health, environment protection and enhancement of the quality of life of people, by providing top-quality products and services with open, fair and clear workplace culture and leading-edge, proprietary technologies, we have established the Fujifilm Group Charter for Corporate Behavior and the Fujifilm Group Code of Conduct and

implement them thoroughly throughout the Group.

In the Charter for Corporate Behavior, we uphold five principles, including "Respect for Human Rights," while in the Code of Conduct we define compliance as "more than simply not breaking the law and acting correctly in the light of common sense and ethics," and declare that all Group employees, including senior executives, will conduct themselves in line with these action guidelines.

Moreover we have made the following statement to encourage all Fujifilm Group employees to commit themselves to the fulfillment of corporate social responsibility (CSR) in their daily business operations: The Fujifilm Group's Approach to Corporate Social Responsibility is to contribute to the sustainable development of society by putting our Corporate Philosophy into practice through sincere and fair business activities.

Contributing to building a sustainable society through both management planning and CSR planning

To celebrate the 80th anniversary, the Fujifilm Group founded its new corporate slogan, "Value from Innovation," which seeks to continue creating new technologies, products and services that inspire and excite people everywhere, and empower the potential and expand the horizons of tomorrow's business and lifestyle.

Under this slogan, we revised the Approach to CSR in 2014 to identify the social challenges and more actively seek their solutions. We have announced our **Medium-Term Management Plan, Vision 2016** and our **Medium-**

Term CSR Plan Sustainable Value Plan (SVP) 2016 (see page 14). We believe that creating new value through our unique and advanced technologies and solving social issues through our business activities present opportunities for our business growth and at the same time allow us to contribute to society.

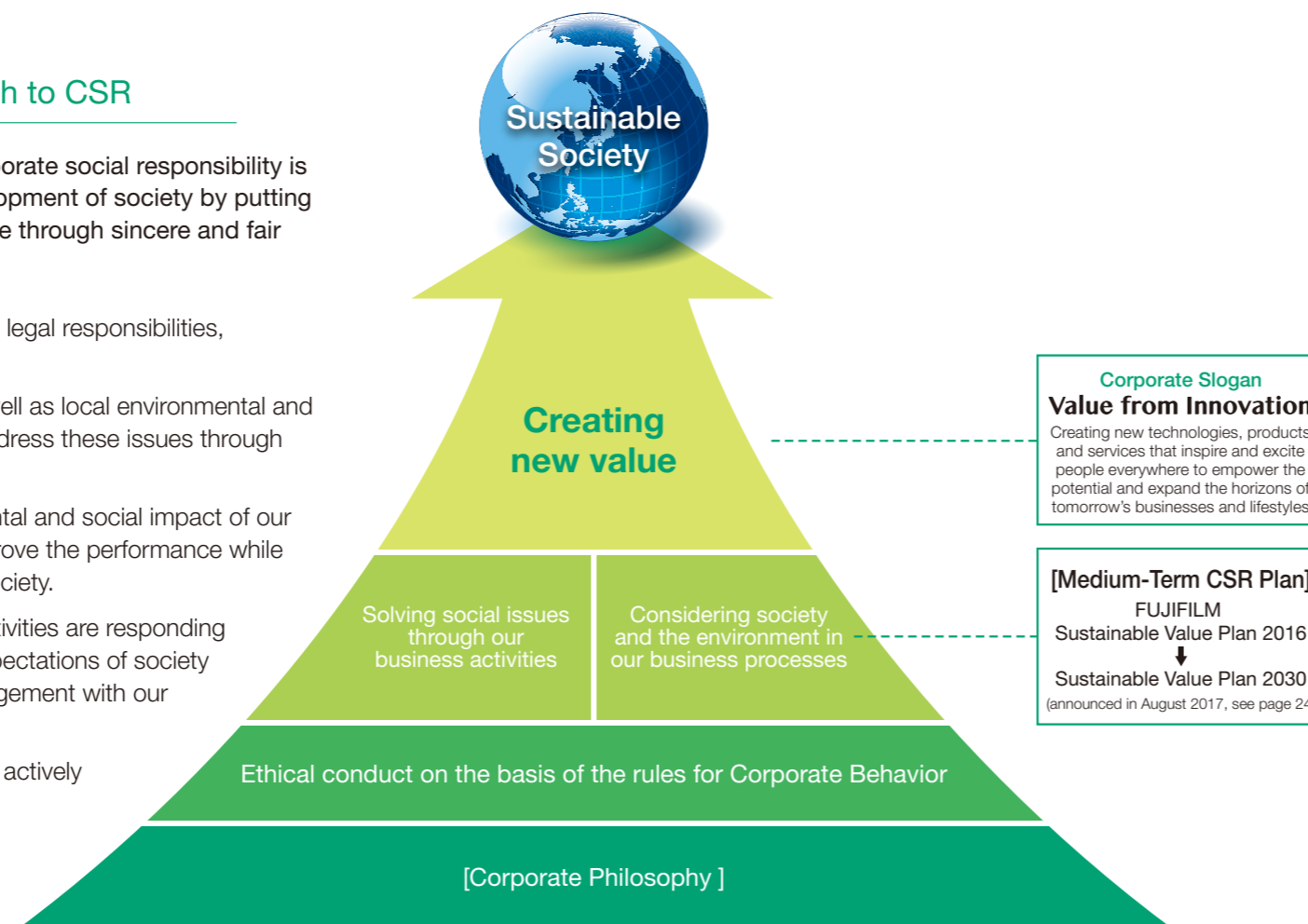
The Fujifilm Group is committed to contributing to the sustainable development of society by creating new value through our activities under Vision 2016 and SVP 2016.

The Fujifilm Group's Approach to CSR

The Fujifilm Group's approach to corporate social responsibility is to contribute to the sustainable development of society by putting our Corporate Philosophy into practice through sincere and fair business activities.

We will not only fulfill our economic and legal responsibilities, but also:

1. endeavor to understand global as well as local environmental and social issues and create value to address these issues through our business activities.
2. continue to evaluate the environmental and social impact of our business activities and strive to improve the performance while increasing our positive impact on society.
3. constantly reassess whether our activities are responding adequately to the demands and expectations of society through proactive stakeholder engagement with our stakeholders.
4. enhance corporate transparency by actively disclosing information.



Working to manage the brand through a corporate slogan, "Value from Innovation"

We globally reinforced our brand value in order to disseminate the true meaning of this slogan, and to enable each employee to realize "Value from Innovation."

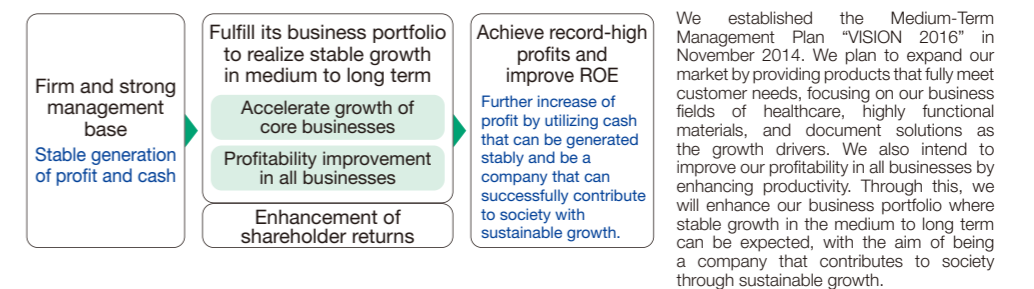
- Corporate advertisements in newspapers, magazines, and websites in and out of Japan
- Publication and distribution of related leaflets
- Questionnaire to employees (Response from 11,300 individuals in Japan and overseas on brand image etc.)
- Commencement of the Innovation Idea Proposals Program that can be used by all employees across the world

http://www.fuji_lmholdings.com/slogan/en/



Booklet for promoting greater employee understanding

Concept of VISION 2016, the Medium-Term Management Plan (FY2014–2016)



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.

Charter for Corporate Behavior

1. A Trusted Company
2. Social Responsibility
3. Respect for Human Rights
4. Global Environmental Conservation
5. Vibrant Workplaces

[Fujifilm Group Corporate Philosophy/Vision \(full text\) http://www.fujifilmholdings.com/en/about/philosophy/index.html](http://www.fujifilmholdings.com/en/about/philosophy/index.html)

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

[Fujifilm Group Code of Conduct \(full text\) http://www.fujifilmholdings.com/en/about/philosophy/law/index.html](http://www.fujifilmholdings.com/en/about/philosophy/law/index.html)

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 values.

Code of Conduct

1. Respect for Basic Human Rights
2. Open, Fair and Clear Corporate Activities
3. Protection/Preservation of Corporate Assets and Information
4. Environmental Conservation and Protection