

● Information Security

Fujifilm Group recognizes information security as a priority risk issue and is conducting continual reviews and reinforcement of its systems and measures to address the growth in cyber security threats in recent years. Regarding information leakage from within the Group and measures to deal with external attacks, Global Information Security Regulations have been established to foster a group-wide approach to the issue and to promote improvements in information security maintenance throughout the Group. For employees, training programs are organized to promote greater awareness on how to respond to suspicious emails and information security. To prepare for information security breaches, both Fujifilm and Fuji Xerox have set up their own information security incident response teams to minimize the potential damage from such incidents. For personal information protection, the Personal Information Protection Policy and the Personal Information Protection Regulations have been established for appropriate management of information within the Group, including regular audits and employee

training. In FY2017, we prepared for the introduction in May 2018 of the EU General Data Protection Regulations (GDPR), and implemented measures in collaboration with the Group's regional headquarters in Europe.

● Anti-Corruption Matters

The Fujifilm Group Charter for Corporate Behavior and Corporate Code of Conduct state explicitly that cautious and detailed attention are to be paid to relationships with public officials, government representatives and business partners and prohibit both involvement in corrupt activities and offering or receiving gifts or entertainment that raises suspicion of unfairness. Especially in the face of the growing reinforcement of anti-corruption laws and regulations globally in recent years, we have introduced regulations in each company to prevent corruption and are organizing regular audits, including on-site audits, chiefly in the areas that are relatively vulnerable to such risks. The Fujifilm Group has never been investigated by administrative authorities concerning any anti-corruption matters.

Other CSR Activities

 Products and Services Which Reflect Our Customers' Views

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 FY2017

Related Data and Information: Page 57

Committing to provide customer solutions through our imaging, healthcare & materials, and document businesses, the Fujifilm Group engages in close communications with our wide-ranging customers, which include general consumers, corporations, and hospitals, to respond to their voices in a way that takes into account the characteristics of businesses and products.

Among our general consumer products are imaging products and healthcare products. Imaging products are experiencing rapid changes in their diversifying usage and maintenance methods as smartphones and mirrorless digital cameras spread. We received some 23,000 comments through our FY2017 customer satisfaction questionnaire survey, which targeted new customers registering with us after purchasing our products, as well as comments through the support desk as queries regarding various products. We carefully analyze such comments to gain a better understanding of our customers' needs. Another of our general consumer products is our healthcare product range, which includes supplements and cosmetics. The Customer Satisfaction Improvement Committee is working on product and service improvements based on our customers' voices. One such improvement was the development of a packet-type supplement in addition to a bottle, responding to requests stating that they would like to receive the supplement delivery through their letterboxes so that they can receive it any time of the day, rather than a courier service. After commencing such delivery of supplements into customers' letterboxes, we also received comments that the packet-type supplements were more convenient for customers to carry with them, such as on trips.

We continue improving communications for our general consumer products to respond quickly to customers' requests by fully utilizing the Internet, such as increasing the number of FAQ pages where customers can resolve problems by themselves.

For corporate customers, employees from the R&D, production, and technical departments of the respective business divisions visit customers together with maintenance staff members to better understand our customers' business challenges through direct communication. This should enhance the "customer viewpoint" in our employees across customer business processes.

We also continue our regular requests for customer evaluations as a part of our Customer Satisfaction (CS) program. In the document business, we conducted 62,000 surveys through our User CS program in FY2017, and the follow-ups and improvements based on the survey results are now being made toward further strengthening our relationships with customers.

Our document business Fuji Xerox has ranked No.1 in the Large/Midsize Business Segment under the 2018 Color Copier Customer Satisfaction Study by J.D. Power for nine years in a row, that was for the first time in the industry.\* Uniting the whole company's efforts, we continue responding to our customers' expectations and requests through further CS improvement and compliance to maintain a long-term mutual trust.

\*J.D. Power 2010-2018 Japan Color Copier Customer Satisfaction Studies. Study based on a total of 6,868 companies with 30 and more employees. <http://jdpower-japan.com/ranking/> (in Japanese only)

TOPICS

Strengthening Governance

Thorough efforts to promote greater awareness among all employees of the importance of engaging in "open, fair and clear" business activities

In response to the inappropriate accounting practices uncovered at overseas subsidiaries of Fuji Xerox in 2017, the Fujifilm Group introduced recurrence prevention activities to strengthen governance as the main activities by the Governance Strengthening Committee (dissolved on June 30, 2018). The principal activities are the following.

● Compliance training and communication from top management

To increase awareness of compliance throughout the Group, communications stressing the importance of compliance have been sent from the president of FUJIFILM Holdings to all employees. At the same time, training was conducted to provide summary information on the matter, developments in addressing the matter, the cause and the problems involved, and to disseminate an understanding of the action policy founded from the lessons of this matter. Training and education programs were organized for leaders in late September 2017, and for other employees up to November of the same year. Also, a communication from top management emphasizing compliance and "thorough efforts at promoting open, fair and clear business activities" was made publicly available on the Company website, as well as internally via in-house magazines, the intranet, etc.

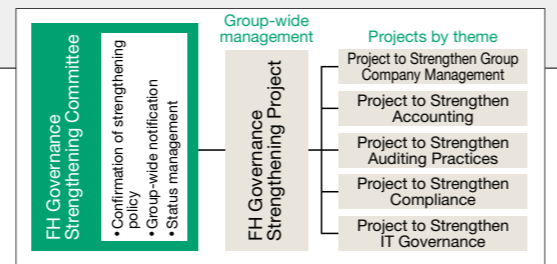
● Compliance awareness survey

To assess the level of dissemination of compliance awareness through compliance training and for early detection of signs of misconducts or fraud, an awareness survey was conducted on all 93,000 employees of the Group in December 2017, with responses received from virtually all employees. The result was very positive; more than 90% understood the matter of inappropriate accounting and compliance priority at the workplace, and 84% had the pride in working at the Fujifilm Group. The findings will be disclosed within the Group to further improve compliance awareness.

● FUJIFILM Holdings Hotline

In addition to the whistle-blowing system set up in each Group company, a new FUJIFILM Holdings Hotline was set up to enable

▼ Promotion System to Strengthen Governance

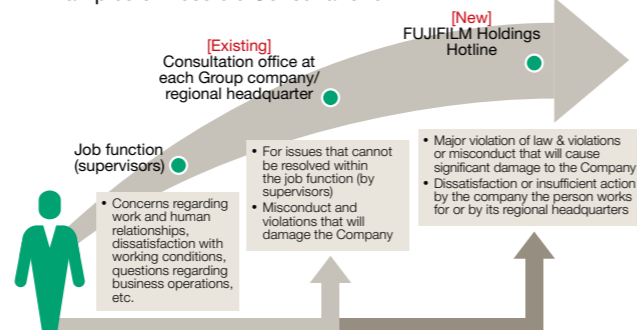


any employee in the Group to report incidents directly to FUJIFILM Holdings (FH). The reports are received by an external consultation office and sent to the FH CSR Group, and they are also reported to the CSR Committee chaired by the President. Appropriate measures are being implemented to provide counseling when reports are received, with consideration given to protecting the reporting party, so that misconduct can be detected at an early stage through the consultation office.

● Establishment of Regulations on Advance Reporting

On October 1, 2017, the Regulations on Advance Reporting of Matters To Be Discussed by the Board of Directors of Fujifilm and Fuji Xerox were introduced. To strengthen internal control, the relevant business division will be required to report the matters in advance to the director responsible at FUJIFILM Holdings for review by the Board of Directors of Fujifilm and Fuji Xerox.

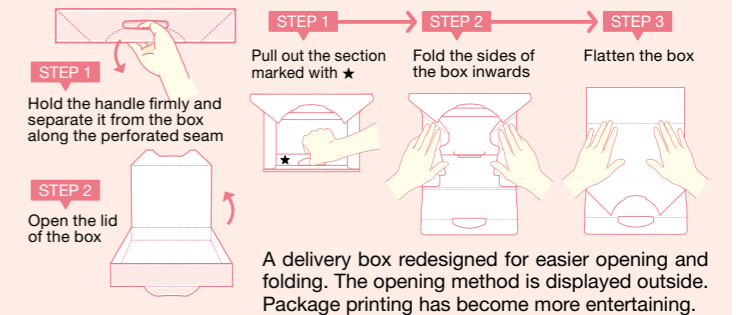
▼ Description of FUJIFILM Holdings Hotline Examples of Possible Consultations



Improvements based on our customers' voices



Opening and closing a delivery box (small size)





TOPICS

## FUJIFILM Imaging Plaza Where Visitors Can Experience Our Imaging Products

In April 2018, Fujifilm opened a brand showroom, FUJIFILM Imaging Plaza, in Marunouchi, Tokyo, in front of the Imperial Palace, to enable visitors to directly experience our imaging products. The showroom has a "Touch & Try" corner, where people can experience the latest mirrorless digital cameras and interchangeable lenses, and also the FUJIFILM Imaging Plaza Gallery, which exhibits works of distinguished photographers. The showroom also offers a range of events and services, including a variety of seminars to make digital camera life more enjoyable, a rental camera and lens service, a display of different types of prints, including Photo Book, to demonstrate different

ways of enjoying photographs. We provide various opportunities for visitors to experience our X series and GFX series cameras, as well as examples of high quality printing.

A membership support service, the FUJIFILM Professional Service (FPS), is also available at the showroom for professional photographers who use X and GFX series cameras. We offer the members the services which can meet their wide-ranging needs such as an onsite maintenance service for cameras and other equipment on the spot for the first time, and a studio where the members can experience various kinds of lighting and tethered shooting.\*

Fujifilm continues to contribute to the further development of photographic culture by widely promoting interest in our imaging products and enhancing customer satisfaction through direct communications with a broad scope of customers—from those just beginning to professionals.

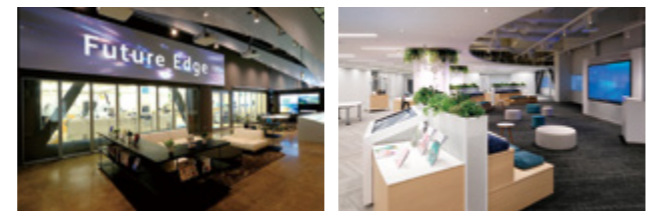
\*Tethered shooting: A photographing technique to take pictures using a PC connected to a camera.



FUJIFILM Imaging Plaza opening event held on April 28 and a view of the site

## Working Together With Customers on Transforming Communications Utilizing Printing Technologies

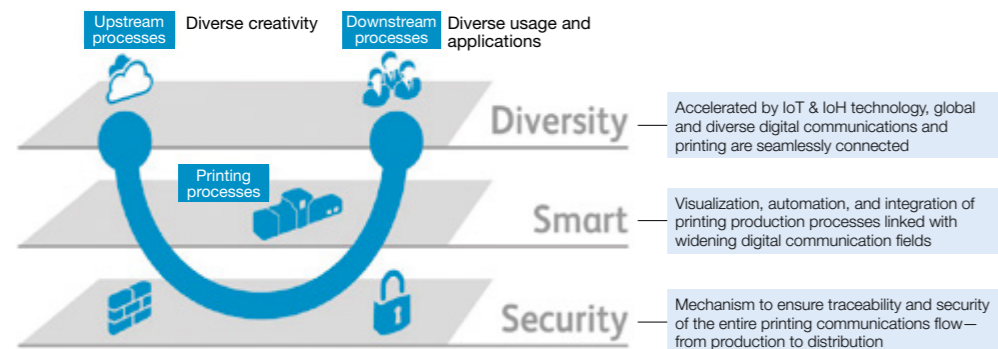
In May 2018, Fuji Xerox opened a hub for open innovation "Future Edge" in the Ebina Center, Kanagawa Prefecture. Here, the company will work together with customers on transforming communications utilizing printing technologies. The hub not only functions as a showroom to display the company's printing devices and related software, but also provides a place to transform the future of the communication business with cutting-edge technology.



With approximately 7,000 square meters of space, this facility has the entire lineup of Fuji Xerox production printers, related software/services, as well as FUJIFILM Corporation's inkjet digital press and print workflow system

which contents are delivered on time to the right place in the right form. Future Edge will also devote to demonstrate enhancing productivity of print operations and the fruits of work style reforms.

By locating inside the Ebina Center, a base for Fuji Xerox's technology development, the facility allows not only sales personnel and systems engineers, but also development engineers and manufacturing personnel to work directly with customers to address challenges and verifications. The facility will also further accelerate collaboration with partners and innovators both in Japan and abroad, to continue introducing cutting-edge systems and expertise. We will stay close to our customers for the future reformation of the entire printing value chain.



To create more added value upon the print value chain, Fuji Xerox believes that under the concept of Smile Curve, it is important to connect all processes seamlessly, from upstream creative and printing processes to downstream tail-end and delivery processes.

Other CSR Activities

# Social Contribution Activities

### Basic Approach

The Fujifilm Group is committed to contributing to the sustainable development of society, 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 FY2017

Related Data and Information: Page 68

The Fujifilm Group contributes to society through its business operations while interacting proactively with local communities as a corporate citizen, thereby contributing to the sustainable development of society. In addition to distinctive activities utilizing the unique characteristics of the Group, such as creation of archives of cultural assets and artistic works (record storage), reproducing historical documents, providing medical devices in disaster site and emerging nations, offering learning materials in emerging nations, and offering large-print textbooks for students with low vision.

In FY2017, Fuji Xerox donated a replica of an item of original handwriting by Takamori Saigo to Satsuma-Sendai City, Kagoshima Prefecture, and a replica of Outgoing Procession in 1828 by Lord Narikuni Date, Minor Captain in the Lower Grade of the Junior Fourth Rank to Osaki City, Miyagi Prefecture. In recognition of its continuing contribution, Fuji Xerox received the Award Granted by the Commissioner for Cultural Affairs under the Japan Mécénat Awards 2017 by

the Association for Corporate Support of the Arts (see Page 55).

Also, we continuously implemented various activities in environmental and other education assistance and in promoting coexistence with local communities. Photo workshops for children and the Pink Ribbon Movement are spreading all over the world. We continue our support for recovery from the Great East Japan Earthquake and the Great Kumamoto Earthquake (see Page 55).



Another example of our social contribution in foreign countries is continuing donation of learning materials for primary education in emerging countries by Fuji Xerox, aiming to contribute to helping resolve educational disparity among children. The project started in 2014 in the Philippines, and expanded to Myanmar and Thailand in FY2015, Vietnam and Indonesia in FY2016. In FY2017 we started activities in Malaysia, while continuing and expanding activities in five countries (see Page 54). Fujifilm's tree planting activity in China has now marked 20 years since its commencement. In FY2017, while maintaining those trees previously planted in China, we started mangrove planting in Vietnam (see Page 54).

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.



FUJIFILM Kyushu's active involvement in groundwater preservation in 2017 was highly regarded and resulted in us receiving the Kumamoto Water Land Prize under the 26th Kumamoto Environmental Awards held by Kumamoto Prefecture.  
Top photo: Award reception ceremony  
Bottom photo: Suiden-Otasuke-Tai as a part of groundwater recharging activity

### ▼ Social Contribution Activities Continued by the Fujifilm Group

Social contribution through business operations	Support for the education of the future generation	Environmental conservation and biodiversity conservation
<ul style="list-style-type: none"> <li>● Photo Rescue Project (Fujifilm)</li> <li>● Creating digital archives of cultural assets (Fujifilm)</li> <li>● The Heart to Heart Communication — "PHOTO IS" 50,000—Person Photo Exhibition (Fujifilm)</li> <li>● Album Café (Fujifilm)</li> <li>● Reproducing historical documents (Fuji Xerox)</li> <li>● Pink Ribbon Campaign (Fujifilm)</li> </ul>	<ul style="list-style-type: none"> <li>●● Photo class for young people (Fujifilm)</li> <li>●● Offering large-print textbooks to students with low vision (Fuji Xerox)</li> <li>●● Offering learning materials in emerging countries (Fuji Xerox)</li> </ul>	<ul style="list-style-type: none"> <li>●● Fuji Xerox Kobayashi Fund (Fuji Xerox)</li> <li>●● Fuji Xerox Print Collection (Fuji Xerox)</li> <li>●● Special Olympics (Fuji Xerox)</li> <li>●● Kikigaki-Koshien (Fujifilm)</li> <li>●● Kankyo-Nikki, "Midori-no-Komichi" (Fujifilm)</li> <li>●● "Kids' ISO 14000" program (Fuji Xerox)</li> <li>●● Charitable Trust Fujifilm Green Fund (Fujifilm)</li> <li>●● "Watashi-no-Shizenkansatsuro Competition" (Fujifilm Green Fund, etc.)</li> <li>●● Ground water conservation activities in Minami-Aso village (FUJIFILM Kyushu)</li> <li>●● Volunteer tree planting activity in China (Fujifilm)</li> <li>●● Training sessions for nature guides (HASU-Club, Fuji Xerox)</li> </ul>

### ▼ The Amount of Expense on Social Contribution

	(million yen)
Education for future generations	74
Harmony with the local community	105
Promote culture and the arts in society (in Japan)	895
Consideration for the international community and international cultures	2
Cooperation with NGOs and NPOs	76
<b>Total</b>	<b>1,152</b>





**France**  
**Joined women-only running race for breast cancer research**

A team from FUJIFILM France S.A.S. joined a women-only running race, La Parisienne, for the first time. The race promotes breast cancer awareness and raises funds for breast cancer research. The Fujifilm team finished 69th out of 475 corporate teams. La Parisienne has a 10-year history, and total of 898,000 euros (1,050,000 dollars) has been raised to date, funding 23 projects. In 2017, 28,000 women joined the race and 71,000 euros (80,000 dollars) were raised by 475 participating companies.



**Vietnam**  
**Mangrove foresting started to mark 20th anniversary of our tree planting**

Since 1998, Fujifilm Workers' Union has been engaged in greening activities in the Horqin Desert of the Inner Mongolia Autonomous Region of China. In 2017, we shifted our focus to Vietnam and restoration of Can Gio mangrove forest, as the greening activity in China supported by Fujifilm (China) Investment Co., Ltd. is now well established. Thirty Fujifilm Group employees planted some 300 mangrove seedlings, along with saplings for faster rooting, and we are continuing our greening activities in Vietnam.



**Japan**  
**Conservation of diminishing cultures and information by reproducing historical documents**

Since 2008, Fuji Xerox has been socially contributing to Japan's cultural inheritance by reproducing historical documents, and has donated more than 250 replicas to date. Donations in 2017 included a replica of an item of original handwriting by Takamori Saigo to Satsuma-Sendai City, Kagoshima Prefecture, and a replica of the Outgoing Procession in 1828 by Lord Narikuni Date to Osaka City, Miyagi Prefecture. In recognition of our contribution, Fuji Xerox received the Special Prize: Director's Prize of the Agency for Cultural Affairs under the Mécénat Awards 2017, presented by the Association for Corporate Support of the Arts. Photo shows the ceremony to donate the work to Mr. Iwakiri (right), Mayor of Satsuma-Sendai City.



**U.S.A.**  
**Offering a diagnostic ultrasound system to hurricane-ravaged Puerto Rico**

Two hurricanes, Hurricane Maria and Hurricane Harvey, caused devastating damage to Puerto Rico and Texas, US in August and September of 2017. FUJIFILM Holdings America Corporation organized a company-wide relief program in the US with employee donations reaching over \$10,000. At the same time, FUJIFILM SonoSite, Inc. (FFSS) offered a diagnostic ultrasound system, SonoSite M-Turbo, for use on the emergency medical frontline in Puerto Rico. This system's excellent portability has been widely used in emergency situations across the world.



**U.S.A.**  
**Supporting Events for Children's Hospitals**

The Valhalla Office of FUJIFILM Holdings America Corporation (HLUS) supported Blythedale Children's Hospital and Maria Fareri Children's Hospital by hosting a "Holiday Toy Drive," a year-end toy donation activity around the holidays. Donation boxes were placed on every floor of the office. Employees participated in Blythedale Children's Hospital's annual Holiday Spectacular, a special benefit concert, and even took instax pictures for the kids throughout the event.



**Japan**  
**Walk & Clean Event to celebrate labor union establishment**

As a celebration of Fujifilm Workers' Union's 70th anniversary and Fuji Xerox Labor Union's 40th anniversary, the Walk & Clean Event was held in Kanagawa, where Fujifilm was founded and many Fujifilm Group employees work, to thank the community. A total of 225 people participated, including union members from the two companies, and the Fujifilm Group health insurance association employees, and their family members. They spent the day enjoying walking in the area around the company buildings while also cleaning the paths. The event helped the participants to appreciate their health and environment, and enjoy making a contribution to the local community. In 2018, we plan to hold another of these joint events in the Tokyo metropolitan area.



**Colombia**  
**Supporting Children's Wounded Hearts through Photography**

FUJIFILM Colombia S.A.S. (FFCO) supported "Reporters of Peace," a non-profit project. Through taking photographs, 20 boys and girls from 8 to 12 years old who live in Mesetas, a town in the department of Meta in Colombia, expressed their feelings and thoughts about conflict, reconciliation and peace in the territories where they were born and grew up. Their photographs were exhibited in a photo exhibition held in the Memory, Peace and Reconciliation Center, a place dedicated to victims of violence from all over the country. They had the opportunity to interact with the attendees including the Mesetas Mayor and explain the story behind each one of them. FFCO printed their photographs for the exhibition and donated one X-A5, which will allow the children to have their own camera and keep enjoying photography.



**Supporting Recovery from the Great East Japan Earthquake and 2016 Kumamoto Earthquake**

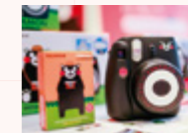
**Recovery support through purchasing local goods**

FUJIFILM Holdings held food tasting events to promote sales of local produce from the Northeast Japan and Kumamoto areas under a labor-management cooperation project across Fujifilm Group companies in Japan (supported by FUJIFILM COOP). Also, local produce samples were offered in company cafeterias. Both the tasting events and sales of samples attracted many employees and led to excellent sales. The events provided an accessible opportunity for employees to help in the recovery of the disaster-affected areas, as well as stimulating the office atmosphere.



**Helping Kumamoto tourism through launch of limited edition Kumamon instax model in China**

Jointly produced by a Chinese subsidiary, FUJIFILM (China) Investment Co., Ltd. (FFCN) and FUJIFILM Kyushu (FFQ), the instax mini 8 KUMAMON was released in China in October 2017. This limited edition model features Kumamon, a promotional mascot created by the government of Kumamoto Prefecture, and is available only in China. The model was developed by the FFCN employees on their own initiative, after a company trip to Kyushu where they witnessed the serious damage that occurred in Kumamoto due to the earthquake. This trip was organized as part of the 15th anniversary celebrations of FFCN's establishment. FFCN planned to help promote Kumamoto by combining Kumamon, who is also popular in China, with the instax camera series. FFCN, which has a warm relationship with the Kumamoto Prefectural government, mediated the production of this limited model. The packaging and film for this model show tourist destinations and specialty goods from the prefecture, and the camera comes with an original tourist guide map to encourage Chinese people to take an interest in Kumamoto and visit the area.



**Malaysia**  
**Participating in Nature Conservation Activities to Protect the Malayan Tiger**

Employees from FUJIFILM (Malaysia) Sdn Bhd (FMAL) participated in CAT Walk, a conservation campaign organized by MYCAT (Malaysian Conservation Alliance for Tigers), a non-governmental organization in the Sungai Yu Tiger Corridor which connects the two largest Malayan tiger habitats. Participants joined this two-day, one-night walk in the forests, removing snares set by poachers to capture endangered wildlife. They learned a lot while experiencing the ways conservationists protect the environment.



**The Philippines, Myanmar, Thailand, Vietnam, Indonesia, Malaysia**  
**Offering learning materials in emerging countries to resolve educational disparity**

Fuji Xerox has started offering learning materials in the Philippines to contribute to helping resolve educational disparity among children in the Asia Pacific region. This project was extended to Myanmar & Thailand in FY2015, Vietnam & Indonesia in FY2016, and Malaysia in FY2017. We vary the form of support according to each country's needs, and have helped 87,000 children, involving 500 Fuji Xerox employees. We will continue this project in each country with the aim of helping 100,000 children by 2023.



Books for pre-school children donated to libraries in remote areas in Vietnam



In the multi-ethnic country, Malaysia, we work with an NGO that supports children who face difficulties in learning English



**Zambia**  
**Improving the quality of medical services with an X-ray diagnostic imaging system and education program**

Through Grant Assistance for Grassroots Human Security Projects, FUJIFILM South Africa (Pty) Ltd. (FFZA) has installed a digital X-ray diagnostic imaging system, including an FCR PRIMA T2, in Beit CURE Hospital, Zambia, and provided a digital image processing training program run by specialist engineers. FFZA has now installed such systems in 13 medical institutions in Zambia to date, contributing to improving the country's medical services.



**Thailand**  
**Helping environmental protection through coral propagation**

With help from a marine science and conservation foundation, FUJIFILM (Thailand) Ltd. (FTA) participated in a coral preservation project at Koh Samae San beach. The company also donated a waterproof digital camera, the FinePix XP120, to take photos of the conservation activity. Coral reefs in Thailand are quickly deteriorating due to illegal coral poaching and environmental degradation. Coral conservation activities are important as the area's economy heavily depends on such natural resources. FTA also offered a photographic workshop for 30 children in the area.

