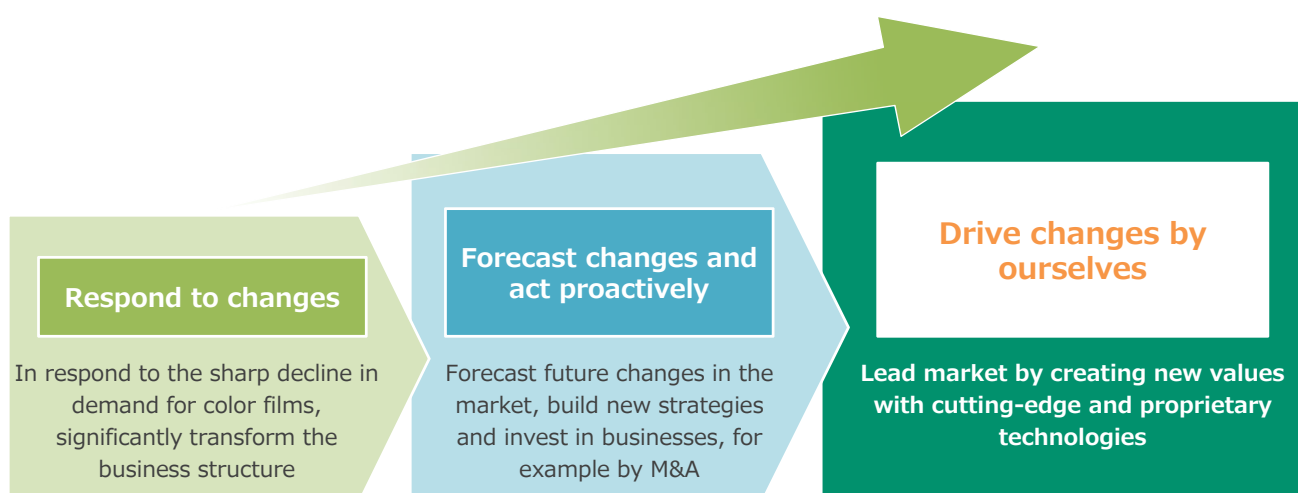


The Growth Strategy of FUJIFILM Through the Acquisition of Hitachi's Diagnostic Imaging- related Business

FUJIFILM Holdings Corporation
Chairman and CEO
Shigetaka Komori
December 18, 2019



**Continue swift and decisive management to offer
new products and new values one after another**

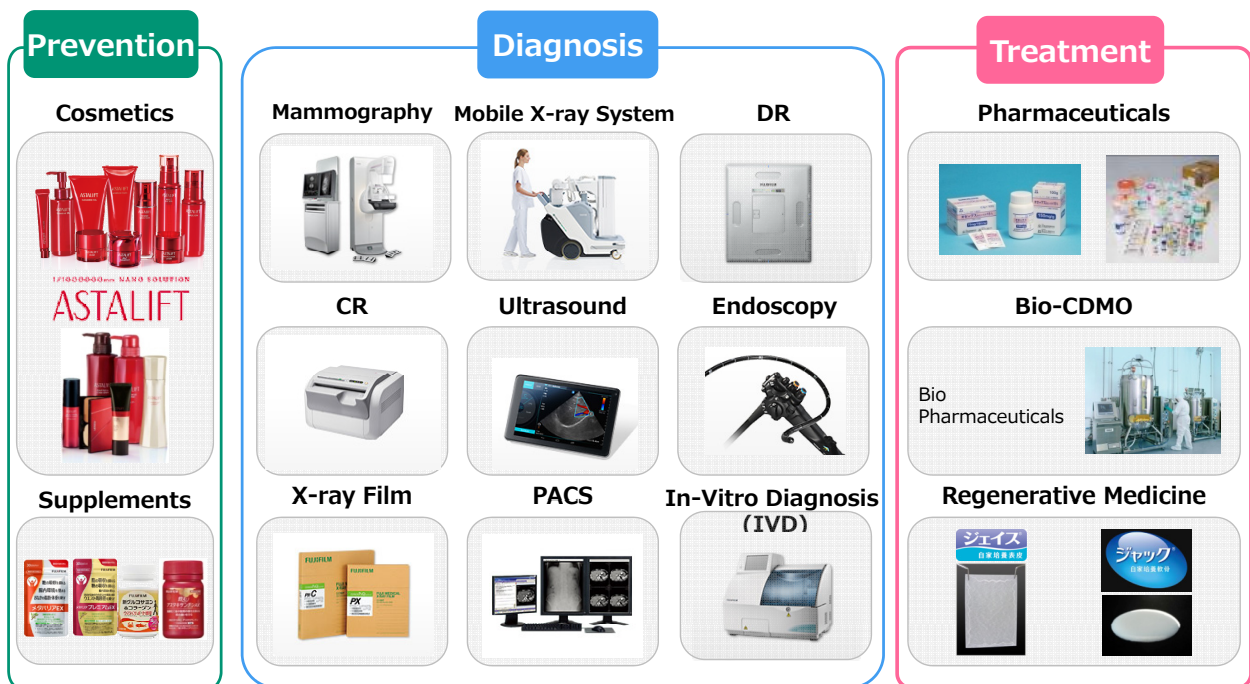
Provide valuable products and services to society



Gain sales and profit



Create new values and sustain the existence of the corporate entity by investments for the future



Active investments for a strong growth of healthcare field as a core business

Acquisition of diagnostic imaging-related business with a comprehensive suite of product portfolio from Hitachi for approximately **JPY179bn***1

(The completion of this acquisition is subject to customary closing conditions and regulatory approvals)



<Expected achievements>

1. One-stop total solutions through comprehensive product line-up
2. Innovative solutions by leveraging Fujifilm's image processing and AI technologies
3. Expanding sales capability through cross-selling

Accelerates growth of the "Diagnosis" business, our core pillar in Healthcare
Fujifilm will contribute to improvement of the quality of medical care, and maintenance and improvement of people's health

*1 purchase price is subject to the Business's level of cash, net debt and working capital at the timing of closing

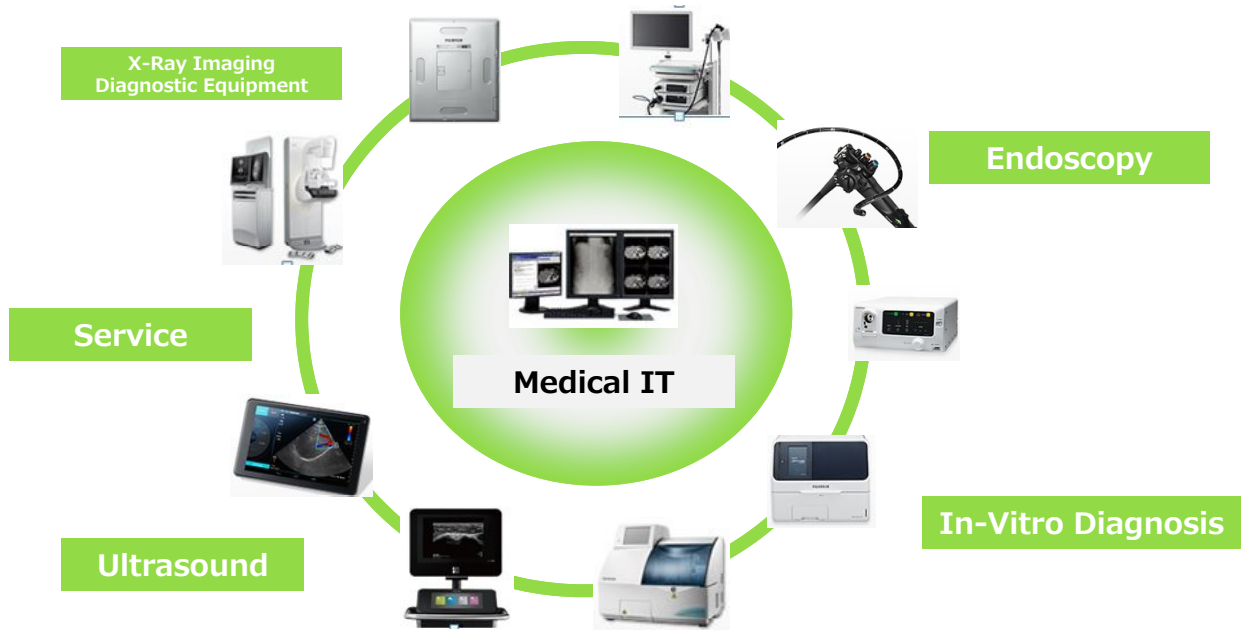
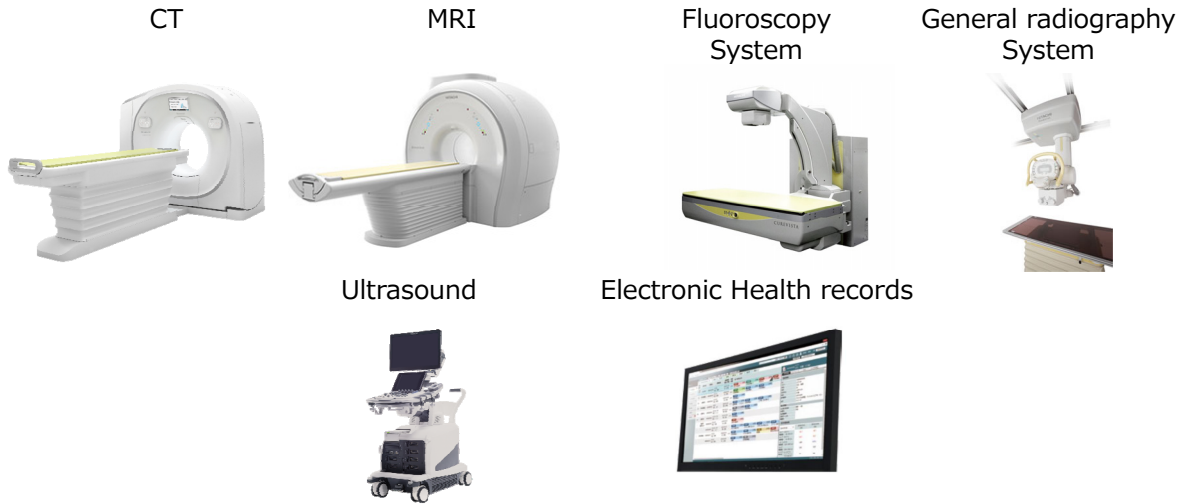
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Acquisition of Hitachi's Diagnostic Imaging-related Business and the Growth Strategy of Fujifilm's Healthcare Field

FUJIFILM Holdings Corporation
President and COO
Kenji Sukeno
December 18, 2019

Business Description:

Research and development, manufacturing, sales and maintenance of diagnostics imaging systems (CT, MRI, X-ray, ultrasound) and electronic health record



Growth through the collaboration between Medical IT and services and products including X-Ray Imaging Diagnostic Equipment , Endoscopy, Ultrasound, and In-Vitro Diagnosis

To be a company with further comprehensive product lineup through the combination of two companies' products and services

Area	Diagnostic Imaging Systems										Medical IT		IVD
	CT	MRI	Fluoroscopy System	General radiography System	Mammography	Mobile X-ray System	DR /CR	Bone Densitometry	U/S	Endoscopy	EMR /HIS	PACS	
HITACHI													
FUJIFILM													



Treatment Prediction / Support
Predict treatment effect / support treatment planning

Diagnosis Support
Integrate hospital internal data and improve diagnostic work flow

AI Diagnosis Support
Accelerate the development of AI diagnosis support software

AI Maintenance
Development of predictive maintenance with AI

HITACHI



FUJIFILM

Advanced Image Processing / Software Technologies

powered by **REiLI**



Diagnostics Support AI
Prevent overlooking lesions and automatically recognize necessary information

Lesion Detection

Workflow AI
Automatically detect the suitable positioning for imaging process, reduce burden from misplacement

Automatically recognize imaging site, (e.g.: knee)

Image recognition AI
Emphasize the detection area and reduce burden in image recognition

Foreign Object Detection

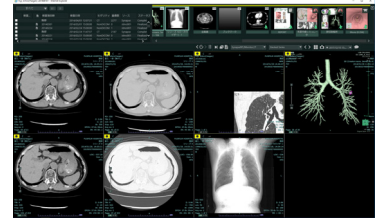
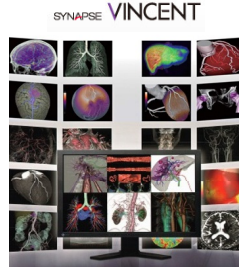
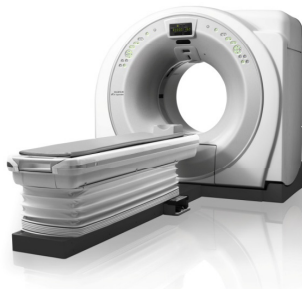
Realize high value-added solutions through the integration of Hitachi products and Fujifilm technologies

* We refer AI as functions developed through the use of AI technology such as deep learning

- We have marketed Hitachi CT products under our brand name in EMEA since March 2018
- Combination of Hitachi CT and our Medical IT offers 3D medical image-processing solution and low x-ray dose imaging, which have achieved excellent reputations from the market
- Expand initiatives of the combination of CT and IT to wide range of products

【Hitachi CT】

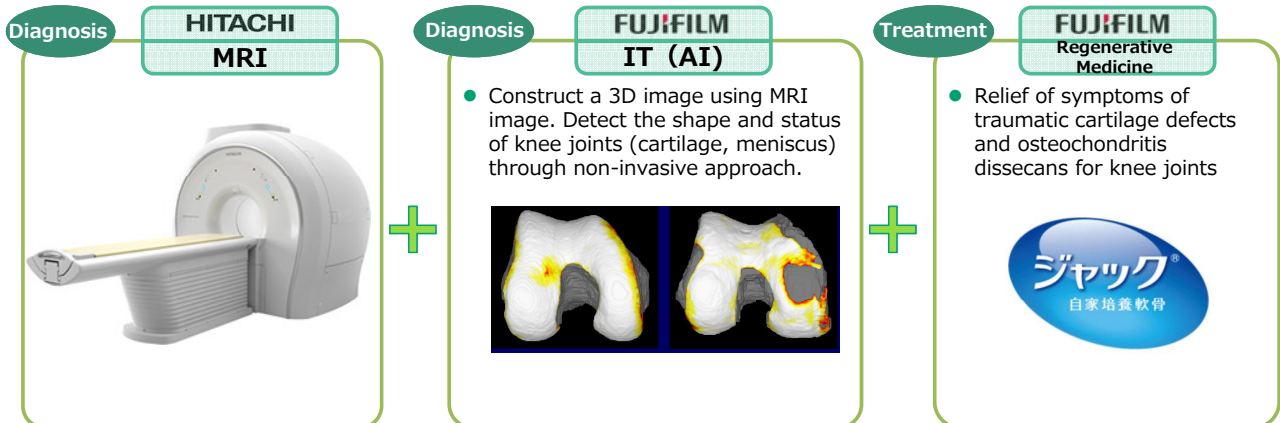
【Fujifilm Medical IT】

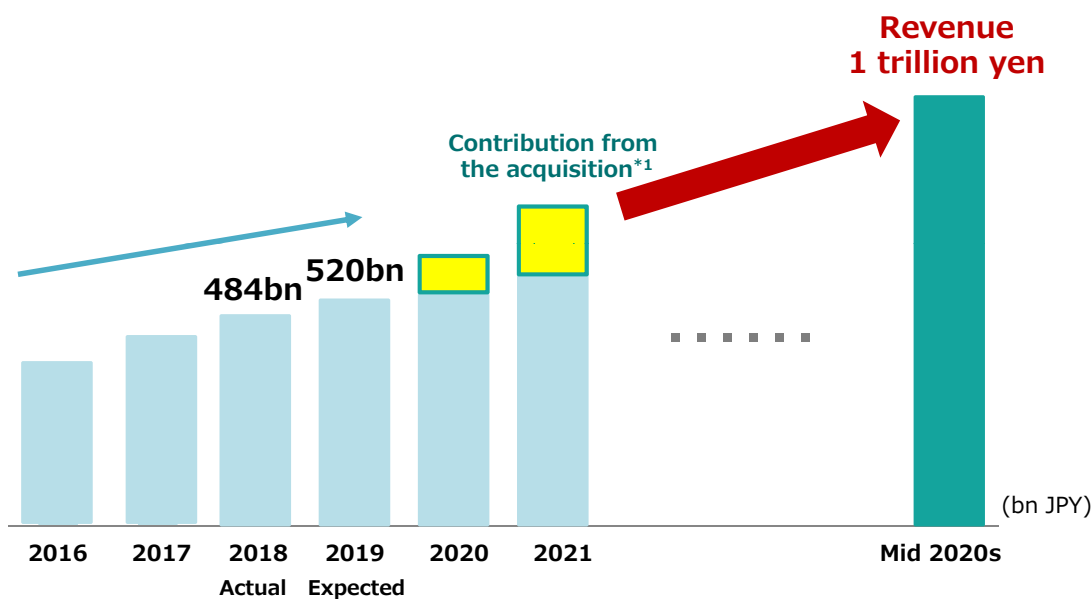


Value creation through expanded combination of Hitachi products and Fujifilm Medical IT solutions

Establish a new business that provides solutions not only in "Diagnosis" but also in "Treatment"

<Case with osteoarthritis providing a package solution of MRI, IT (AI) and regenerative medicine>





**Further acceleration healthcare field through the acquisition
Expect to reach 1 trillion yen in mid 2020s**

*1 Revenue recognition will be pro-rata basis after the closing for 2020 and full year basis for 2021.

The completion of this acquisition is subject to customary closing conditions and regulatory approvals (Expected in July 2020)

- The acquisition will not impact the fiscal year ending March 2019 consolidated performance.
- With regards to the impact on the fiscal year ending March 2020 consolidated performance, the company will provide notice as soon as the details have been finalized

FUJIFILM
Value from Innovation