

# FUJIFILM Holdings Corporation Document Solutions

May 17, 2016



## Fuji Xerox Co., Ltd.

### FORWARD-LOOKING STATEMENTS

Forward-looking statements, such as those relating to earnings forecasts and other projections contained in this material, are management's current assumptions and beliefs based on currently available information. Such forward-looking statements are subject to a number of risks, uncertainties, and other factors. Accordingly, actual results may differ materially from those projected due to various factors.

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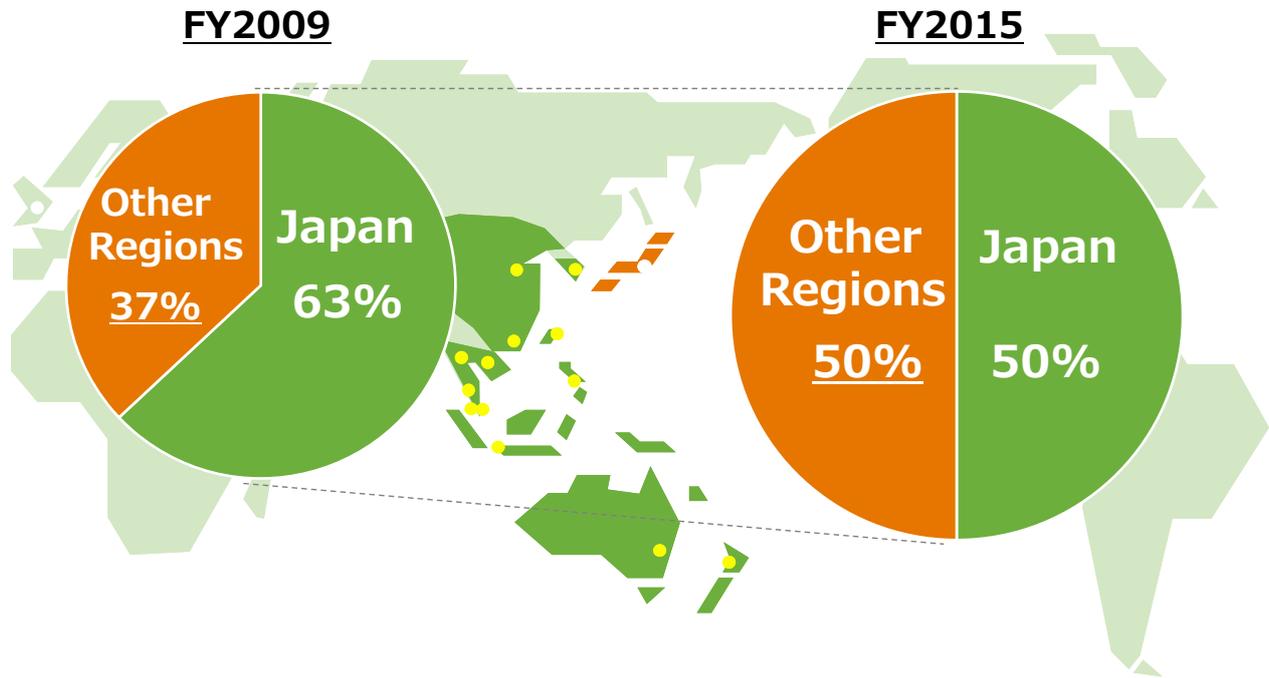
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- Strategy and Performance in FY2015 and FY2016
  - Asia-Pacific and China Business
  - Global Services
  - Production Services
  - Office Solutions
  
- Strengthening Corporate Structure in FY2015 and FY2016

\*Asia Pacific (AP) includes:  
Australia, New Zealand, Singapore, Malaysia, Thailand,  
Taiwan, Vietnam, the Philippines, Korea, Hong Kong and Indonesia

# Overseas Sales Ratio of Fuji Xerox

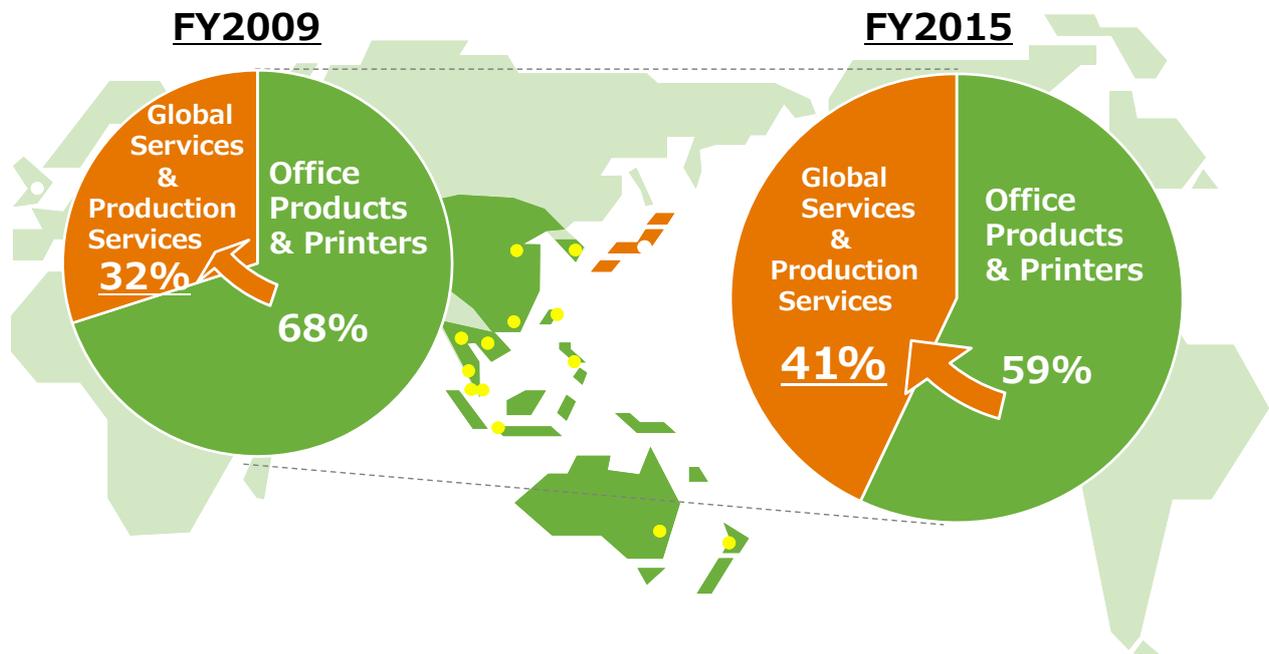
Shows steady growth in overseas business, especially in Asia-Pacific and China.



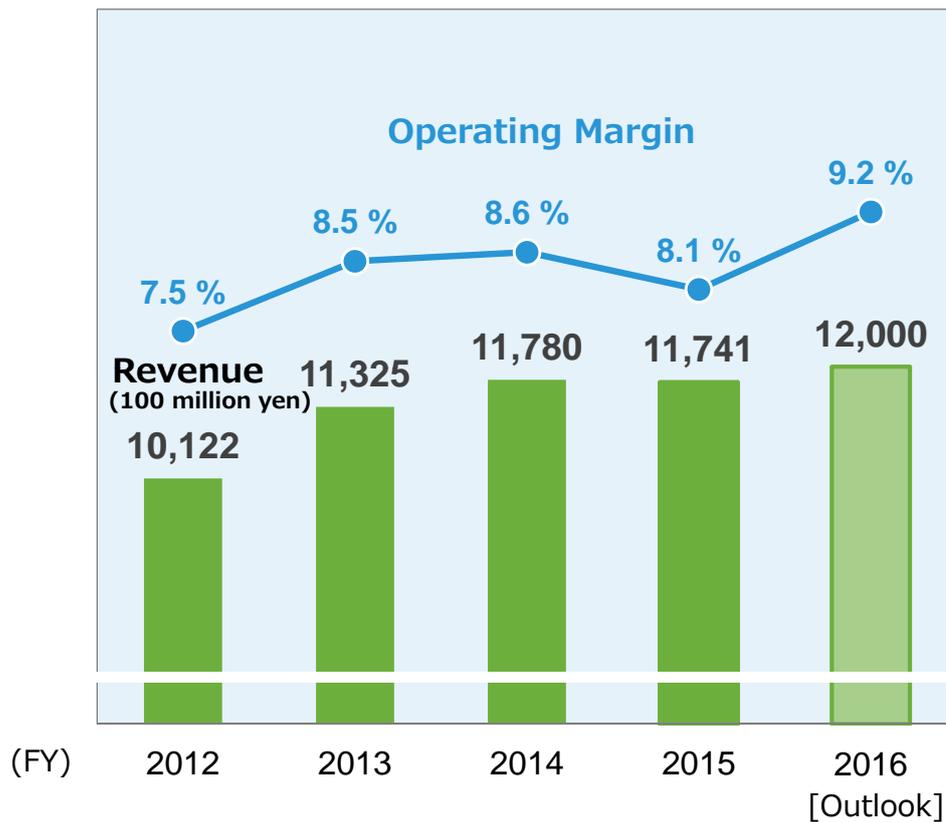
# Expanding New Business Segment

Shows steady expansion in Global Services and Production Services.

## Consolidated Revenue by Business Segment



# Changes in Revenue and Operating Margin



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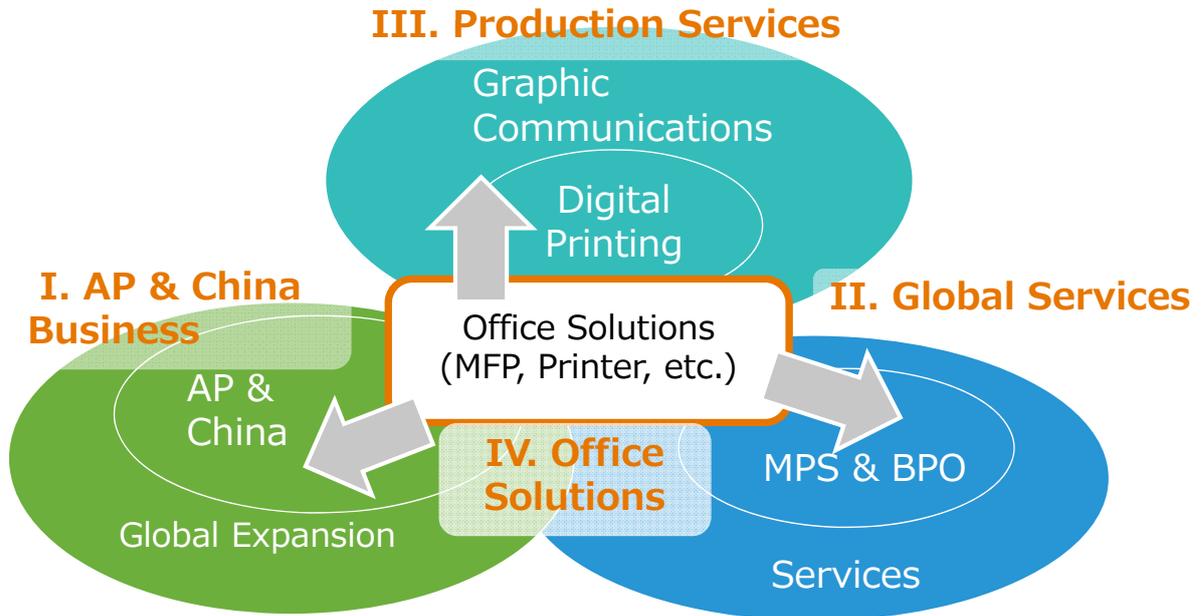
## Strategy and Performance in FY2015 and FY2016

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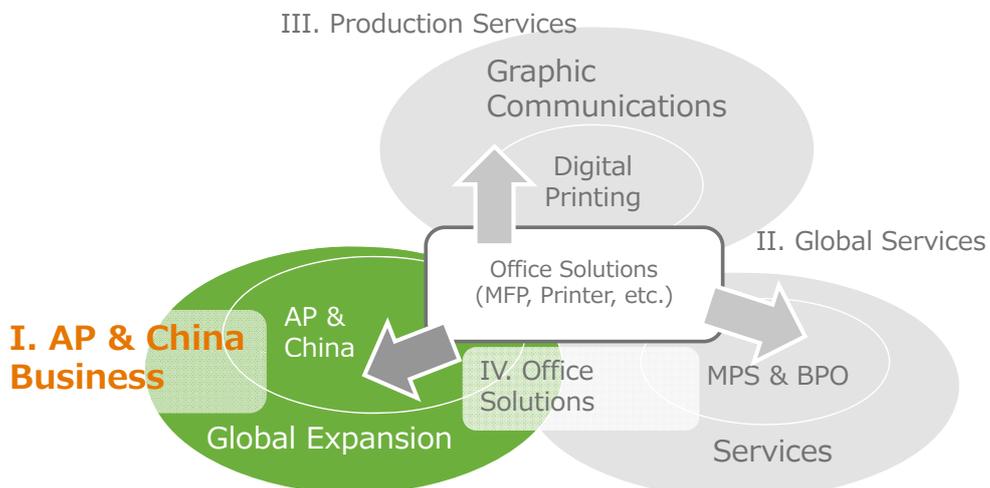
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# Document Solution Strategy



## AP & China Business



# Opening of New Center for Production Printing Customers

Fuji Xerox Asia Pacific opens Integrated Customer Experience Center (ICEC) in Bangkok, Thailand, to meet printing and marketing communication needs in the printing industry across AP regions, and to provide customers with ways to experience the latest printing technologies and services.



**Enhanced Testing Environment**

**Increased Customer Engagement**

**Enhanced Consulting Capability**

Values for Customers	
<b>Enhanced Testing Environment</b>	<ul style="list-style-type: none"> <li>● Able to test various printing materials, associated software and printing workflow, utilizing the latest digital printing environment</li> </ul>
<b>Increased Customer Engagement</b>	<ul style="list-style-type: none"> <li>● Workshops held on various solutions, printing applications and industrial/market trends</li> <li>● Able to experience the latest printing technologies and services</li> </ul>
<b>Enhanced Consulting Capability</b>	<ul style="list-style-type: none"> <li>● Consultation provided to develop and obtain new business opportunities</li> <li>● Printing solutions provided by highly skilled specialists</li> </ul>

# Providing Solutions with Regional Solution Support Center

Fuji Xerox Regional Solution Support Center in Singapore widely supports sales companies in Asia-Pacific region to develop large-scale business solutions.

**Business Development Support**

- Task force for major clients
- Enhanced support for large-scale solutions

**More MFP Sales with solutions**

- Develop solution package

**Cross-regional Support**

- Support provided by specialists

Find Interest → Find Issue → Make Proposal → Order → Implement

**Service Infrastructure in Cloud Environment**

- Accelerate solution development with application and cloud collaboration



**Best Practice Sharing**

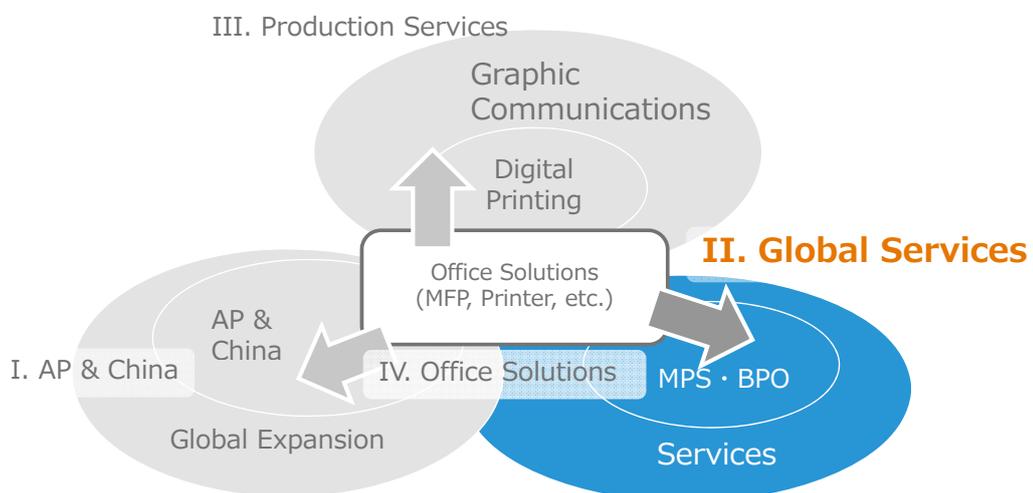
- Enhanced approach by industry with business models

# Developing Further Business in Emerging Markets

Fuji Xerox established direct sales channels in Southeast Asia ahead of its competitors, to achieve further business growth in the market where future growth potential is expected.

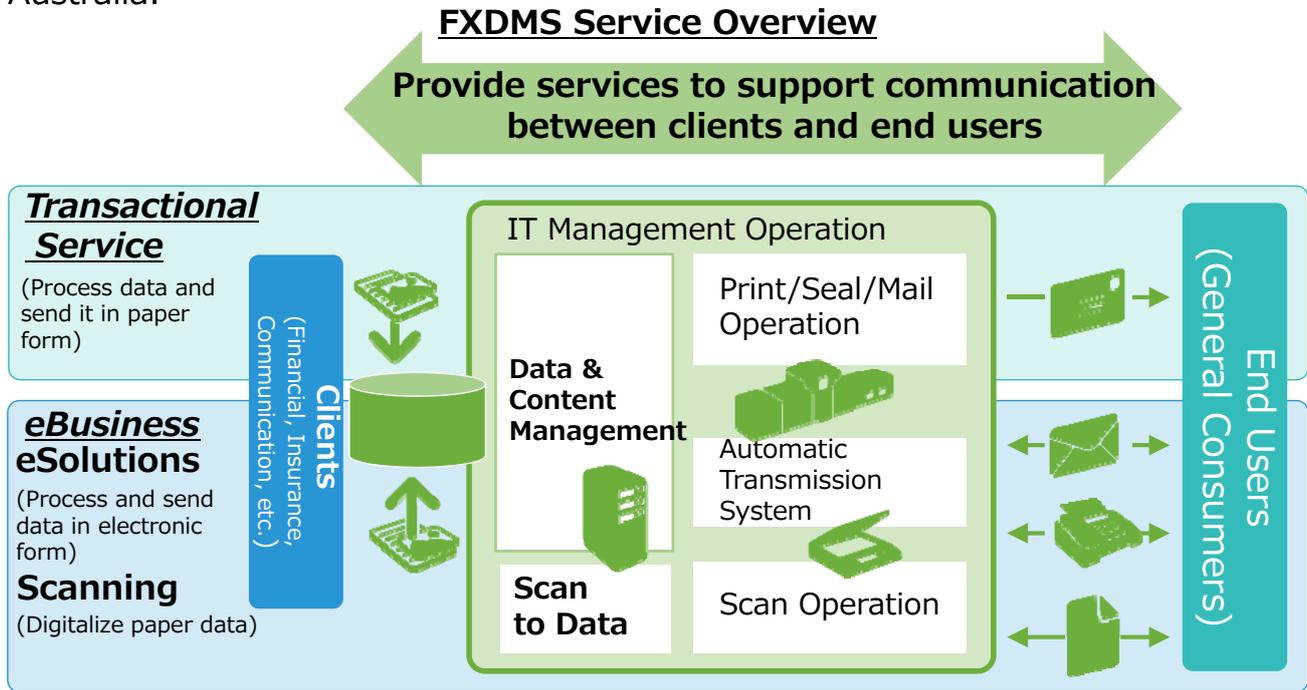


## Global Services



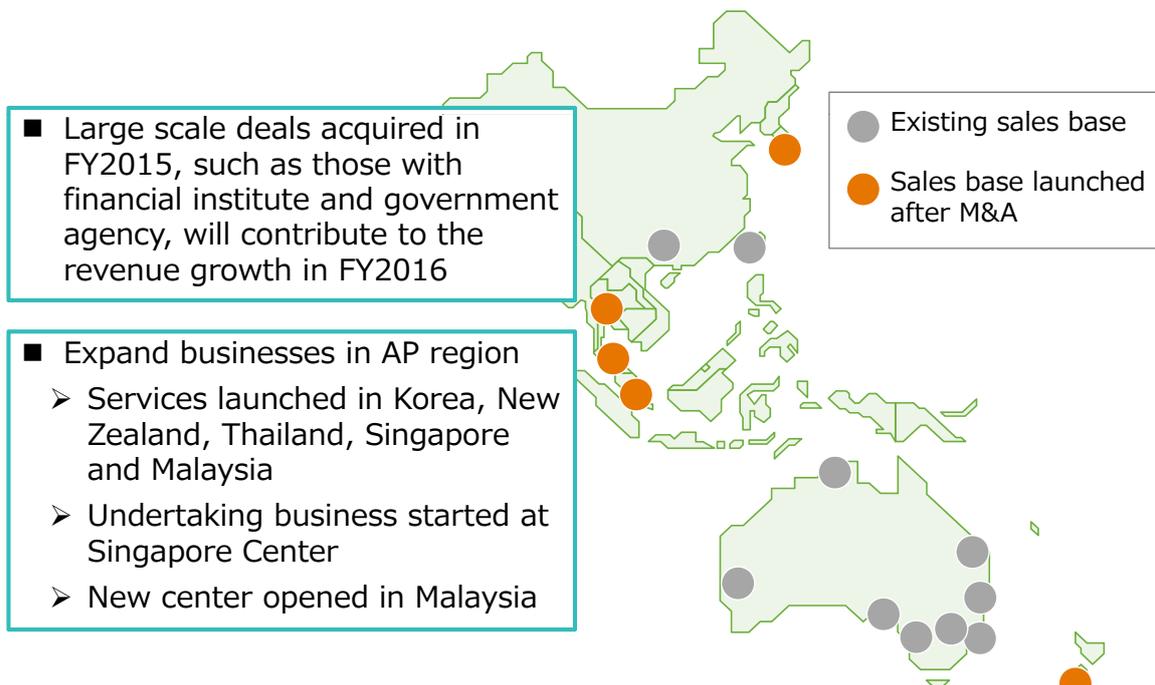
# Strengthening BPO Business by M&A

In 2012, Fujifilm Holdings acquired Business Process Outsourcing division of Salmat Limited, currently operating as Fuji Xerox Document Management Solutions Pty. Ltd., which holds the top share in transactional service market in Australia.



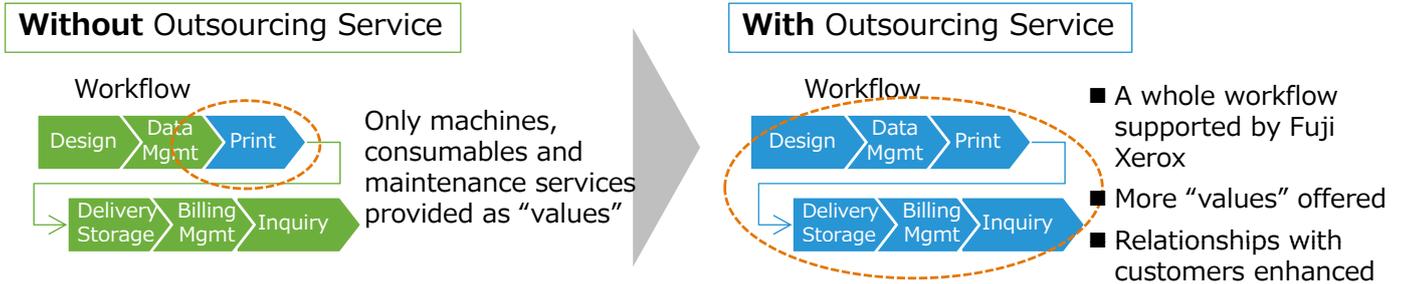
# Expanding Outsourcing Business with Fuji Xerox Document Management Solutions

Expands outsourcing business further by launching services in Asia-Pacific region, in addition to the existing sales bases in Australia.



# Providing More Values Through Outsourcing Services

Provides more values and builds a strong relationship with customers by providing outsourcing services to support the whole workflow process of customers.



## Case Examples

**Business Process Outsourcing Service**  
with the Social Security and Tax Number System ("My Number")  
- for Major companies in Japan -

- Provides a series of services to collect, utilize, store and discard the "My Number" information
- Aims to provide other services as well to these customers

**Marketing Outsourcing Service**  
- for Yamaha Motor Australia Pty. Ltd. -

- Supports marketing/sales activities of 120 dealers in Australia
- Provides services such as design, data management, printing and delivery in both paper and electronic form

# Business Model for Managed Print Services

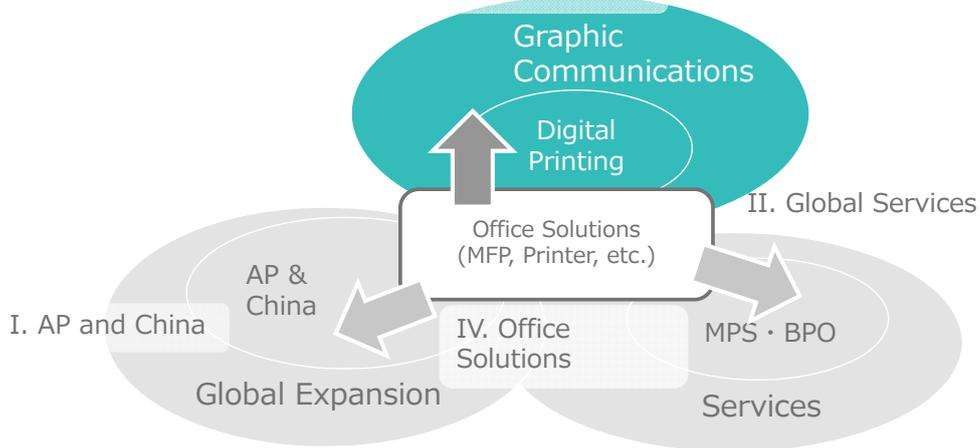
Expands the scope of MPS, enhances security in mobile and cloud environment, and provides the next generation MPS to support customers optimize document-related operations.

## Three main stages of Next Generation MPS

	Services	Customer Values	Capabilities
Provide further values	<b>3</b> <b>Automation &amp; Simplification</b>	<b>Productivity</b> <b>Insight</b>	<ul style="list-style-type: none"> <li>■ Workflow automation</li> <li>■ Content management</li> <li>■ Document analysis</li> <li>■ Document digitization</li> </ul>
	<b>2</b> <b>Security &amp; Integration</b>	<b>Security</b> <b>Mobility</b>	<ul style="list-style-type: none"> <li>■ Security technology &amp; service</li> <li>■ Mobile printing &amp; cloud solution</li> <li>■ Print server &amp; print queue management</li> <li>■ Integration of help desk</li> </ul>
	<b>1</b> <b>Assessment &amp; Optimization</b>	<b>Cost Reduction</b> <b>Sustainability</b>	<ul style="list-style-type: none"> <li>■ Assessment service</li> <li>■ Integrated billing &amp; periodic reporting</li> <li>■ Business intelligence</li> </ul>

# Production Services

## III. Production Services



## Strategy for Production Services

Fuji Xerox aims to keep its leading position and expand market share in production services with its full product lineup.

### Product Lineups

Inkjet Color	<p>1400 Inkjet Color Continuous Feed Printing System</p> <p>2800 Inkjet Color Continuous Feed Printing System</p>	<ul style="list-style-type: none"> <li>Expand businesses in marketing communication field such as DM and catalog</li> </ul>
Color	<p>Color 1000i Press</p> <p>Versant™ 2100 Press</p> <p>Xerox® iGen® 5 150 Press</p>	<ul style="list-style-type: none"> <li>Keep the leading position and expand share by offering value-added printing</li> </ul>
Mono chrome	<p>D136 Light Publisher</p> <p>Nuvera 157 EA Production System</p> <p>650J Continuous Feed Printing System</p>	<ul style="list-style-type: none"> <li>Keep the leading position and expand share also in a transactional market</li> </ul>

## Offering Differentiated Products

Fuji Xerox develops gold and silver toners for its new production printer, Color 1000i Press, the first xerographic production printer to offer both colors in the industry, adding sparkle and shine with metallic effects.



Color 1000i Press

### Applying the new gold and silver toners



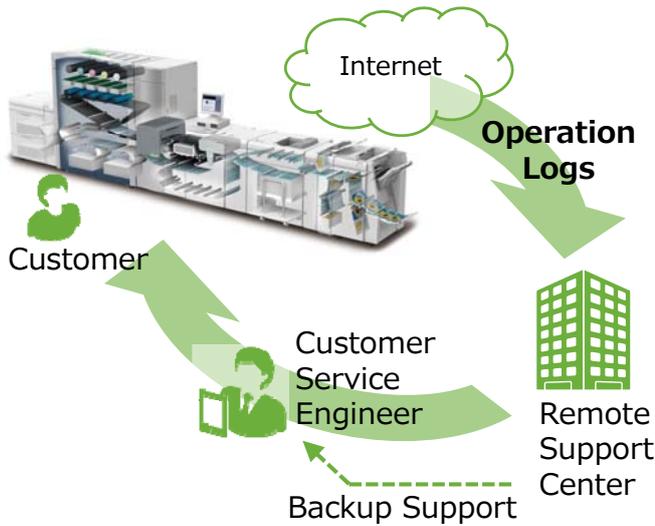
## Creating Values with Customer via Global Network

Fuji Xerox provides professional services and the latest verification environment via global network as an industry leader, in order to support customers develop new business model and improve their workflow.



# Minimizing Operating Losses with Production Remote Service

Production Remote Service minimizes operating losses of production machines by utilizing ICT.



## Production Remote Service

- Diagnostics for Trouble Prevention
- Remote Assistance

Analyze log data to prevent trouble

Specialist provides remote support by monitoring customer's printer



- Log Analysis
- Online Support

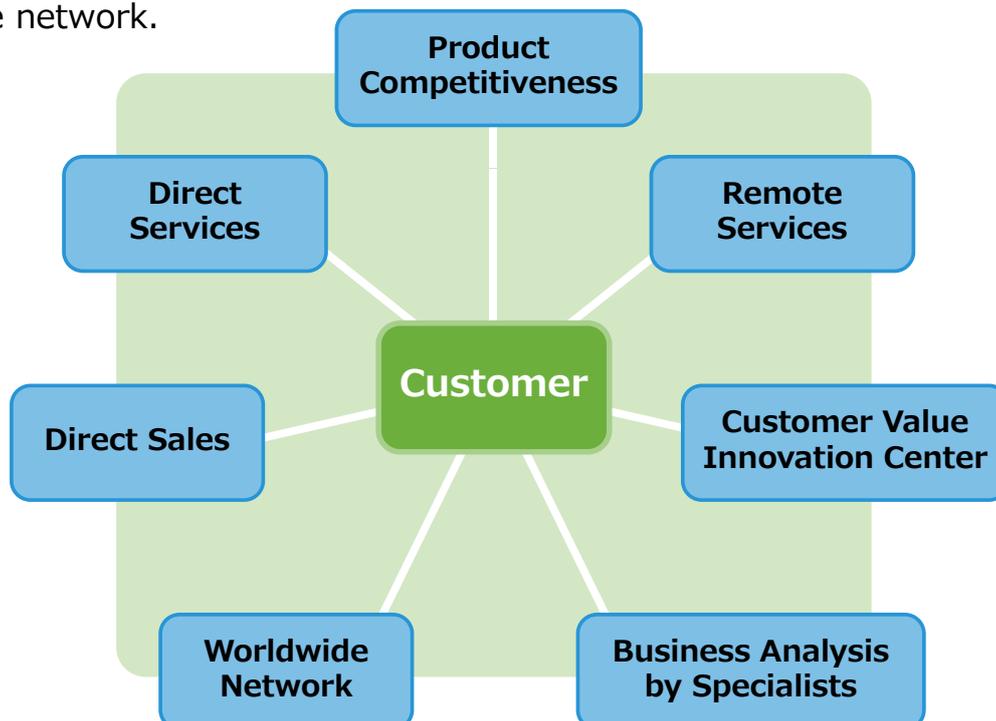
Analyze logs, identify the cause of trouble and measures, and inform engineers of necessary parts

Provide performance report and accept repair requests via customer portal site

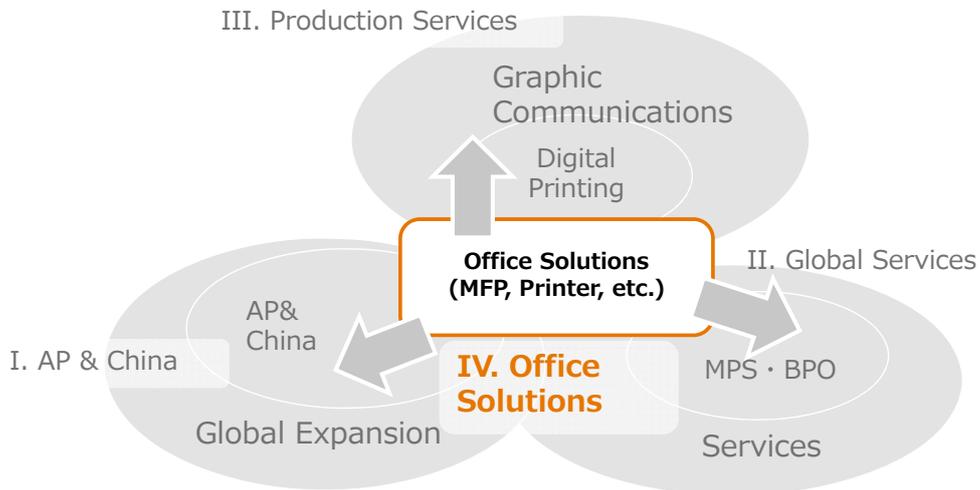
- ✓ Check necessary parts and operating procedures in advance
- ✓ Enable preventive maintenance at convenient times for customers

# Responding to Customer Needs

Fuji Xerox responds to customer needs utilizing its comprehensive strength, with value-added proposals, product competitiveness, customer support, and worldwide network.



# Office Solutions



## Solutions by Business Sectors

Fuji Xerox accelerates its solutions and services business since 2008, focusing on “documents” of various types.

2008      2009      2010      2011      2012      2013      2014      2015

### Enhance Solutions and Services Business

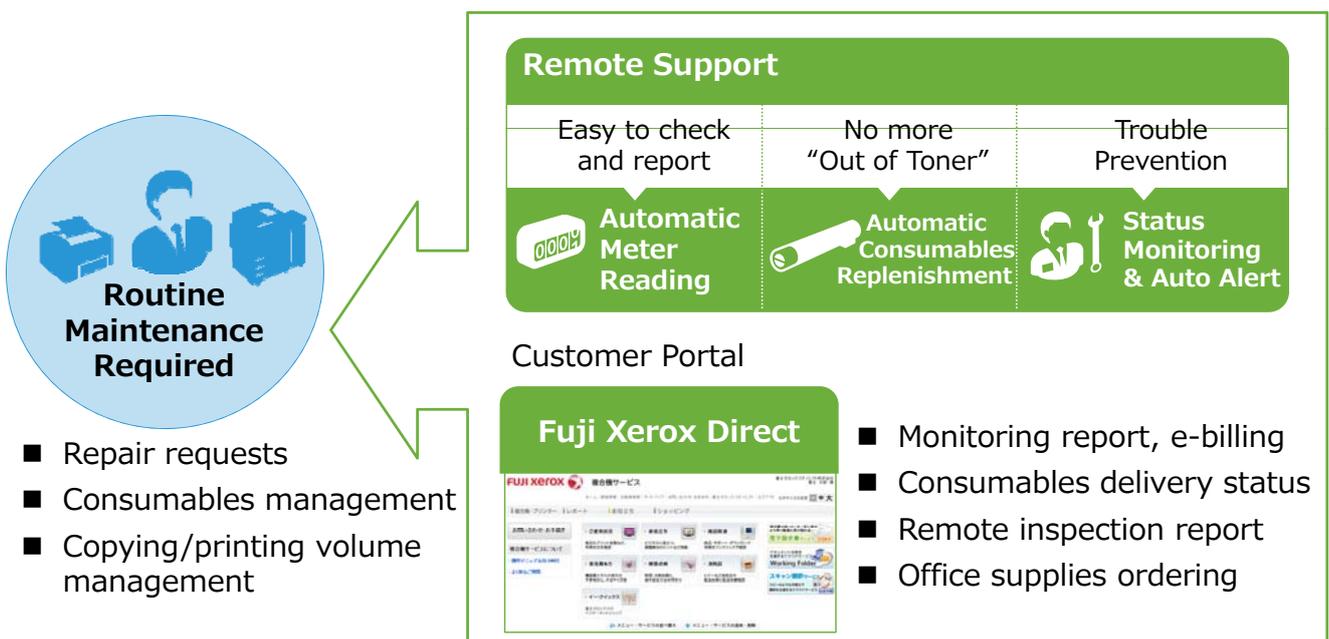
- “Team Sales” system introduced
- Resources integrated and specialized for each sector
- Regional Headquarters (Japan) & Fuji Xerox Document Management Solutions Pty. Limited established
- Solution sales enhanced
- Fuji Xerox Service Link Co., Ltd. established

	Manufacturing	Healthcare	Finance	Education	Public
<b>Planning R&amp;D Manufacturing</b>	<ul style="list-style-type: none"> <li>Functional specification</li> <li>Drawing</li> <li>Shipping inspection</li> </ul>	<ul style="list-style-type: none"> <li>Research paper/data</li> <li>Clinical trial data</li> <li>Clinical review material</li> </ul>	<ul style="list-style-type: none"> <li>Market research</li> <li>Statistics report</li> <li>Product planning proposal</li> </ul>	<ul style="list-style-type: none"> <li>Research paper/data</li> <li>Conference presentation material</li> <li>Academic-industrial contract</li> </ul>	<ul style="list-style-type: none"> <li>Approval &amp; license application</li> <li>Request for approval</li> <li>Meeting minutes</li> </ul>
<b>Market ing</b>	<ul style="list-style-type: none"> <li>Estimate/order sheet</li> <li>Invoice</li> <li>Product guidance</li> </ul>	<ul style="list-style-type: none"> <li>Medical record</li> <li>X-ray</li> <li>Referral letter</li> </ul>	<ul style="list-style-type: none"> <li>Application/contract form</li> <li>Insurance/security application form</li> <li>Promotion material</li> <li>Payment acceptance</li> <li>Inheritance/attachment form</li> </ul>	<ul style="list-style-type: none"> <li>Application for admission</li> <li>Teaching material, resume</li> <li>Academic transcript, certificate</li> <li>Donation request</li> </ul>	<ul style="list-style-type: none"> <li>Various certificates</li> <li>Public aid request</li> </ul>
<b>After-sales Services</b>	<ul style="list-style-type: none"> <li>Maintenance manual</li> <li>Maintenance report</li> <li>Inspection service</li> </ul>	<ul style="list-style-type: none"> <li>Nursing care manual</li> <li>Attendant service record</li> </ul>			<ul style="list-style-type: none"> <li>Disaster-preventing guidebook</li> <li>Regional tourism guidebook</li> </ul>

# Strengthening Corporate Structure in FY2015 and FY2016

## Enhanced Customer Support Utilizing e-Service

Promotes efficient operations within a company and enables streamlined daily operations for customers by utilizing e-Service in customer support system.



# Accelerating Shared Services in AP & China

- Expands the scope of shared services, such as call centers and accounting functions, to other sales companies in Asia-Pacific and China
- Improves service quality and operation efficiency as a whole region

Fuji Xerox Malaysia Sdn. Bhd. established to provide shared services (2012)



## Integrating Call Centers

- Call Centers in several countries integrated into two sites, and Technical Support Centers into three sites
- Provide maintenance support without increasing customer service engineers, with more than 25% increase in MIF in the last five years in AP region

## Integrating Accounting Functions

- Payment, billing and other accounting functions integrated into shared service center
- Account processing increased at an annual rate of 25% and its service coverage expanded

# Integrated Management System of Fuji Xerox

Certified for its integrated management system in all three, Quality, Environment and Information Security at a time, which is the first in Japan to be certified in such scale of 40 affiliate companies with 30,000 employees.



More time for communication with customers by efficient workflow with integrated authentication system



## Wrap-up

- Further Revenue Growth in Global Market
  - Enhance business growth in AP & China market
- Provide Added Values with Services and Solutions
  - Achieve new added values with Global Services and Production Services
  - Enable consistent growth in annuity business to ensure revenue base
- Strengthen Management Base with ICT and Improved Business Quality
  - Improve cost management by enhancing productivity

Achieve Sustainable Growth and High Profitability  
as a True Excellent Company

