



Medical Systems Business Briefing

October 12, 2023

FUJIFILM Holdings Corporation

**NEVER
STOP**

FUJIFILM
Value from Innovation

Presenters

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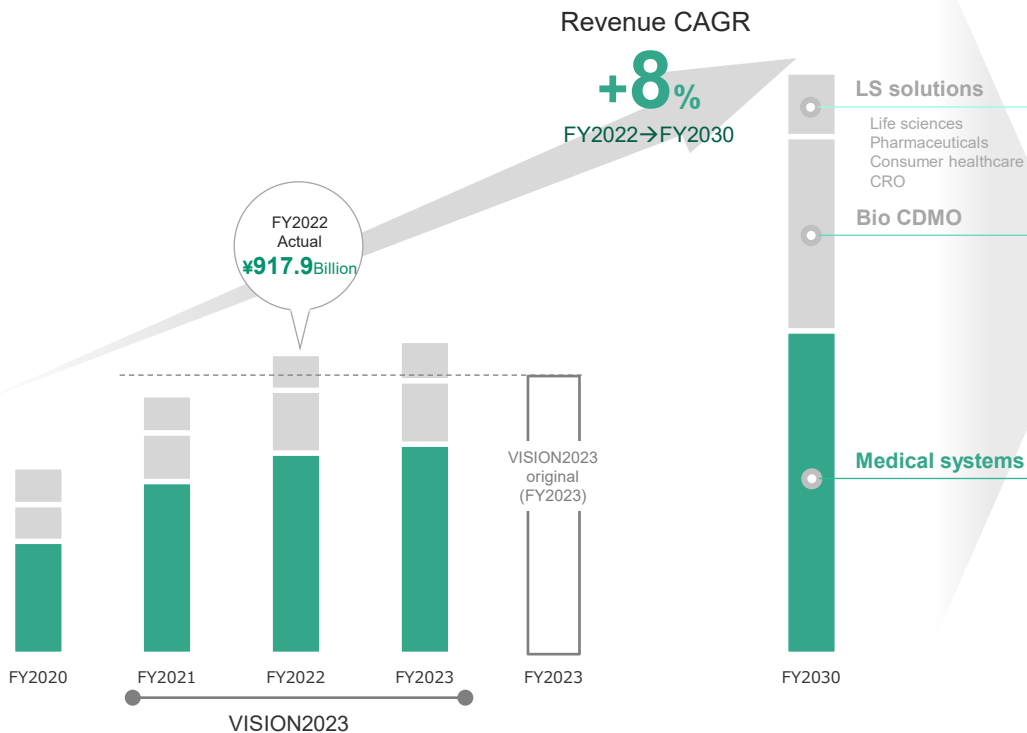
- 1. Overview of Medical Systems Business**
- 2. Focus Area (1): Expanding Group Synergy**
- 3. Focus Area (2): Leveraging IT and AI Technologies**
- 4. Growth Strategy**
- 5. Summary**



Overview of Medical Systems Business

1-1 | Positioning of the Healthcare Segment

The Healthcare segment is expected to account for 50% of FUJIFILM Group's revenue target of ¥3.5 trillion for FY2030
The Medical Systems business is a core growth area in this segment delivering the largest revenue and income.



Becoming a healthcare company with a wide range of technologies and knowledge that can contribute to people's health

¥ **1.75** trillion

Healthcare Revenue
in FY2030

50% of companywide revenue (¥3.5 trillion)

Forming a medical value chain covering “Prevention,” “Diagnosis” and “Treatment,” which only the FUJIFILM Group can provide

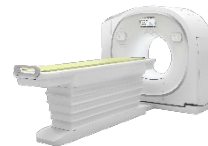
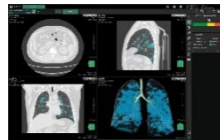
Prevention

- Health screening center (NURA)
- Infection prevention
- Remote and in-home management
- Drug substances for vaccines
- Functional cosmetics
- Dietary supplements



Diagnosis

- Diagnostic imaging systems
- Medical IT
- Endoscopes
- In-vitro diagnostics (IVD)
- Ultrasound systems
- CT and MRI



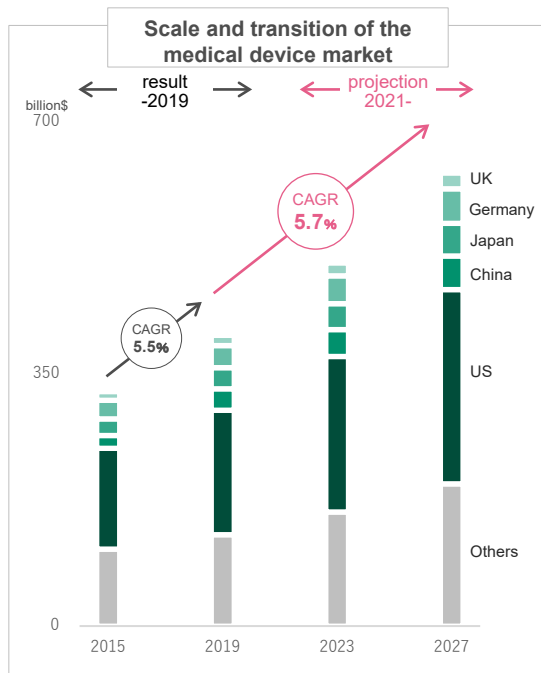
Treatment

- Preoperative / intraoperative support
- Low-invasive treatments
- Drug discovery support
- Bio CDMO
- Cellular / gene therapies
- Cell culture medium
- Pharmaceuticals
- Low molecular medicine CDMO



1-3 | Background and Trend of Growth in the Medical Device Market

The medical device market is expected to expand due to factors including aging society, medical infrastructure development in emerging countries and embracing digital innovation in industrial nations.



Main FUJIFILM-related products

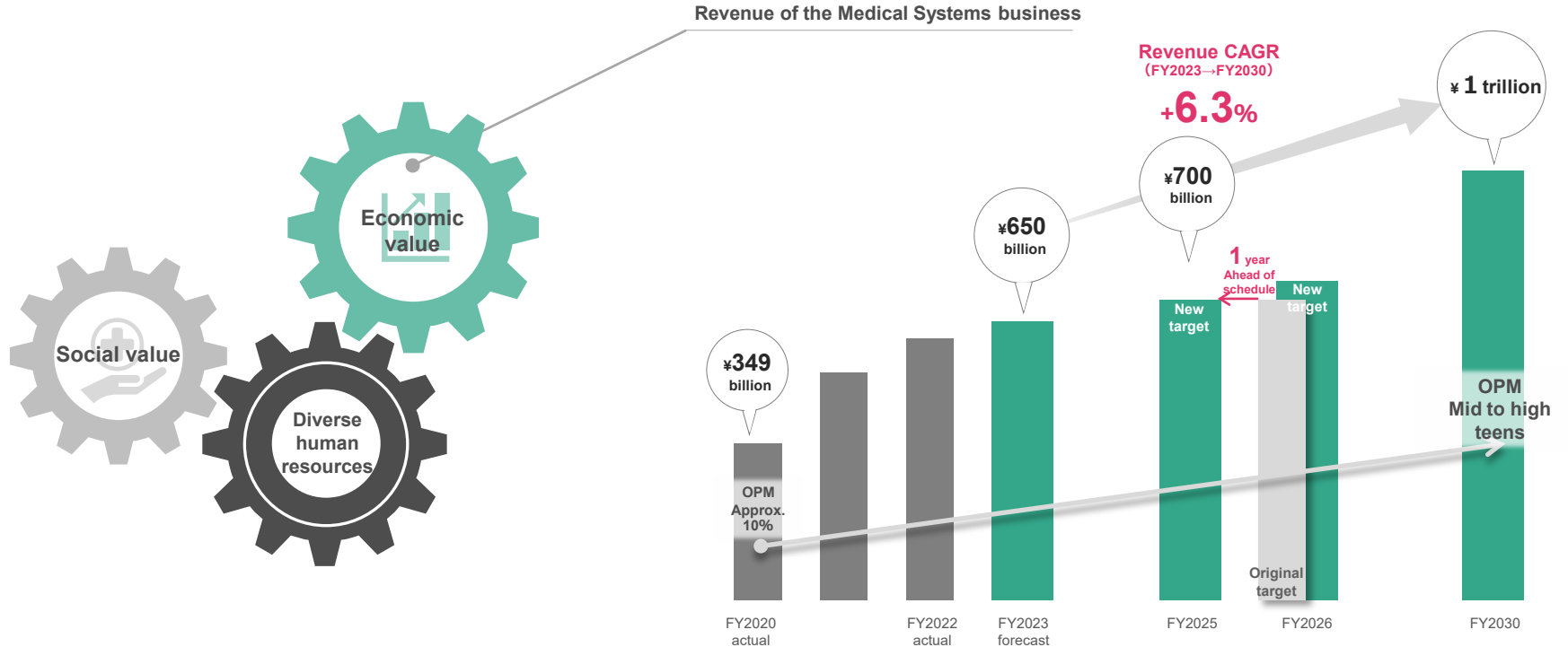
Product	Market scale (Billions of Yen)		Trend
CT	500~600	Growth rate	3~4%
		Market trend	<ul style="list-style-type: none"> In industrialized nations, greying population, increase of chronic disease patients and rising cost of medical expenses have increased the frequency of preventive testing and the need for precision medicine, resulting in market growth. Developing countries have larger middle- to low-end markets.
		Future Direction	<ul style="list-style-type: none"> Low-exposure and compact devices to cater to the increase in testing frequency Operation automation to contribute to reducing doctors' workload AI-based diagnostic support
Endoscopes (Gastrointestinal endoscopes + Software)	400~500	Growth rate	4~6%
		Market trend	<ul style="list-style-type: none"> Heightened needs in both diagnosis and treatment against the backdrop of aging society and rising cancer cases, have led to market growth. In developing countries, the use of endoscopes is spreading to mid-scale hospitals, but this has highlighted the lack of doctors' skill in using the products.
		Future Direction	<ul style="list-style-type: none"> Higher image resolution AI-based diagnostic support AI- and robotics-based treatment support (navigation and surgery operations)
Ultrasound diagnostic systems (including installation type and portable type)	700~800	Growth rate	3~4%
		Market trend	<ul style="list-style-type: none"> The market has grown due to the benefit of being able to observe the movement of diagnostic target in non-exposure and non-invasive procedure, and the heightened need for diagnosing patients at places accessible by patients. There are growing expectations for application in non-medical aged care, rehabilitation and sports.
		Future Direction	<ul style="list-style-type: none"> Pursuit for technology to make systems more compact, lightweight and portable Integration of AI for imaging optimization without reliance on technicians' skills

• Data up to 2019
Compiled by Deloitte using 2014~2023 "Worldwide Medical Device Market Forecast"
• Data since 2023
Based on forecast figures by Mizuho Bank's industrial research department

• Market scale and growth rate figures are FUJIFILM's estimation

1-4 | Mid- to Long-term Target of the Medical Systems Business

Reaching 700 billion yen in revenue in FY2025 one year ahead of the original schedule.
Achieving Revenue of 1 trillion yen and OPM in the mid to high teens by FY2030.



1-5 | Portfolio of the Medical Systems Business

Accelerating the leverage of IT and AI technology in all medical devices.

Reaching ¥500B in revenue from AI-based medical devices and IT systems out of the FY2025 revenue target of ¥700B.

Diagnostic X-ray Imaging

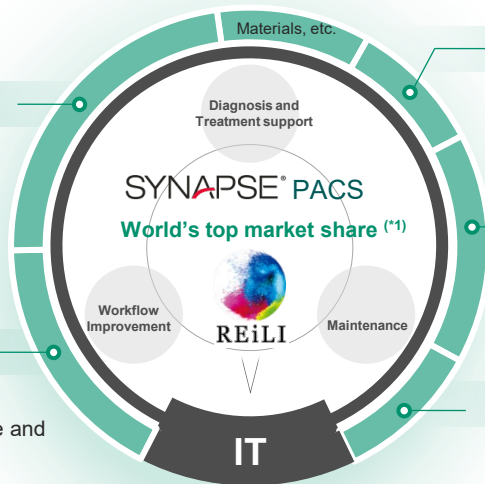


Having unique image processing and other technologies, with CR having the world's top market share (*2) and DR panels having Japan's top market share (*3)

Ultrasound Systems



Covering broad categories including POC (Point of Care) portable and installation-type products, boasting the world's 3rd largest market share and top market share in portable units (*4)



CT & MRI



Acquired from Hitachi's diagnostic imaging business in FY2021 with strengths lying in high image quality and efficient workflow

Endoscopy



Introducing AI-based solutions to identify suspected lesions. AI-based products is introduced in 60 countries

IVD (In-Vitro Diagnostic)



Supplying POCT (Point of care testing) type IVD systems. Top share in Japan in the market of this type of devices (*5)

AI-based medical devices and IT systems
out of FY2025 revenue target of ¥700 billion

¥ **500** billion



Focus Area for Growth

A diagram showing a large light green circle on the left. Inside it, a smaller grey circle contains a silhouette of a person with an arrow pointing to a target. To the right of this circle, two green circles are arranged vertically, each containing a white number (01 and 02) and a small icon (a network of nodes and a document). A grey line connects these two green circles, forming a partial arc that extends to the right.

Focus Area

01

Expanding Group Synergy

02

Leveraging IT and AI Technologies



Focus Area



01

Expanding Group Synergy



02

Leveraging IT and AI Technologies



















2-1 | Purpose of Acquiring Diagnostic Imaging-related Business from Hitachi

Acquired Hitachi's diagnostic imaging-related and consolidated FUJIFILM Healthcare* in March 2021.

Purpose of acquisition is to create synergy by combining FUJIFILM's technologies with mutually-complimenting portfolio.

* Established through the acquisition of the diagnostic imaging-related business of Hitachi, Ltd

Devices

Category	Diagnostic Imaging Systems										Medical IT		IVD
Product category	CT	MRI	Fluoroscopy System	General Radiography System	Mammography	Mobile X-ray systems	DR panel CR	Bone Densitometry	Ultrasound Systems	Endoscopy	EHR/HIS	PACS	IVD
FUJIFILM													
FUJIFILM Healthcare													

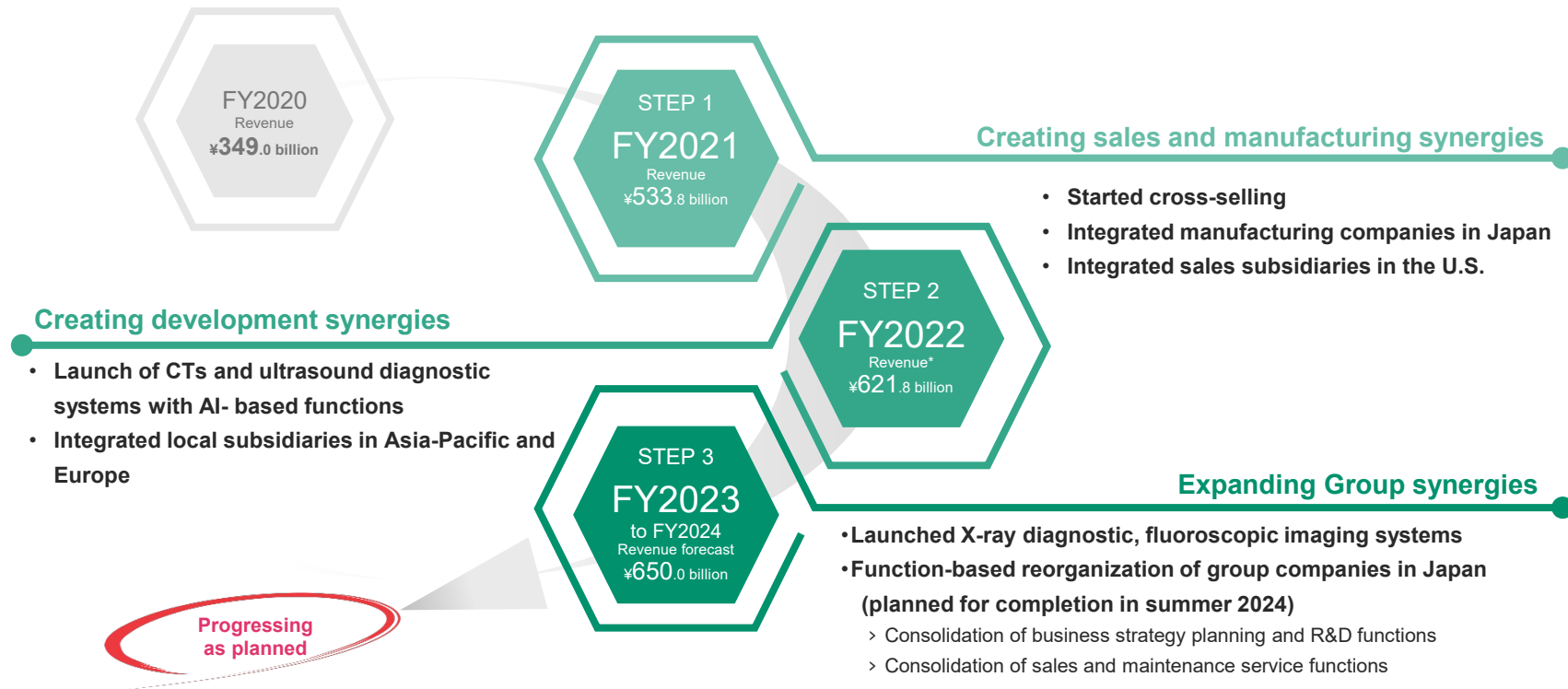
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Software (IT/AI)



2-2 | Progress after FUJIFILM Healthcare Integration

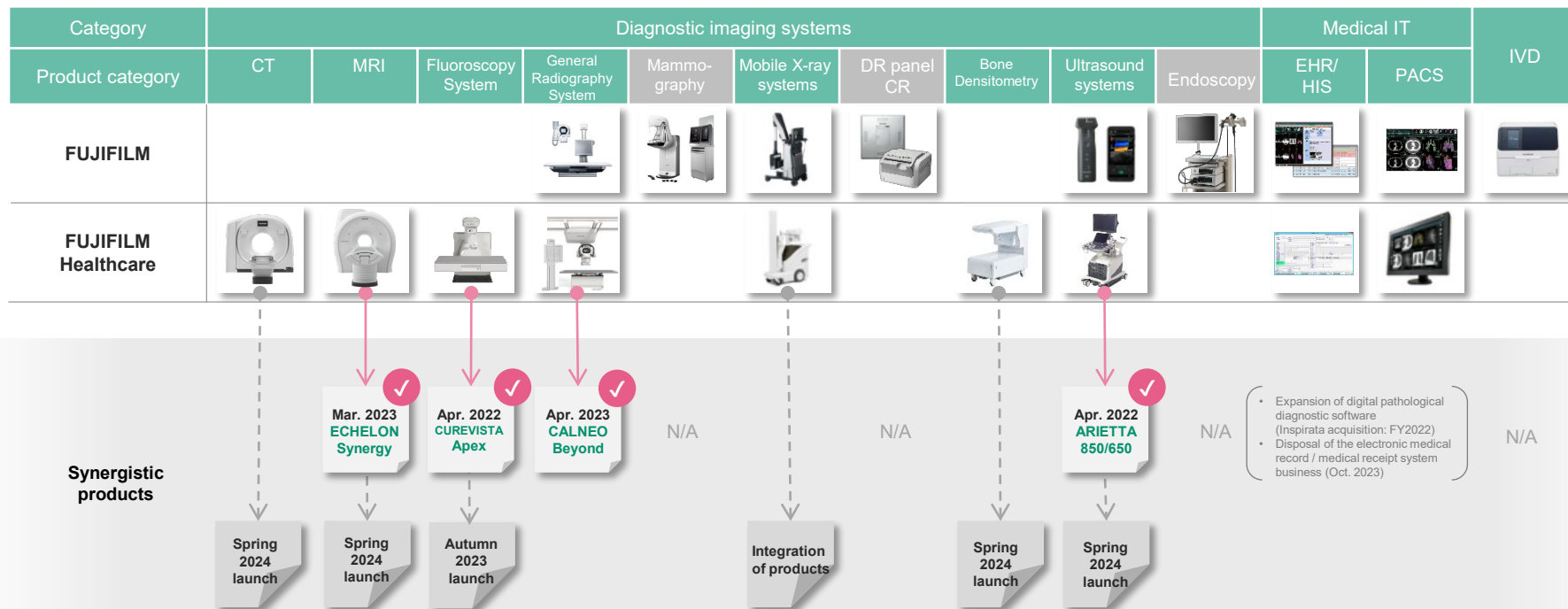
PMI has made a good progress. Group synergy in sales, manufacturing and development are growing. Reorganization of group companies in Japan has started in FY2023 to built a more robust business structure.



*: The revenue of the March 2023 fiscal year (FY2022) is restated as the revenue and operating income from the non-destructive testing business became included in the Healthcare segment as of the March 2024 fiscal year (FY2023).

2-3 | Deploying New Products Created with Development Synergy

Mutual collaboration of FUJIFILM Healthcare and FUJIFILM in R&D function has led to fast-paced development of synergistic products that combine technologies from the two companies.



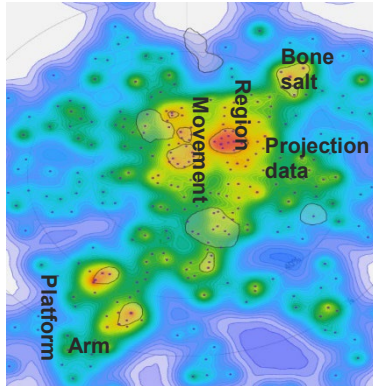
2-4 | Technological Complementation

Base technologies possessed by FUJIFILM and FUJIFILM Healthcare mutually complement one another. We strategically integrate each other's technologies to deploy comprehensive solutions and products.

Complementing the two companies' technological pieces in the radiology field

FUJIFILM Healthcare (FHC)

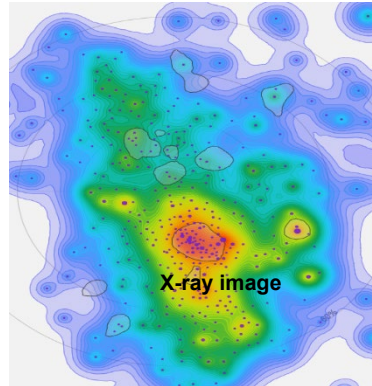
Technology for manipulating large devices as a system



+

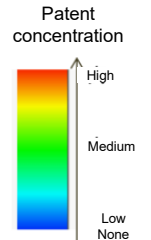
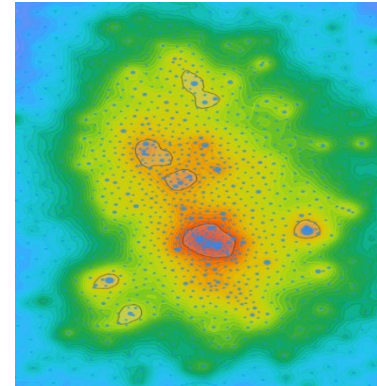
FUJIFILM (FF)

Fully exploring 3D X-ray images



FHC+FF

Integrating mutually-complementing base technologies





Priority Tasks



Expanding Group Synergy



Leveraging IT and AI Technologies

The workload of Healthcare workers is becoming enormous with increasing complexity in medical and changes in disease structures.

Task

1

Population growth / aging increasing medical spending

Global average life expectancy
2000 2019

67 years **73 years**

Source: World health statistics 2023, WHO

Rate of medical spending increase per person
(OECD member nations)
2015-2019

2.7%

Source: Health expenditure and financing, OECD

Task

2

Response to rare / refractory diseases

Types of rare diseases

7,000 types

Global total of rare disease patients (estimation)

350 million people

Task

3

Regional disparity in medical services

Proportion of industrialized nations

Medical spending

80%

Population

20%

Source: Global expenditure on health: Public spending on the rise?, WHO

Task

4

Worker shortages and tough working conditions

Shortages in healthcare workers worldwide in 2030

10 million people

Source: Health workforce, WHO

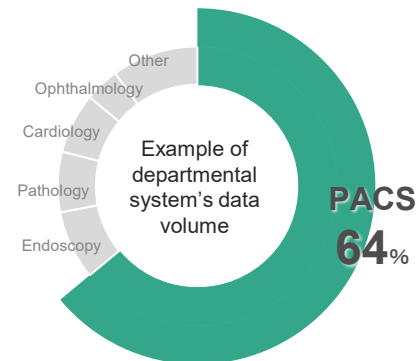
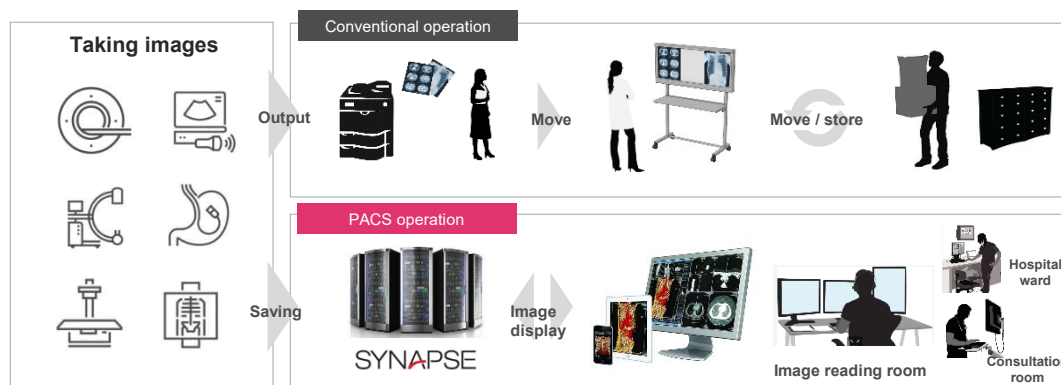
Utilizing the wide range of medical devices and IT/AI technologies,
FUJIFILM contribute to solving issues at the medical frontline

3-2 | Picture Archiving and Communication Systems (PACS)

PACS

Picture Archiving and Communication Systems

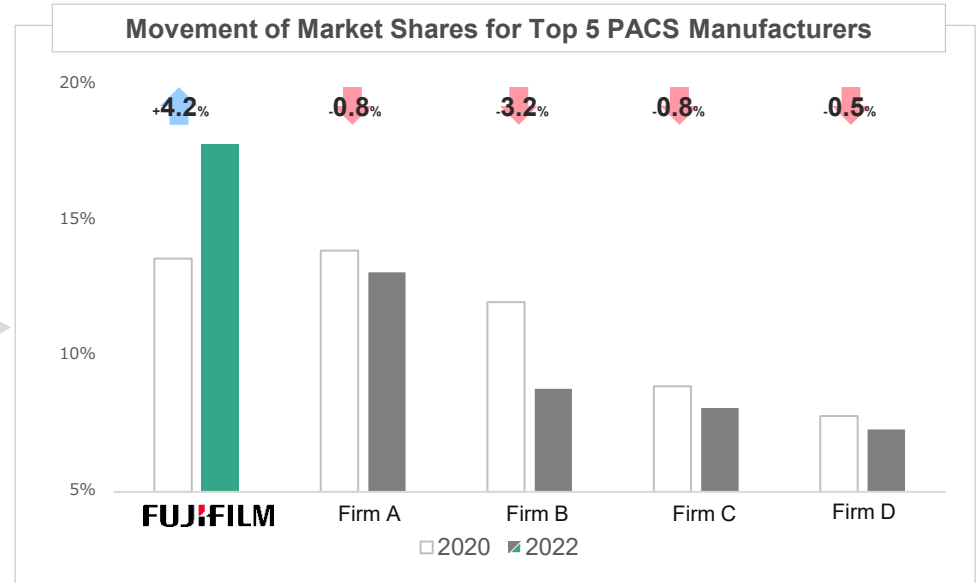
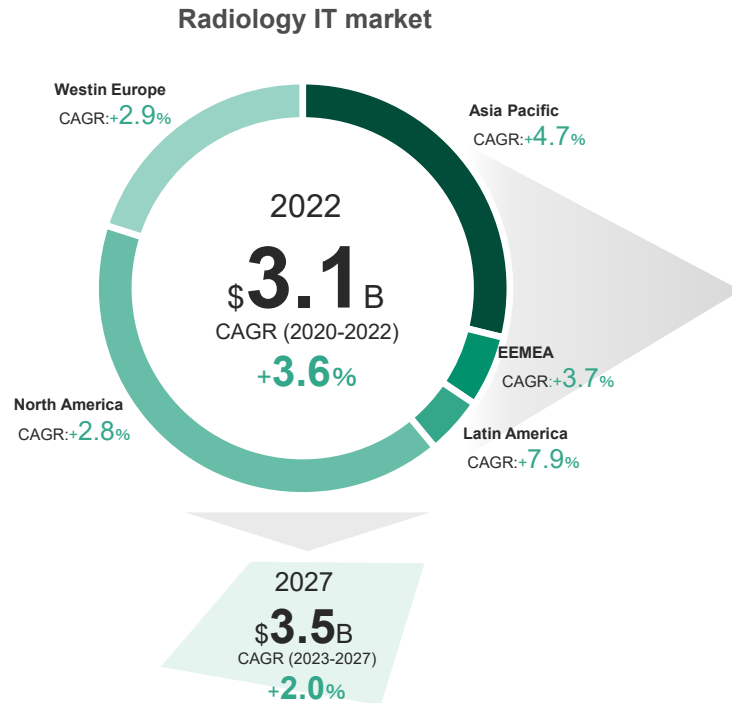
A central system that electronically saves images taken by medical imaging devices and distributes them across an in-hospital network
→ IT platform for medical institutes



Benefits of PACS introduction	Issues with film-based diagnostic imaging
1. Streamlining	Man-hours and time required to look for applicable films, secure space for storing films and transport films
2. Human error avoidance	Risk of using incorrect films or losing films
3. Improvement of local healthcare	Need to physically transport films and resulting degradation of image quality

3-3 | The share of FUJIFILM “SYNAPSE” in the PACS Market

Amidst the expansion of the PACS market, FUJIFILM’s “SYNAPSE” continues to maintain the largest global market share and achieved further share increase in 2022.



* Source: Signify Research report 2022

3-4 | FUJIFILM's Strengths in PACS/Medical IT Development

Leveraging strengths in “Imaging technology”, “Cutting-edge development structure” and “Open platform strategy” to lead the industry of PACS / Medical IT development for many years



Imaging technology fostered over many years



Cutting-edge medical AI development structure



Open platform strategy

Year	Development
1983	World's first digital X-ray imaging system "FCR" launched
1996	Image Intelligence launched
1999	Imaging and information management system (PACS) SYNAPSE launched
2008	3D image analysis system SYNAPSE VINCENT launched
2015	Integrated medical consultation support platform CITA Clinical Finder launched
2018	AI technology brand "REILI" announced
2019	AI-based image interpretation platform SYNAPSE SAI Viewer launched
2021	Diagnostic imaging support AI development platform SYNAPSE Creative Space launched
2023	Design and IT development site "Creative Village" opened

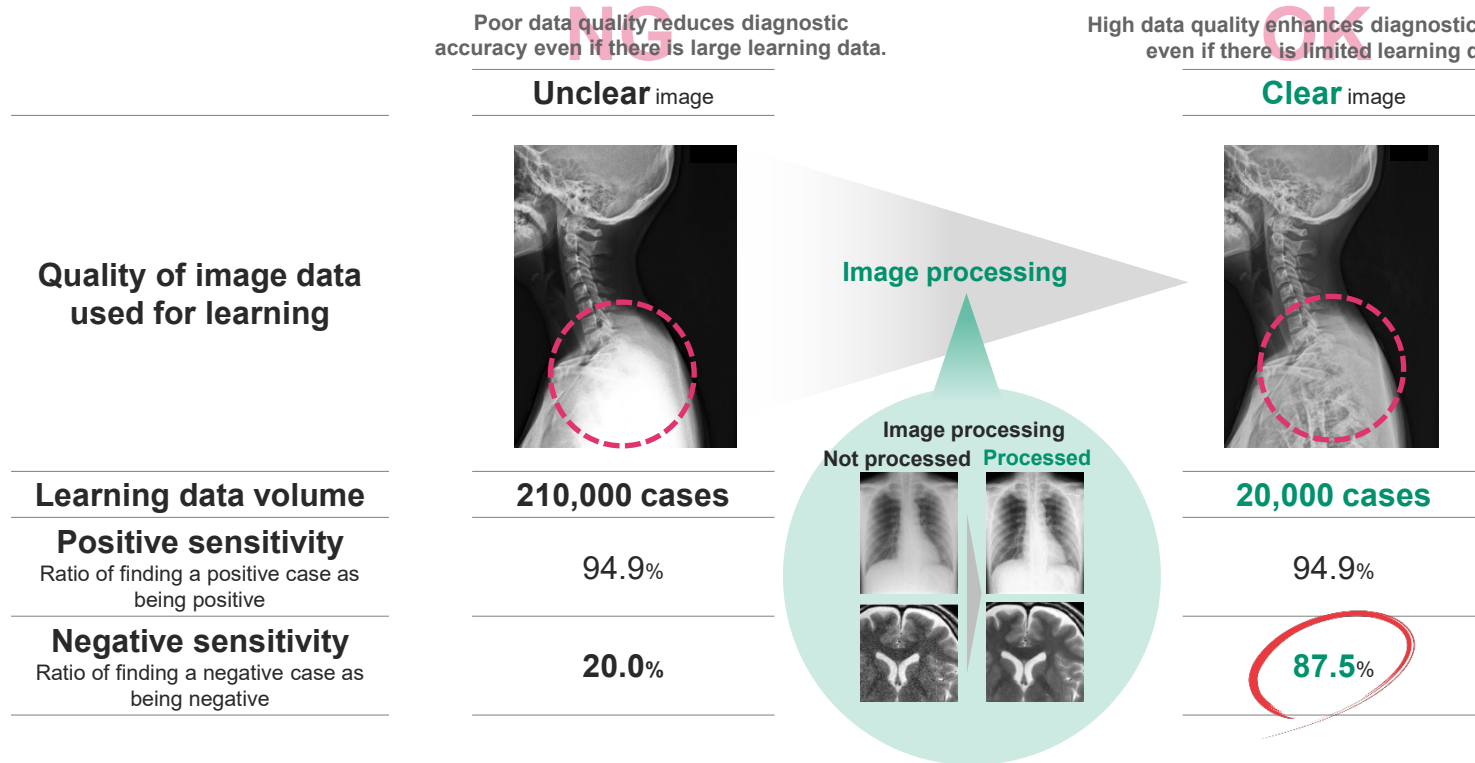


REILI

Strengths of
PACS/Medical IT development

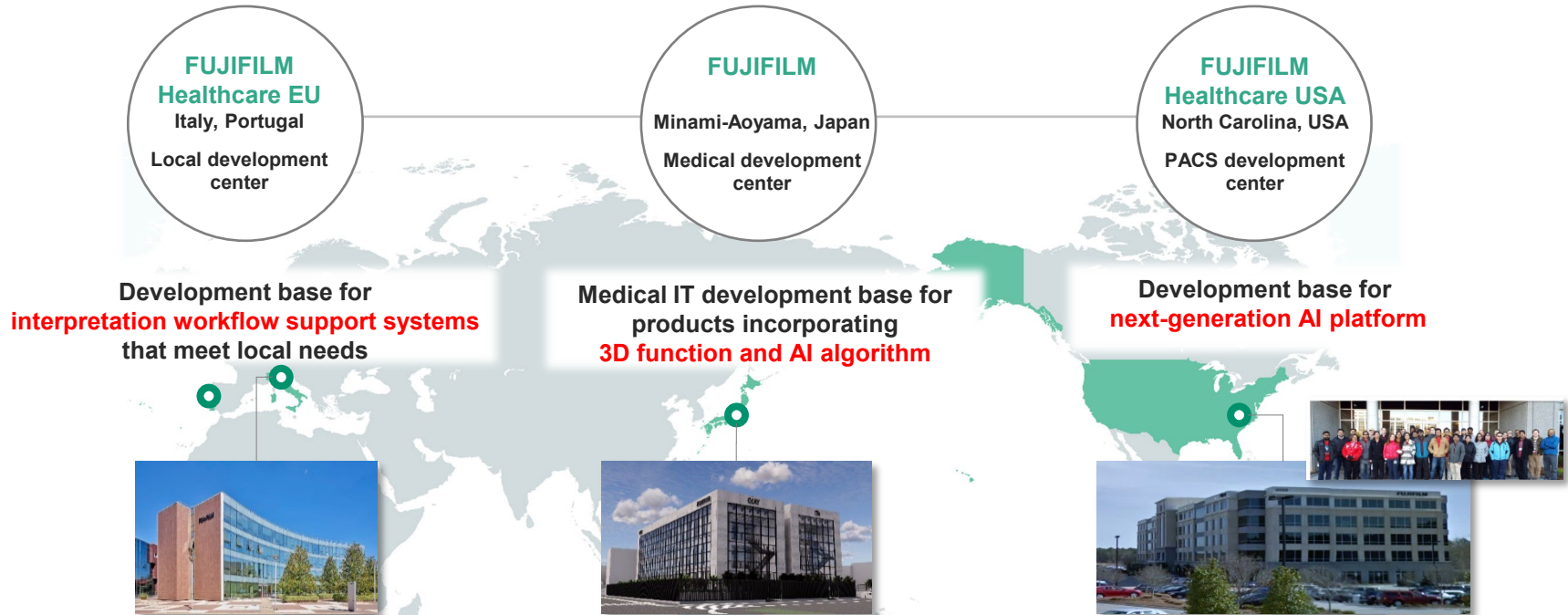
SYNAPSE

FUJIFILM has fostered image processing technology over many years to boost the quality of image data, which is important in order to improve the precision of AI-based diagnosis.



3-4-2 | Strengths in PACS/Medical IT Development (2) Cutting-edge Medical AI Development Structure

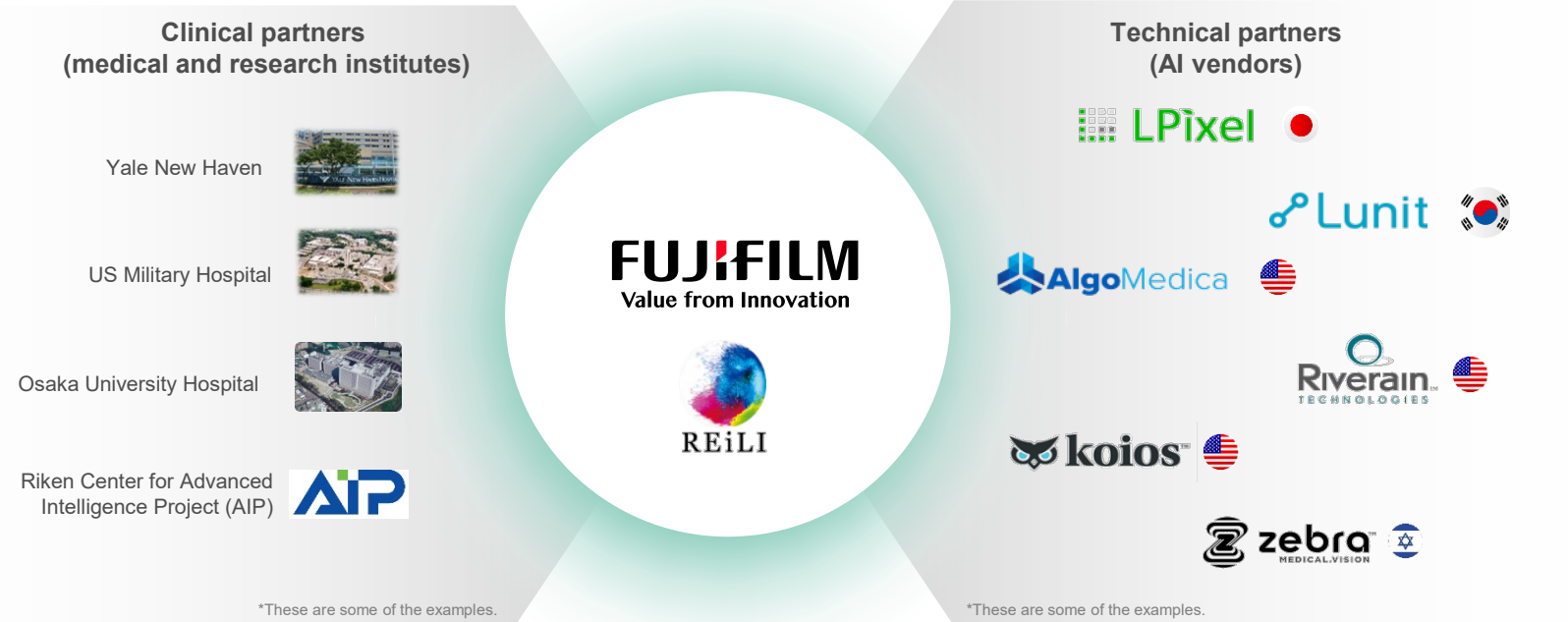
Leading the industry in commencing PACS development in the U.S in 2000 with the vision of global deployment.
Internally developing AI / ICT resources who can lead research into next-generation medical AI.



At next-generation medical AI bases, internal and external up-and-coming human resources interact with prominent researchers to learn cutting-edge AI technology.

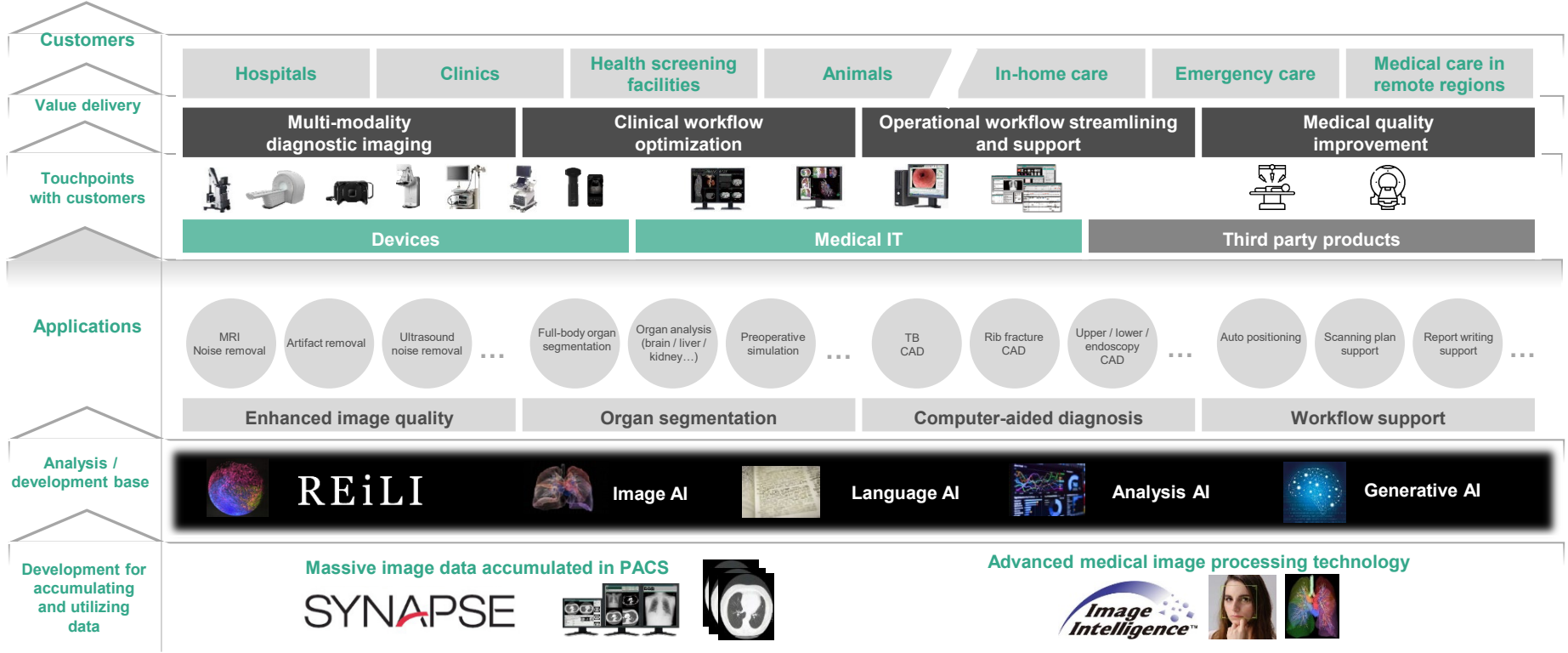
3-4-2 | Strengths in PACS/Medical IT Development (3) Open Platform Strategy

Using FUJIFILM's AI technology brand "REiLI" as the open platform to partner with medical and research institutes as well as vendors with outstanding AI technology to accelerate development



3-5 | Value Delivery Scheme

Incorporating various applications, developed with massive image data accumulated in PACS, advanced image processing technology and various AI technologies, into FUJIFILM's and other companies' products to deliver value



3-6 | Unique Portfolio of Medical IT and Medical Devices

Possess a wide range of medical device lineup and IT technologies. By accessing high-quality image data and leveraging advanced image utilization technologies, we achieve adding value to devices.






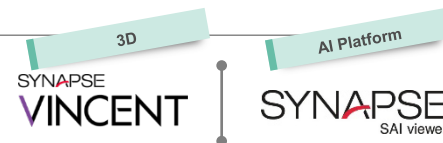
	Medical IT					Medical devices					
	Image Management			Image Utilization		XR Mammography	CT	MR	Endoscopy	Ultrasound	IVD
	X-ray PACS	VNA	Pathology PACS	3D	AI platform						
FUJIFILM	✓	✓	✓	✓ VINCENT	✓ SYNAPSE	✓	✓	✓	✓	✓	✓
Firm A 	✓	✓		✓		✓	✓	✓		✓	✓
Firm B 	✓	✓	✓		✓	✓	✓	✓		✓	
Firm C 	✓	✓		✓	✓	✓	✓	✓		✓	✓
Firm D 	✓	✓		✓		✓	✓	✓		✓	
Firm E 									✓		



Image Utilization is a key to competitive advantages

Adding value to devices with AI-based diagnostic support technology that uses scanned images, automated testing / diagnostic workflow, and technology for supporting medical work operations



3-7-1 | 3D Image Analysis System “SYNAPSE VINCENT”

3D

SYNAPSE VINCENT

3D image analysis system that extracts high-precision 3D images from CT / MRI cross-sectional images for analysis

SYNAPSE VINCENT: Distribution name: Fuji Image Diagnostic Workstation FN-7931

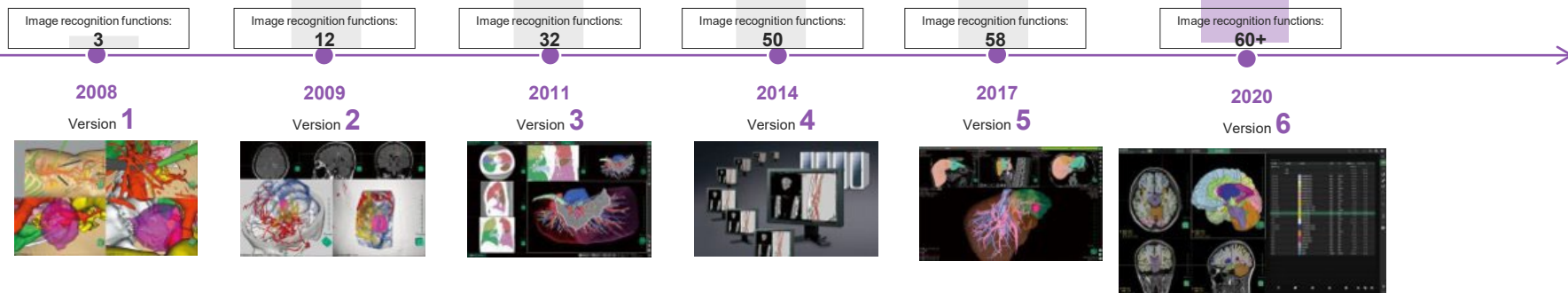
Number of Installations
(worldwide)

2,000 facilities
(as of October 2023)

Latest (as of Oct. 2023)

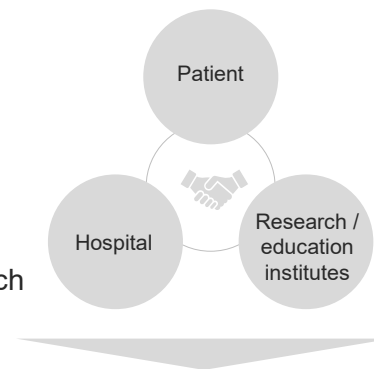
Version **6.8**

Rapidly developing and implementing functions, which building upon the global top share PACS
☀️ **The number of installed features is at the world's top level.**



Significance of the 3D image analysis system

- 1 Intuitively grasping relative positioning of organs**
 - Visualizing anatomy for intuitive understanding without having to think
 - Surgery simulation
 - Grasping anatomical and patient information (examination in preoperative conference)
- 2 Using images for 3D measurement and quantitative assessment**
 - Quantification with 3D volume measurement and dedicated analysis
 - Using the system as one of the ways of determining the diagnostic and treatment approach
- 3 Providing appropriate information to patients / medical education**
 - Informed consent that the general public can understand
 - Use by educational institutes etc.



Contributing to reducing surgery risks and improving the quality of medical care

Working on evolving image analysis technology since the release of X-ray films in 1936 in pursuit for advanced reproducibility of medical images



Good Design Best 100 (FY2017)

“ Visually well-designed and capable of building a 3D model from CT/MRI tomographic images extremely quickly ”

iF DESIGN AWARD 2017 (Germany)

Red Dot Award 2022:Best of the Best (Germany)



3-8 | AI Platform “SYNAPSE SAI viewer”

AI Platform

SYNAPSE
SAI viewer

SAI: Smart Advanced Imaging

AI platform that supports diagnostic imaging workflow with the use of Deep Learning technology, e.g. automatically identifying organs in CT scans

Incorporating developed technologies into products with the optimum platform

4 technological approaches in developing medical AI

STEP

0

Image Quality Improvement

Assisting enhanced visibility and low exposure

STEP

1

Organ Segmentation

Assisting the identification of anatomical structure

STEP

2

Computer-Aided Diagnosis

Assisting lesion detection and measurement

STEP

3

Workflow streamlining

Assisting report preparation



Next-generation medical AI bases is based on “Creative Village ITs”, which opened in May 2023. Diverse talents are coming together to accelerate cutting-edge medical AI development.

Introduction case: Toyama Prefectural Central Hospital

Applying AI technology to the entire workflow to streamline diagnostic imaging

Time at which day-shift staff finishes the day's CT scan work

Before

18:00

2 hours earlier

After
(introducing FUJIFILM products)

16:00

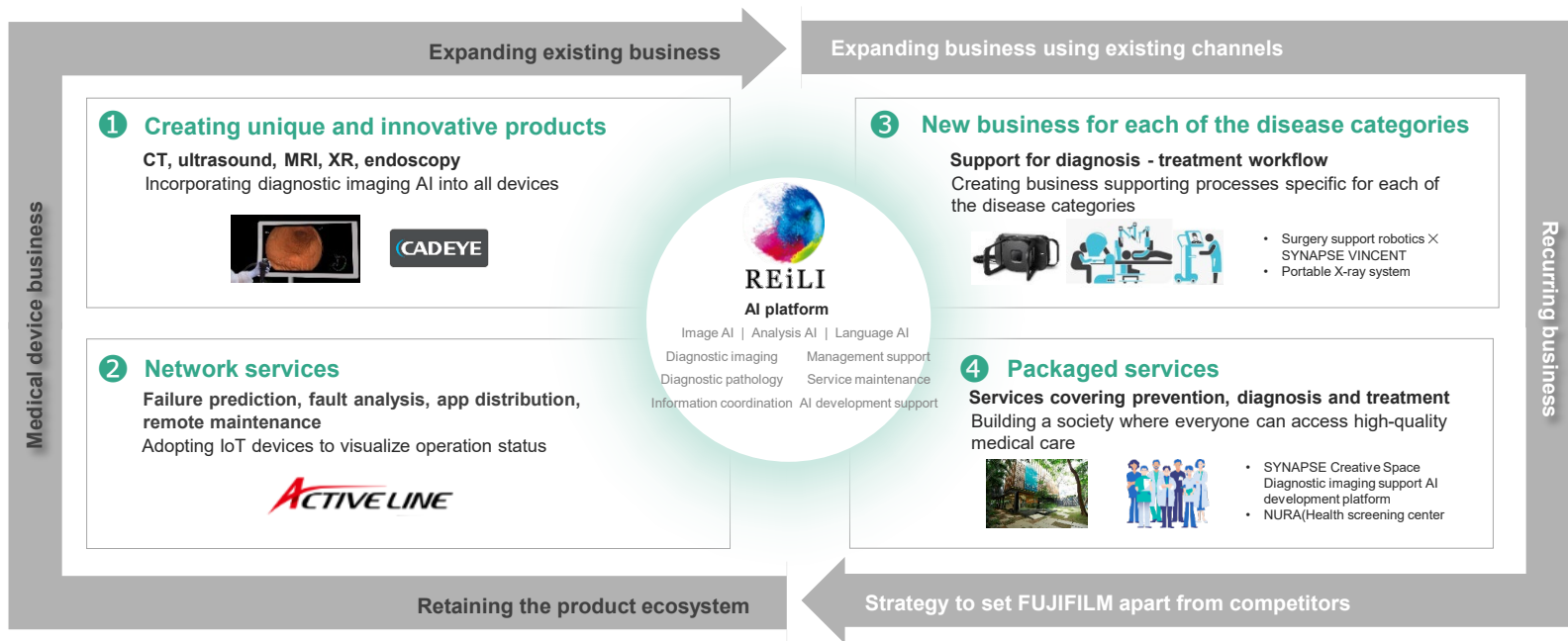




Growth Strategy

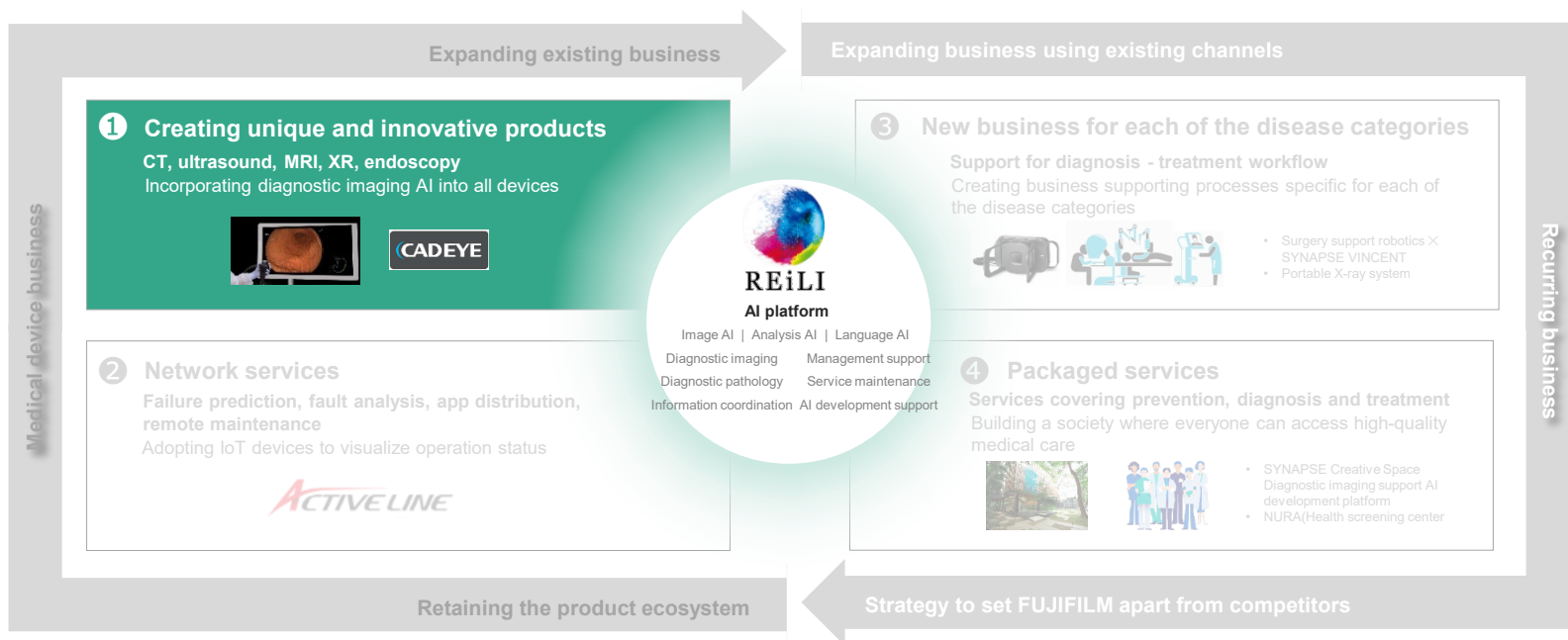
4 | Growth Strategy Using IT・AI Technologies

By introducing value-added products and services based on IT / AI technologies, we will transform the experience of healthcare workers and shift from a product-centric approach to delivering recurring value.

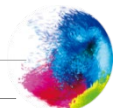


4-1 | Creating Unique and Innovative Products

Deploying diagnostic imaging AI to all devices as a key strength Reinforcing device value and creating products that are not extension of existing product lines



Since AI brand REiLI was announced in 2018, AI technologies have been incorporated into our distinctive modalities in rapid succession.



REiLI
Brand launch in 2018

1983	World's first digital X-ray imaging system "FCR" launched
1996	Image Intelligence announced
1999	Imaging and information management system (PACS) SYNAPSE launched
2008	3D image analysis system SYNAPSE VINCENT launched
2015	Integrated medical consultation support platform CITA Clinical Finder launched

2019

REiLI × IT
SYNAPSE SAI viewer
Automatic organ recognition function



REiLI × Ultrasound
iViz air
Automatic bladder urine volume measurement function



2020

REiLI × X-ray
FUJIFILM DR CALNEO AQRO
AI-based surgical gauze recognition function



REiLI × IT(for CT)
SYNAPSE SAI viewer
Pulmonary nodule detection function



REiLI × Endoscope
CAD EYE
Colon polyp detection / identification function



2021

REiLI × IT
SYNAPSE VINCENT
"Brain analysis" software



REiLI × IT
SYNAPSE SAI viewer
Rib fracture detection program



REiLI × Ultrasound
iViz air
Blood vessel identification assistance function



2022

REiLI × Ultrasound
ARIETTA 850 DeepInsight
AI-based noise removal



REiLI × CT
VINCENT Core
VINCENT image analysis technology incorporated into CT consoles



REiLI × Endoscope
CAD EYE
Suspected ESCC detection
Suspected stomach cancer lesion detection



2023

REiLI × MRI
ECHELON Synergy
Slice line setting support function



REiLI × ITMammography
AMULET SOPHINITY
Projection function "Positioning MAP"



Lineup of main endoscopy products

Products

Gastrointestinal endoscopic systems

LASEREO



Flagship model equipped with laser light source (Marketed mainly in Japan)

ELUXEO



Flagship model equipped with LED light source (Marketed mainly outside of Japan)

6000 System



Affordable model equipped with LED light source, targeting health screening centers and clinics conducting screening tests

Technology

Multi-Light Technology

Technology that combines light irradiation and image processing to produce images suitable for observation

BLI

Blue Light Imaging
Blue LASER Imaging

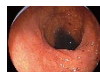
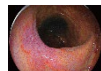
Displaying images suitable for observing blood vessels and surface structures



LCI

Linked Color Imaging

Expanding / contracting colors to make reddish areas redder and whitish areas whiter to accentuate subtle color differences in membrane



White

IT/AI

Support and management systems



Endoscopic diagnostic imaging support system

Available by installing a program that includes the diagnostic endoscopy support function "CAD EYE"



Endoscopic information management system

A system that enables connected medicine for the endoscopy department by linking with various in-hospital systems



Cloud service contributing to organized gastroscopie screening

Cloud service that provides secure sharing of screening data between gastroscopie screening facilities and secondary interpretation institutes

Technology

- Image processing
- Machine Learning
- Natural language processing



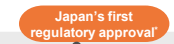
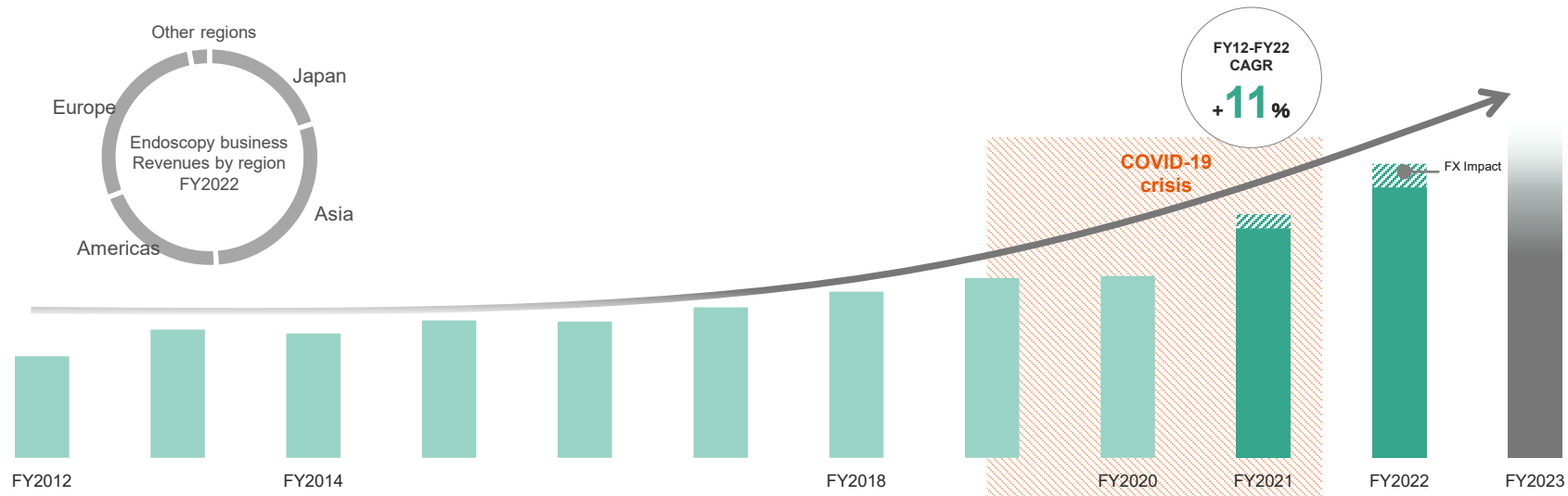
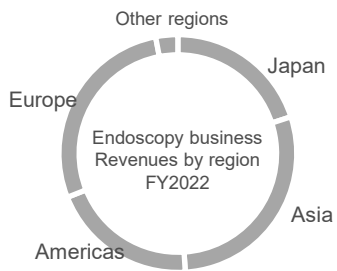
Powered by REiLi

Endoscopy 4-1-2-2 | Growth of endoscopy Business

- 1 Creating unique and innovative product
- 3 New business for each of the disease categories
- 2 Network services
- 4 Packaged services

Endoscopy business is growing at CAGR11%, exceeding the market's growth rate (2012-2022).

4%-6%
In-house research



Phase1
Domestic deployment of BLI and LCI

Phase2
Overseas deployment of BLI and LCI

Phase3
Growth acceleration with the use of AI

Lower (large intestine) Upper (esophagus, stomach)

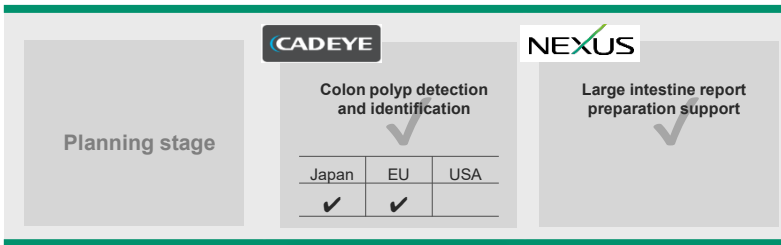
- 1 Creating unique and innovative product
- 2 Network services
- 3 New business for each of the disease categories
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The unique strength of our endoscopy business is the use of AI technology, developed in-house, to support overall workflow (operation – diagnosis – report)

Lower | Large intestine

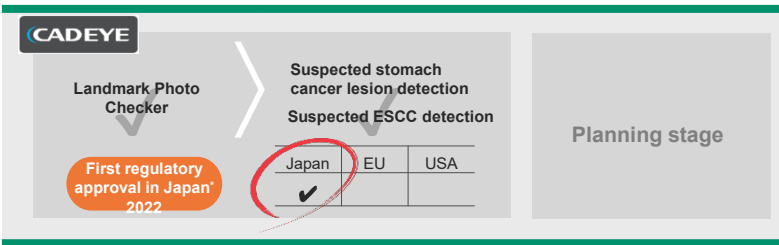


Applicable / not applicable to the Pharmaceutical Affairs Act



Company A	-	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th>Japan</th><th>EU</th><th>USA</th></tr> <tr><td>✓</td><td>✓</td><td></td></tr> </table>	Japan	EU	USA	✓	✓		-	
Japan	EU	USA								
✓	✓									
Company B	-	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th>Japan</th><th>EU</th><th>USA</th></tr> <tr><td></td><td>✓</td><td></td></tr> </table>	Japan	EU	USA		✓		-	
Japan	EU	USA								
	✓									

Upper | Esophagus, Stomach



Company A	-	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th>Japan</th><th>EU</th><th>USA</th></tr> <tr><td></td><td>✓</td><td></td></tr> </table>	Japan	EU	USA		✓		-	
Japan	EU	USA								
	✓									
Company B	-	-	-							

FUJIFILM's diagnostic support AI, as it developed in-house, can be seamlessly integrated into workflows

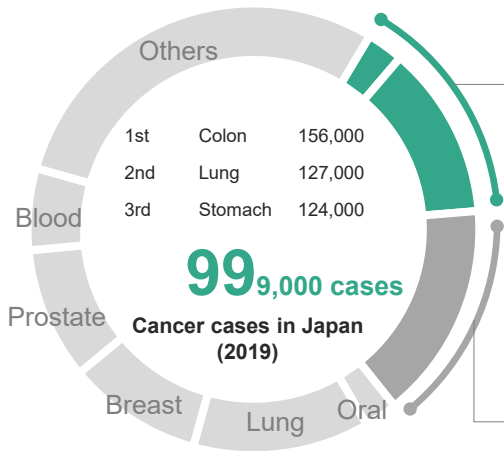
*Japan's first medical equipment developed with AI technology for assisting endoscopic diagnosis of the upper GI region. Based on FUJIFILM research based on JAAME's (Japan Association for the Advancement of Medical Equipment) website, as of September 22, 2022

Further expanding the application scope of the diagnostic endoscopy support “CAD EYE” Gaining Japan’s first* regulatory approval as medical equipment assisting diagnostic endoscopy for upper GI

Diagnostic endoscopy support function




Developed with Deep Learning, applied to massive clinical data.
Assisting detection and identification of lesions in endoscopy to contribute to reducing diagnostic endoscopy disparities and eliminating oversight



Cancer Incidences of Japan 2019, Cancer and Disease Control Division, Ministry of Health, Labor and Welfare

Japan's first regulatory approval in 2022*

Upper GI | Esophagus, Stomach




- There are **3 times (in Japan) more** upper GI endoscopies performed than lower GI endoscopies.
- The five-year survival rate of stomach cancer is **lower** than that of colon cancer.

Feature ① Detecting suspected stomach / ESCC cancer areas in real time

Feature ② Assisting the observation of multiple areas with clinical features inside the stomach, using the new “Landmark Photo Checker” function

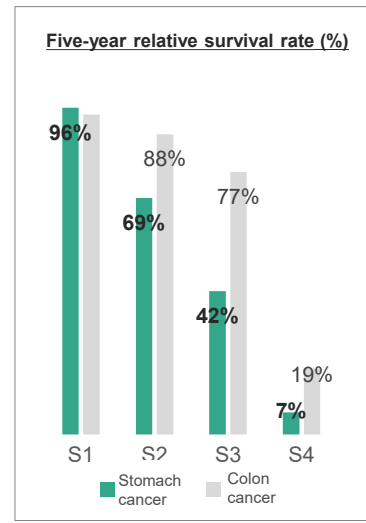
Feature ③ Pursuing operability in integration with endoscopic systems to reduce doctors’ workload

Lower GI | Large intestine



Released in 2020

*Japan’s first medical equipment developed with AI technology for assisting endoscopic diagnosis of the upper GI region. Based on FUJIFILM research based on JAAME’s (Japan Association for the Advancement of Medical Equipment) website, as of September 22, 2022



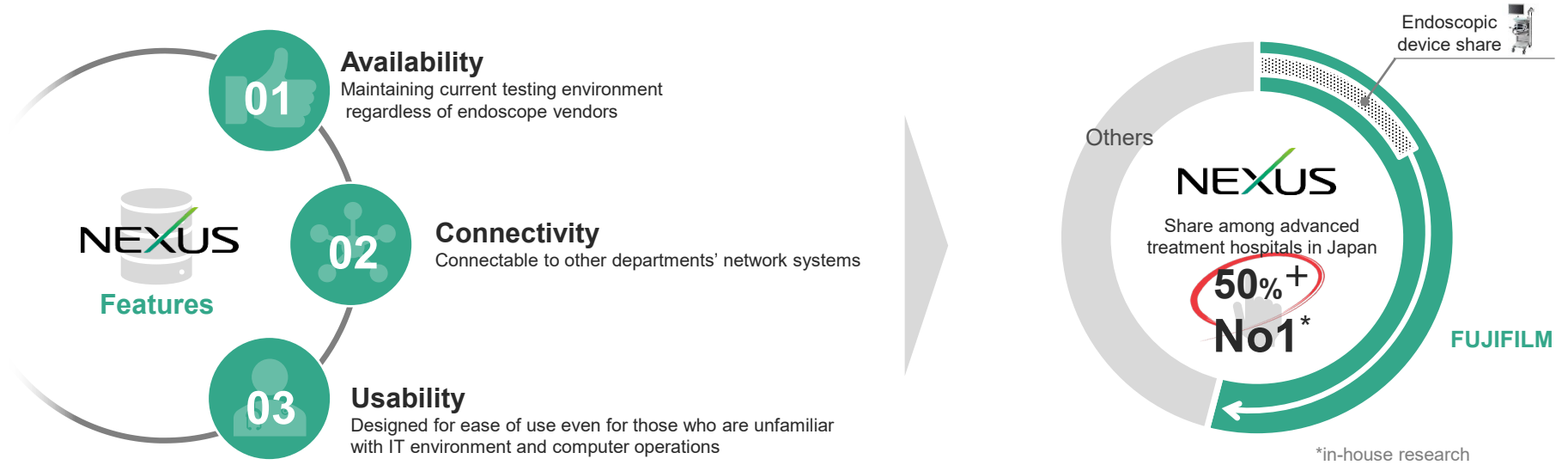
*Cancer Information Service – Cancer registration and statistics” (2013-14)
Institute for Cancer Control, National Cancer Center Japan
FUJIFILM Holdings Corporation 37

Boosting affinity between endoscopy product and NEXUS, which boasts a strong share at major Japanese hospitals, to increase the overall endoscopy market share

Information management system



NEXUS applies digital transformation to images / video management, case search, cleaning management, report preparation and other workflows. It has been used at about 700 facilities in Japan, boasting the top market share among advanced treatment hospitals.

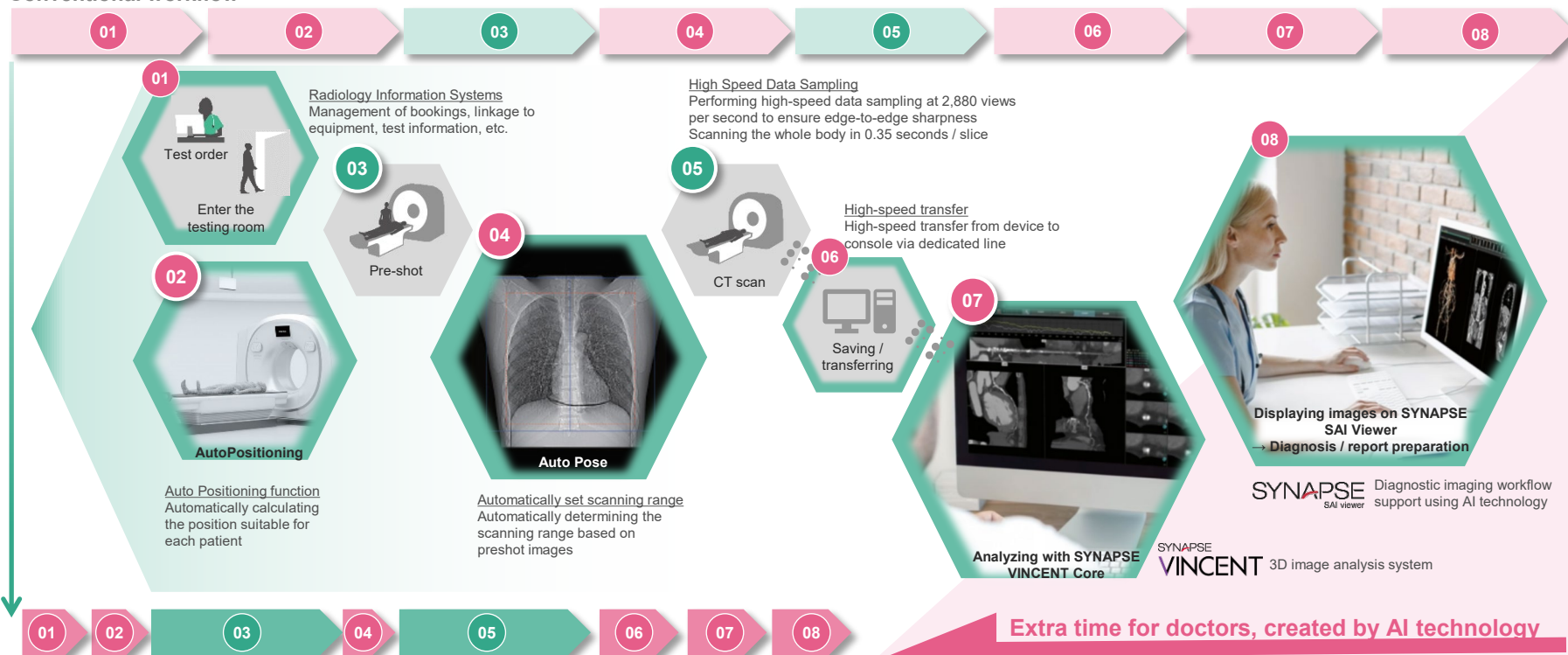


CT/MRI 4-1-3 | Supporting and Streamlining Radiologists' Workflow

- 1 Creating unique and innovative product
- 3 New business for each of the disease categories
- 2 Network services
- 4 Packaged services

**Shorten the entire workflow (testing, analysis, report) by incorporating out strength in IT/AI with devices.
This contribute to addressing medical issues such as shortage and overwork of radiologists.**

Conventional workflow



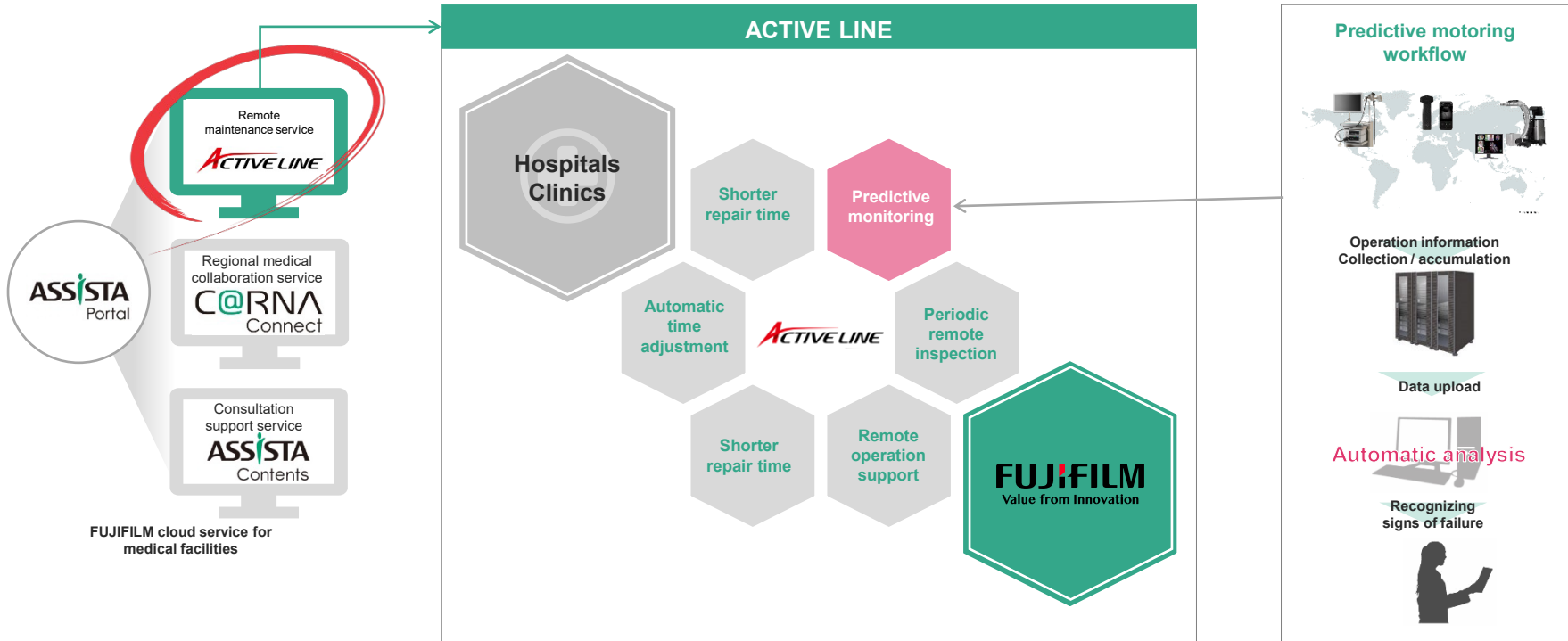
Workflow improved with devices & IT / AI

Extra time for doctors, created by AI technology

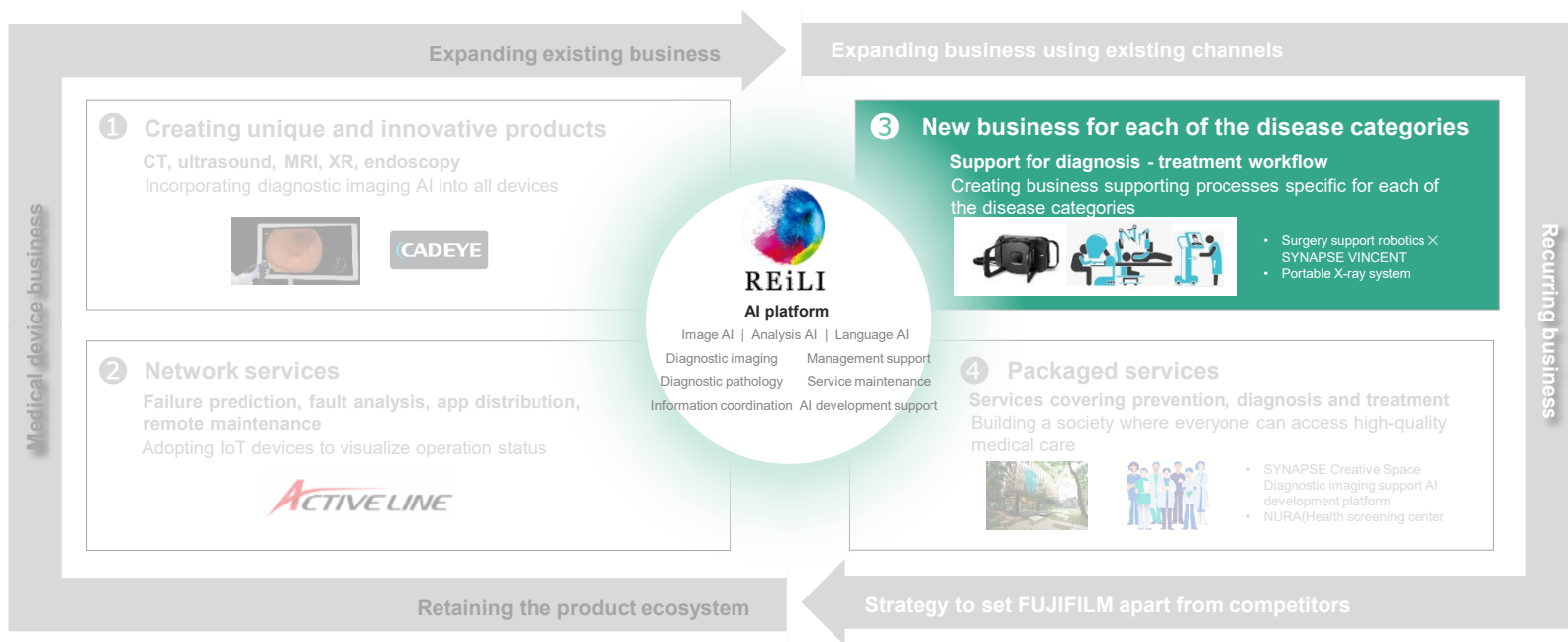
Applying IoT to all devices to visualize their operation status Analyzing quality and management coefficients to improve margins of services



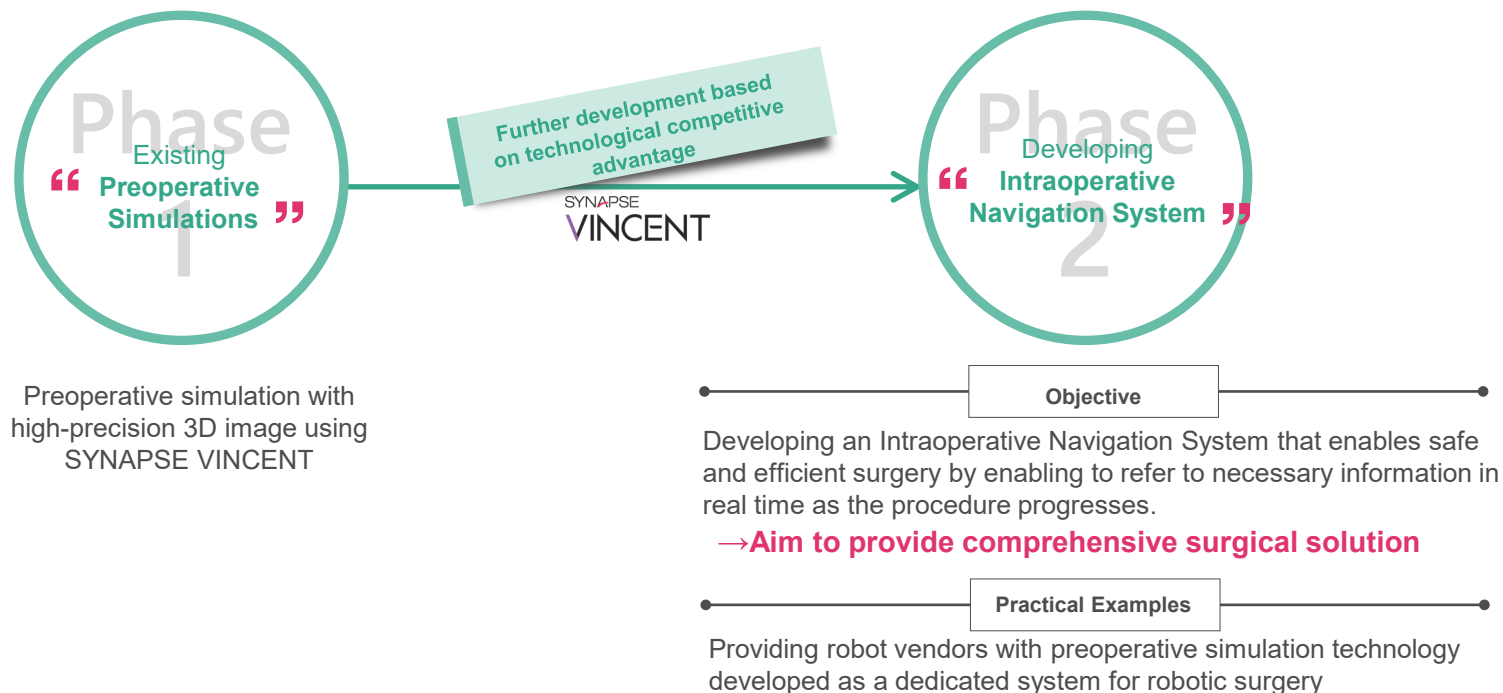
Using the remote service “ACTIVE LINE” for hospitals and clinics to centrally managing testing information etc. in order to provide operational information analysis services that can be used for statistics and data aggregation



Using devices and AI platform to create new business for each of the disease categories



With the expansion of low-invasive treatment, developing Intraoperative Navigation Systems by applying our preoperative simulation technology

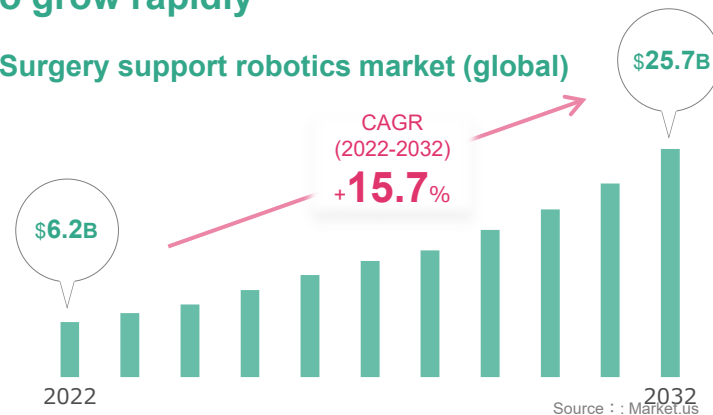


Developing a dedicated system utilizing our preoperative simulation technology for surgical robotics, a market that is expected to grow rapidly

Advantages of surgery support robotics



Surgery support robotics market (global)



“ Technology that can **display accurate 3D images in real time** is important, even in situations where the location of lesions and blood vessels constantly fluctuates due to breathing, heartbeats, etc. ”

Breakthrough combining **surgical videos, ultrasound images, and 3D simulations**

Before

When an abnormality is detected in blood vessels or tissues that the surgeon is unaware of, the surgeon needs to review preoperative or original images outside of the surgical field.

After

Shortening surgical time and improving surgical accuracy by performing surgery **while viewing real-time, high-precision 3D images displayed** on a large monitor near the operating table.

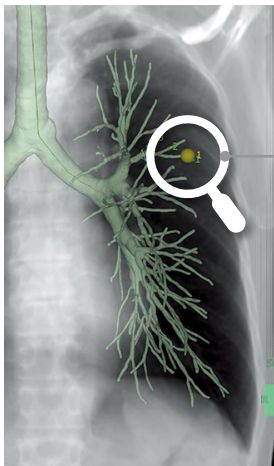
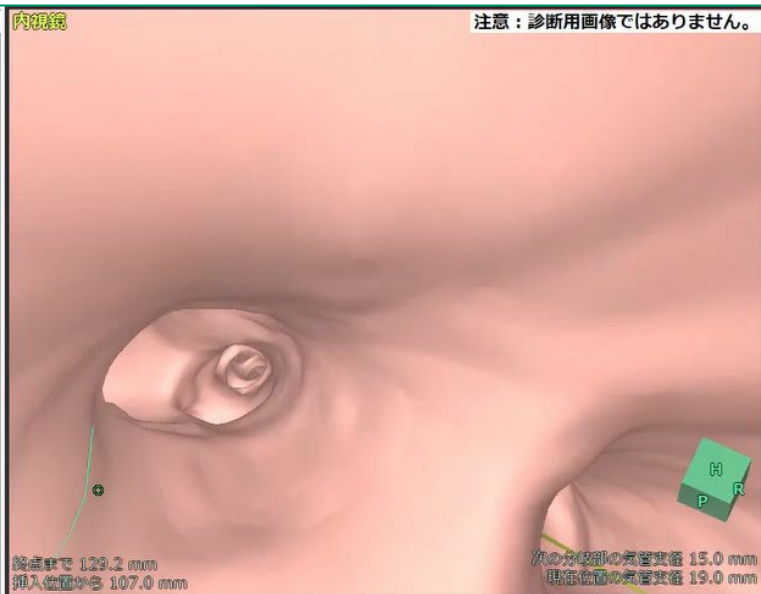
Utilizing AI technology cultivated in diagnostic support for intraoperative navigation

Automatic synchronization without using sensors
(Under development)

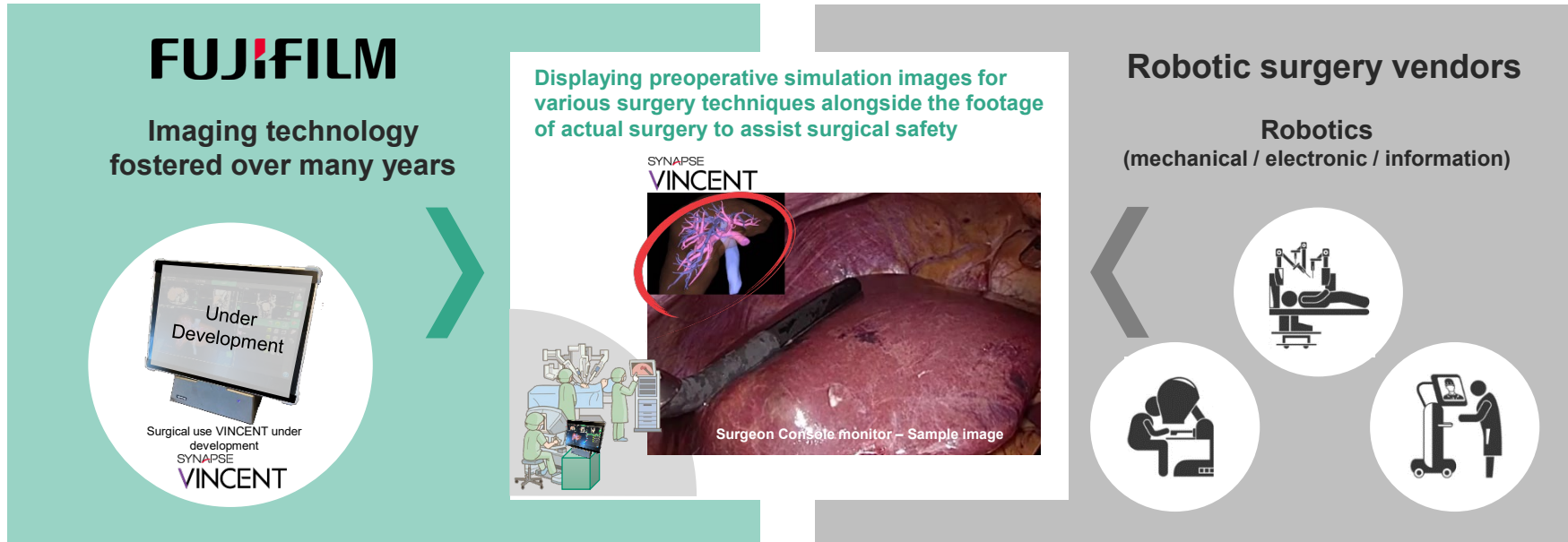
Real bronchoscopy image



CT virtual bronchoscopy image



Providing vendors with a system that displays preoperative simulation images synchronized with actual surgical footage to support safer surgeries, thereby building infrastructures for the surgical navigation market.



(Note) This slide contains information on technology under development.

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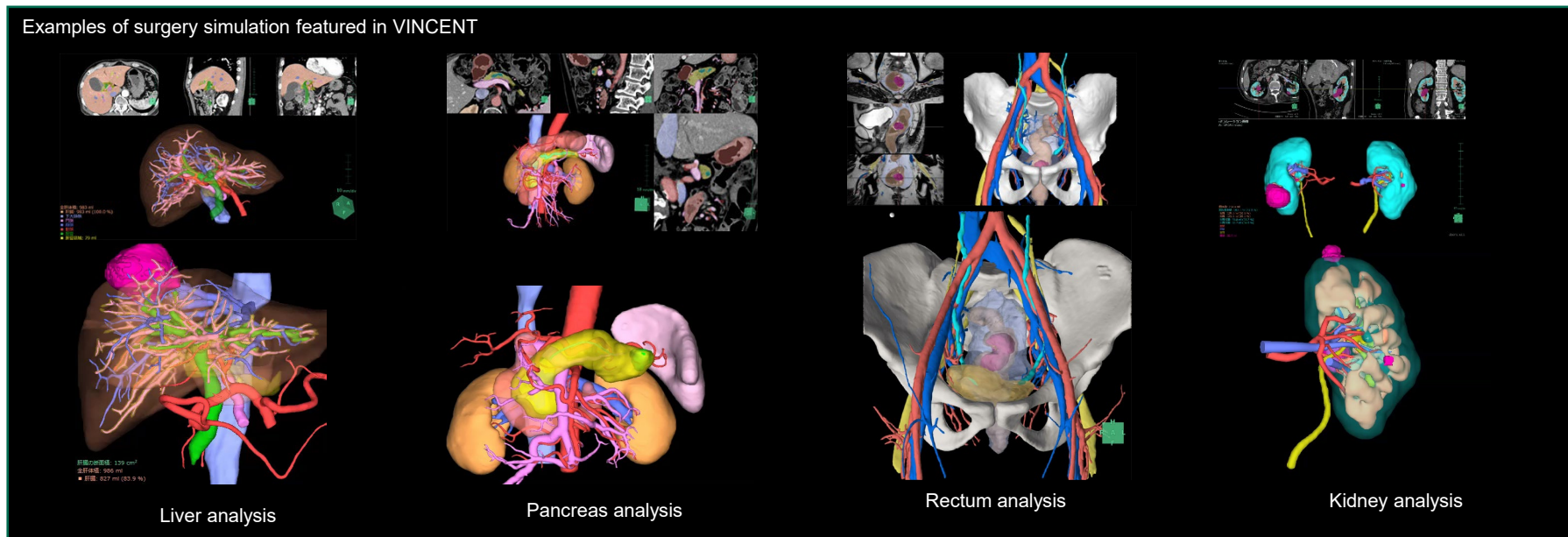
SYNAPSE VINCENT's various surgery simulation technologies

- Strength in simulating thoracoabdominal organ surgeries (mainly soft tissue organs)*1
- Offering a wide range of preoperative simulations for organs subject to robotic surgery (lung / liver / kidney / large intestine etc)*2

*1 Soft tissue organs have different shapes and pathologies from patient to patient. It is necessary to use technology that can extract them from CT / MRI scans at high precision.

*2 As of 2023, some robotic surgeries for various cancers are listed in the national health insurance scheme, including lung cancer, cardiac annuloplasty, esophagus cancer, stomach cancer, pancreatic cancer, rectal cancer, prostate cancer, kidney cancer, bladder cancer, uterine cancer, liver cancer, cholangiocarcinoma, pharyngeal cancer, stomach cancer etc.

Examples of surgery simulation featured in VINCENT



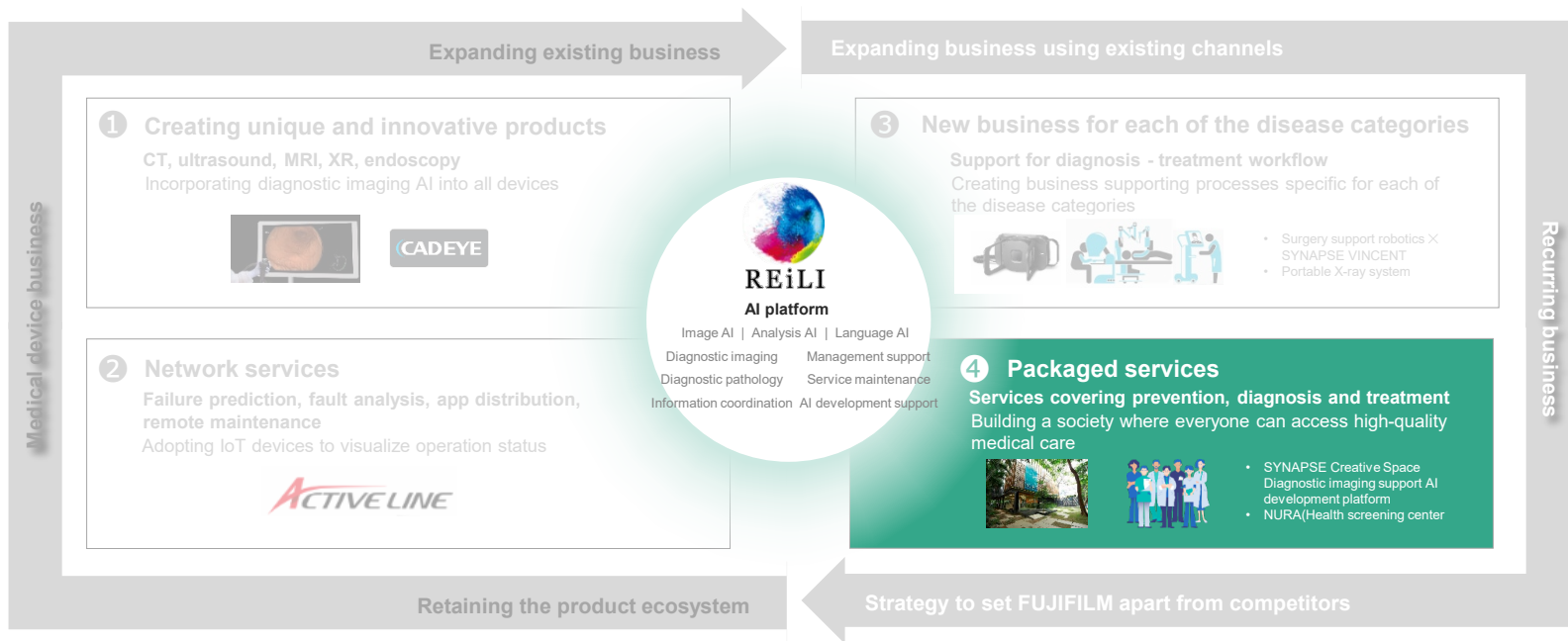
Liver analysis

Pancreas analysis

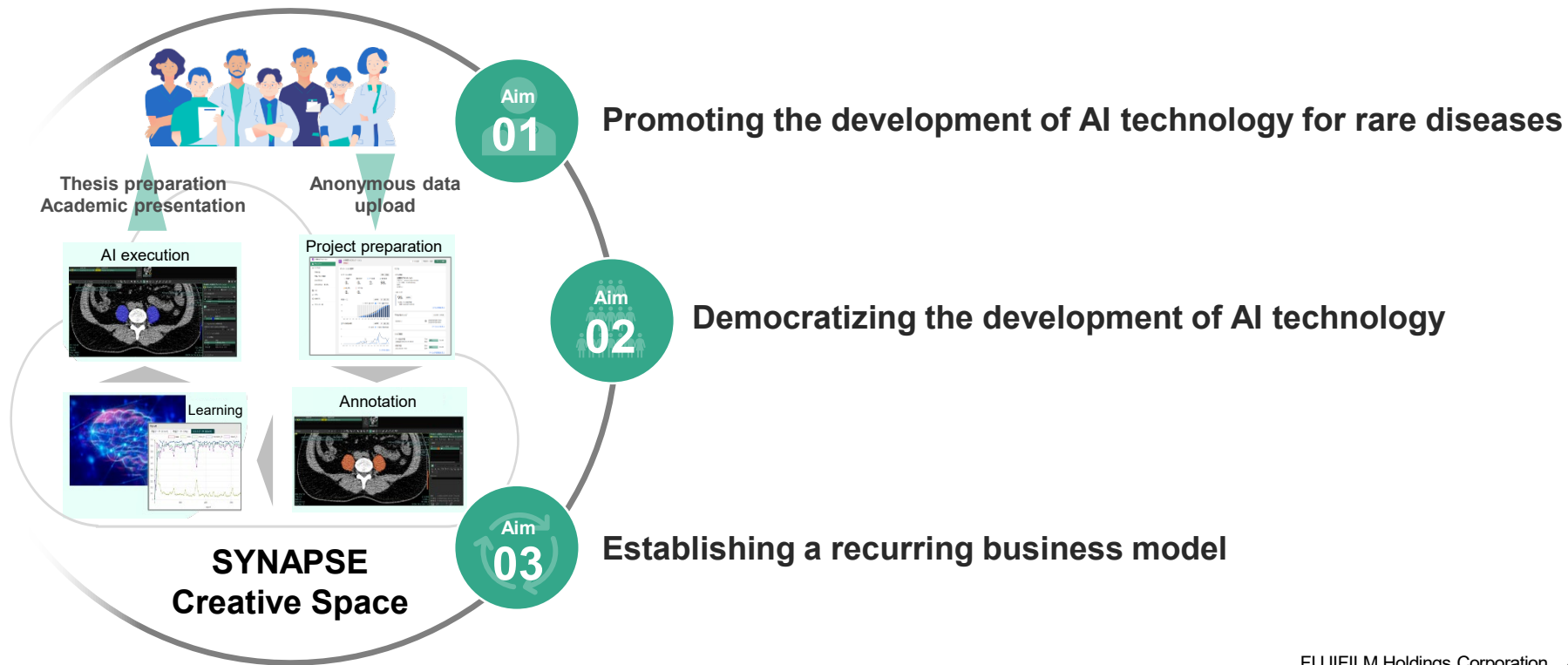
Rectum analysis

Kidney analysis

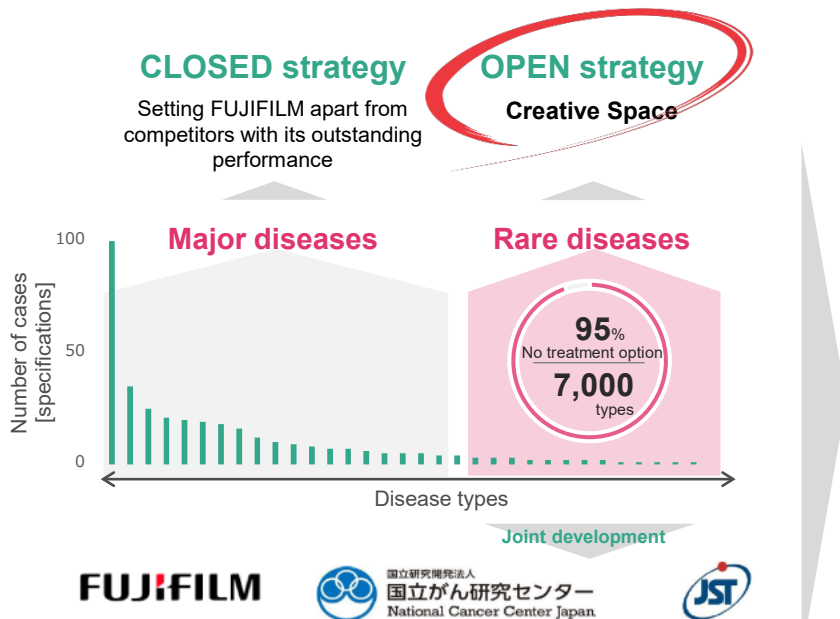
Using devices, AI and service business to contribute future society where everyone can access high-quality medical care at low cost



“SYNAPSE Creative Space” is a platform which provides all-in-one support for the development of diagnostic support AI. We aim to achieve growth in pursuit for both social and economic values



Promoting the development of diagnostic imaging support AI technology by using SYNAPSE Creative Space in the field of rare diseases, for which such development is hampered by a low number of patients



Joint development of the AI development support platform by FUJIFILM and the National Cancer Center
Supporting R&D of diagnostic imaging support AI technology for research and medical institutes

(April 2022)
Number of introduction cases following the release of the beta version

30+ sites

【Comments from specialists】



Dr. Shigeki Yamada
Nagoya City University

World's leading-edge AI research on the clinical level, which attracted praise at international academic conferences



Dr. Masamichi Takahashi,
National Cancer Center Hospital

Intuitive operation for quick verification of various medical AI concepts



Dr. Mototaka Miyake,
National Cancer Center Hospital

Real sense of "creating AI" by ourselves

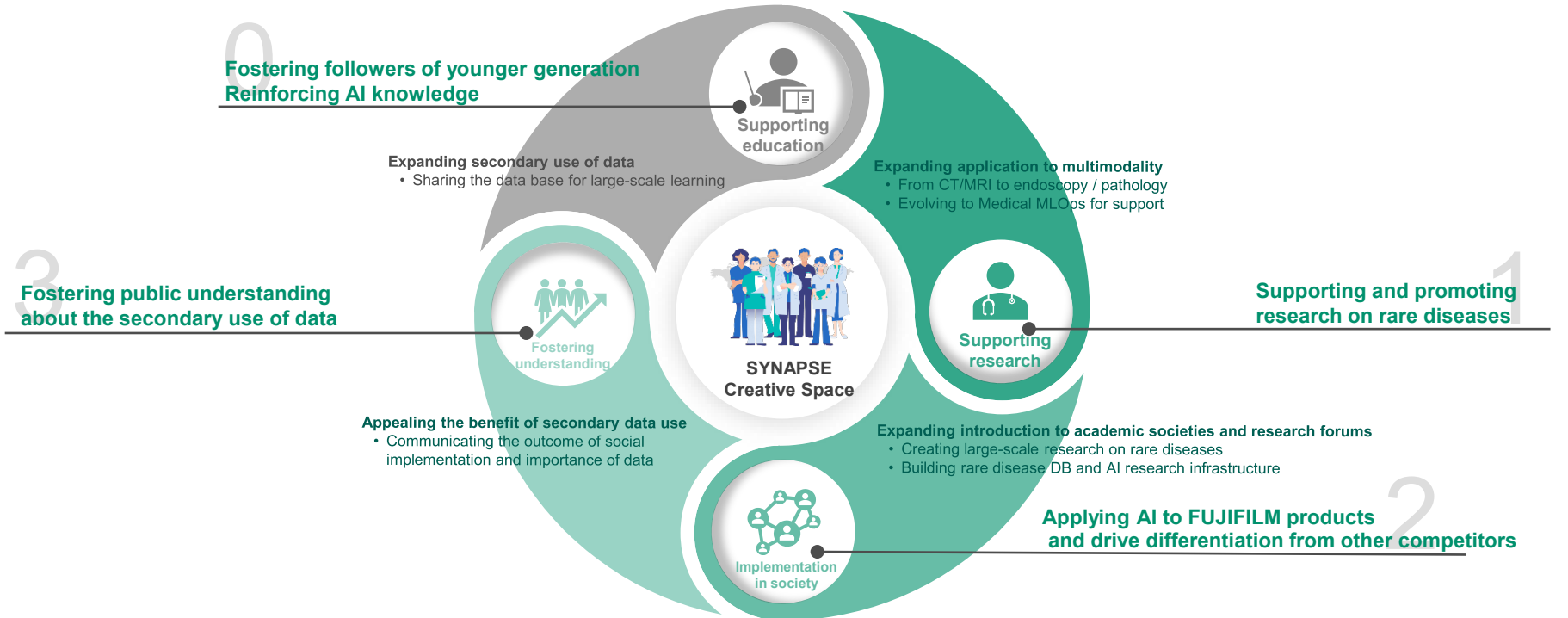


Dr. Kazuma Kobayashi,
National Cancer Center Research Institute

Comprehensive support for a series of processes to develop medical AI

* Excerpted from FUJIFILM's website

We will drive the social implementation of AI technology developed at SYNAPSE Creative Space and work towards achieving the democratization of AI development in the future.

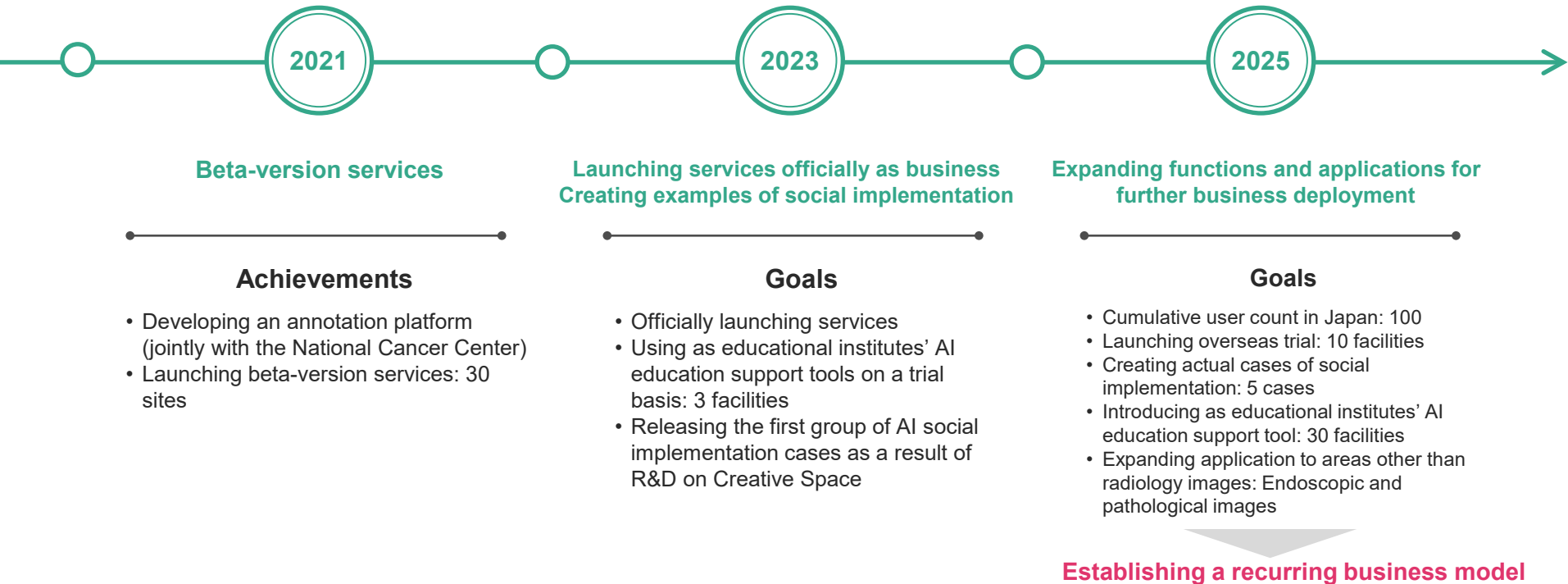


4-4-1-3 | Establishing a Recurring Business Model

- 1 Creating unique and innovative product
- 2 Network services
- 3 New business for each of the disease categories
- 4 Packaged services

Incorporate AI technology developed at SYNAPSE Creative Space into FUJIFILM's products.

To establish a recurring business model, expand its use for educational purposes, as well as for endoscopic and pathological images.



Introducing AI technology developed on SYNAPSE Creative Space

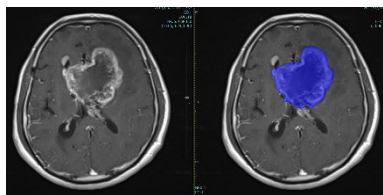
Promoting the democratization of the development of AI technology to expand the lineup of diagnostic imaging support AI technologies covering rare disease etc.

Case 1

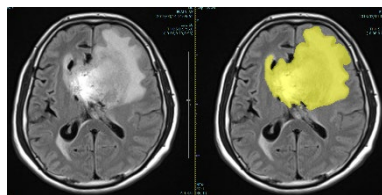
Technology for segmenting the region suspected of brain tumor



Masamichi Takahashi, Assistant Chief, Department of Neurosurgery and Neuro-Oncology and also Department of International Clinical Development, National Cancer Center Hospital



Estimating contrast-enhanced region of the Contrast T1 radiography image



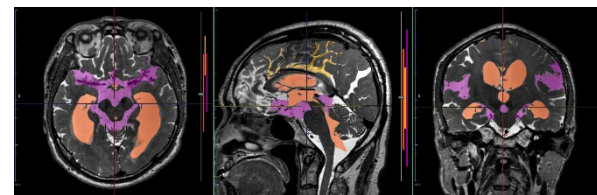
Estimating edema region from a FLAIR image

Case 2

Technology for supporting diagnostic imaging for iNPH (idiopathic Normal-Pressure Hydrocephalus)



Shigeki Yamada, Lecturer
Department of Neurosurgery, Nagoya City University



Using MR scans to estimate regions of high convexity tightness, Sylvian fissure dilation, basilar cistern and ventricle



Summary

Combining the “AI technology for diagnostic imaging” , “PACS that boasts the world’s top market share” and “cutting-edge medical devices and services” to contribute solving social issues while achieving business growth

01

Value-adding through continuous improvement of products and services

- Continuously embracing high-quality customer needs, collected through the extensive lineup of medical devices and encompassing IT technologies, to improve products and services
- Further strengthening the business development and R&D functions by way of reorganizing group companies in Japan

02

Changing healthcare workers' experience

- Incorporating diagnosis support AI technology to all medical devices to streamline total workflow
- Applying AI to FUJIFILM's PACS platform “SYNAPSE,” which boasts the world's top market share, to spread its use worldwide

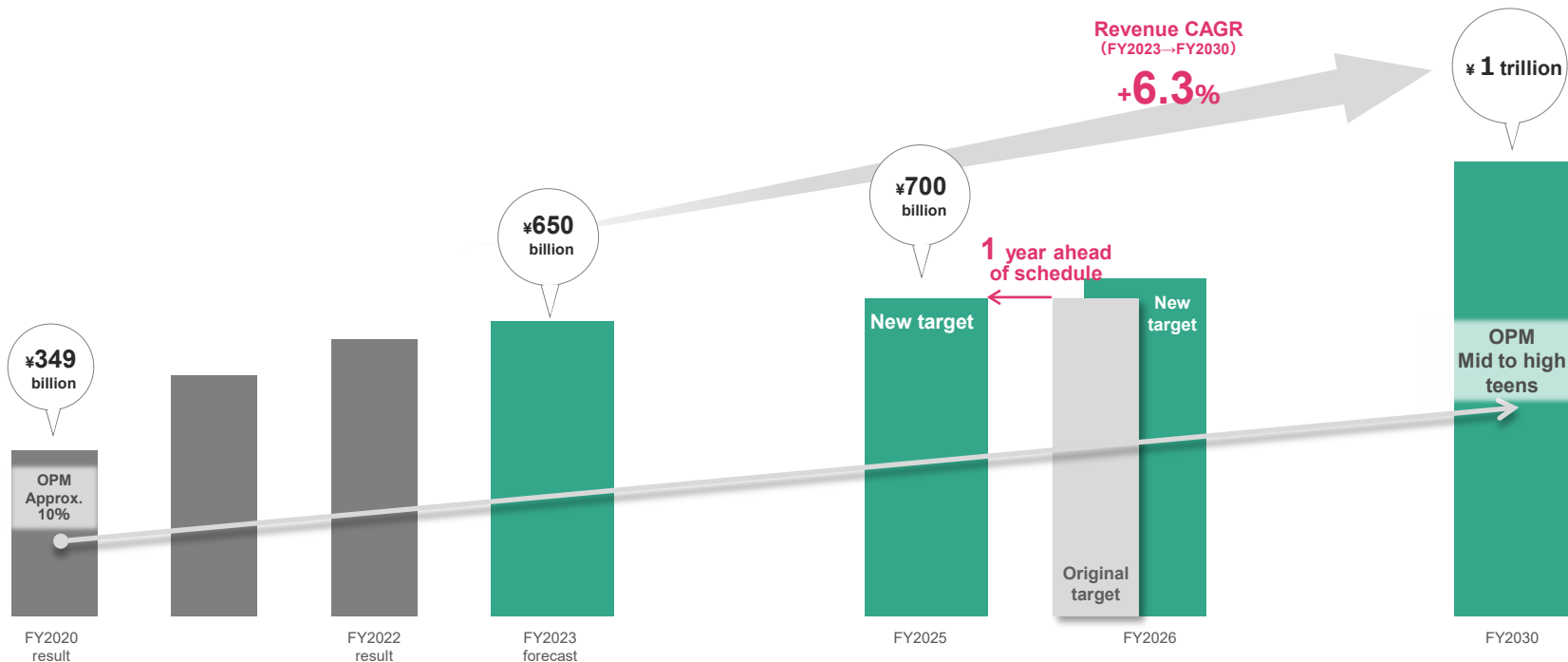
03

Shifting from product-centric approach to delivering recurring value

- Using devices and AI platform to expand disease-specific product lines and deploy new services
- Accelerating FUJIFILM-led democratization and social implementation of AI development in medical imaging through SYNAPSE Creative Space to build infrastructures / eco-system for medical AI development

5-2 | Mid- to Long-term Targets of the Medical Systems Business

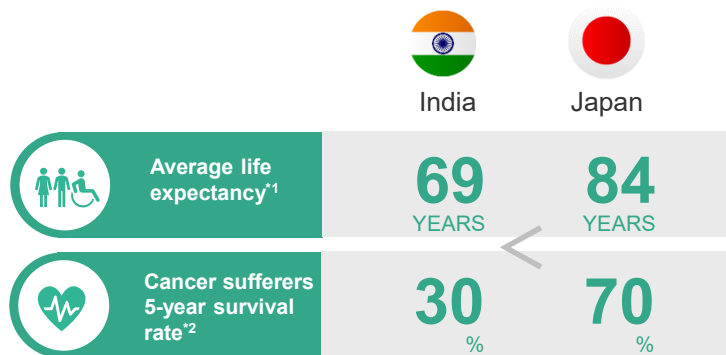
**Reaching 700 billion yen in revenue in FY2025 one year ahead of the original schedule.
Achieving Revenue of 1 trillion yen and OPM in the mid to high teens by FY2030.**





Appendix

Introducing products and services that use medical AI technology to all 196 countries and regions around the world by FY2030 to improve access to healthcare



¹ Source: WORLD BANK

² Source: "GLOBOCAN 2020" database compiled by the International Agency for Research on Cancer

Why does India (emerging economy) look inferior on paper?


- Factor 1 |** Insufficient health screening system
- Factor 2 |** No mentality of receiving health screening for “prevention and early detection”


Deploying health screening services to contribute to enhancing healthcare access in emerging countries

NURA
Sustained Health with Active-AI Screening



- Offering high-quality health screening services in the Japanese style at a reasonable charge (just above 20,000 yen)
- Using FUJIFILM’s medical devices and AI technology to contribute to early detection of cancer and lifestyle diseases

 Completing all tests and briefing in **120 minutes**

 **Significantly reducing** CT radiation dose with the use of AI

Appendix 1-2 | Deployment of Health Screening Center “NURA”

Opening NURA in Ulaanbaatar, Mongolia, and spreading the service also to Southeast Asia, Middle East and Africa with a view to forge partnerships, thereby further expanding the health screening service business in emerging countries

First time
Opening NURA under partnership agreement
 Signing a technology partnership agreement with the conglomerate “Tavan Bogd Group,” which FUJIFILM has worked together in the photography business since 1995.



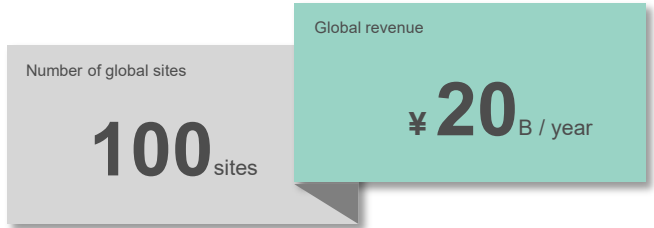
To establish health screening services in emerging countries

Expanding health screening service sites
 +
 Establishing a mechanism for effective use* of data obtained from health screening
 *E.g. analyzing health screening data to predict disease risks and encouraging patients to improve their lifestyles

To utilize health screening data from NURA

Adopted
 MEXT “Asia Digital Transformation” program
 MEXT “Supply Chain Resilience in the Indo-Pacific Region” program
 Verifying a mechanism of utilizing anonymous health screening data, obtained with consent from patients under a secure environment

FY2030 target



FUJIFILM
Value from Innovation