

Business Presentation for Imaging Solutions Businesses

FUJIFILM Holdings Corporation

Mar. 22, 2018

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.

1

Positioning of Imaging Solutions

● New CSR Plan "Sustainable Value Plan 2030"

Contribute to resolve global social issues through its business activities

Define "environment," health, "daily life" and "working style" as four key areas

Daily life:

Key Issues

1. Contribute to creating a safe and secure society
2. Contribute to enriching humanity and relationship between people



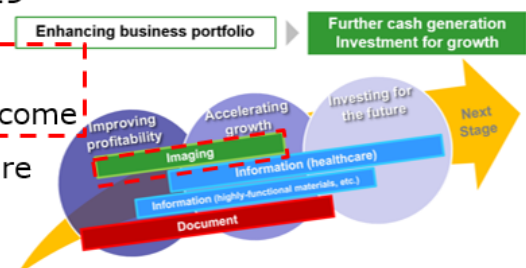
● Medium-Term Management Plan "VISION2019"

Profit : Improve profitability to generate cash-flow

Growth : Accelerate growth to expand sales and income

Investment : Invest in fields that will form our future

business pillars



2

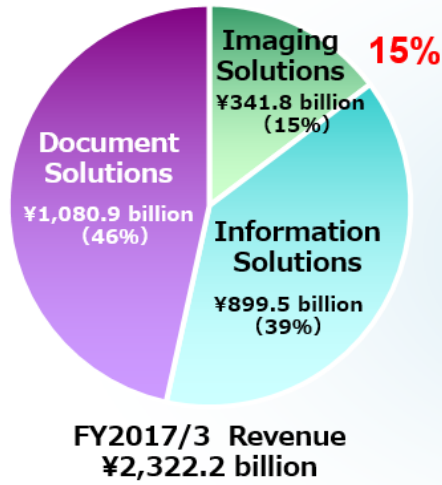


Photo Imaging

Instant photo system

Printing business

Photographing materials

Optical Device & Electronic Imaging Products

Digital Cameras

TV lenses

History of Imaging Solutions

Providing people around the world with new value through photographs, while creating new opportunities to take and enjoy photographs

1934 Motion picture film



1976

Fuji Color FII 400



1986

QuickSnap, a one-time-use recyclable camera



1948 Color film



1981

FOTORAMA (Instant camera)



1988

Digital camera



1998

Instant camera "instax"



1948 Camera



1950

1960

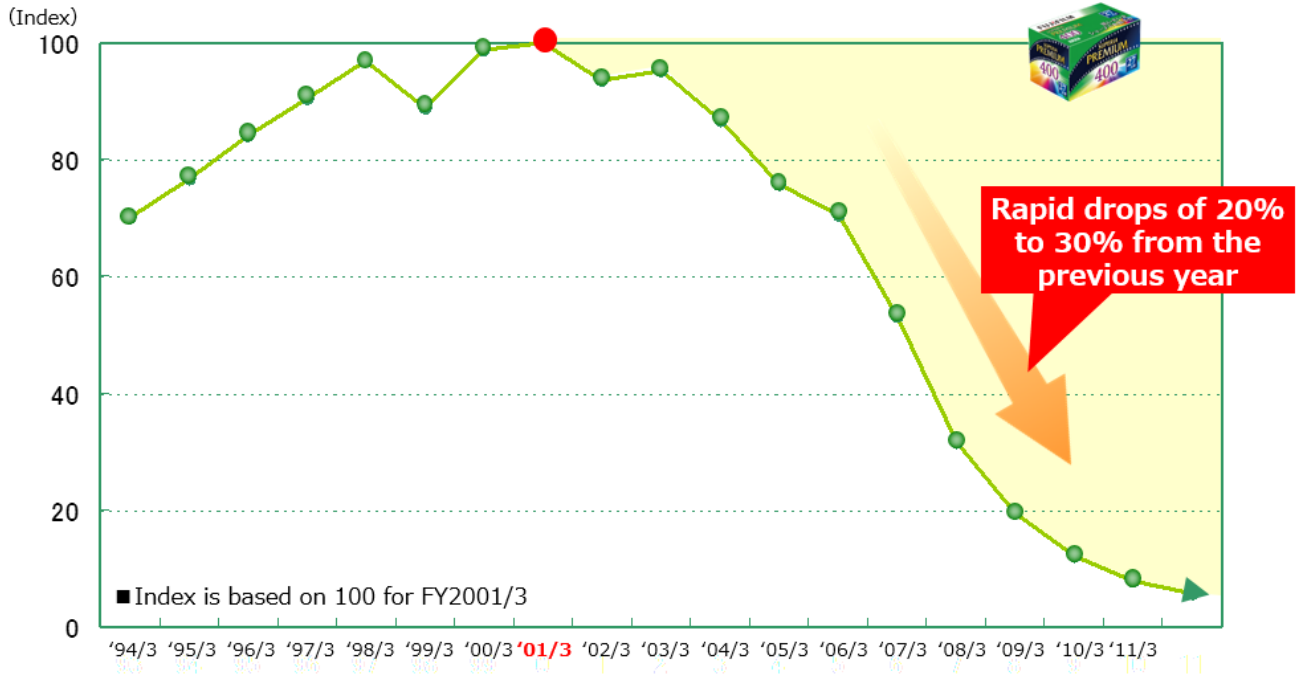
1970

1980

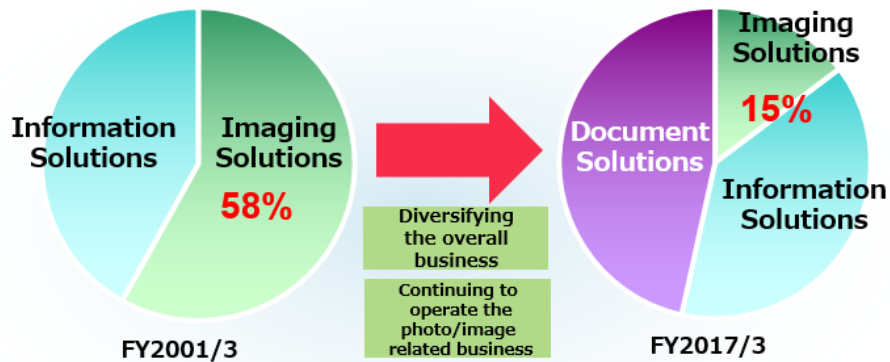
1990

2000

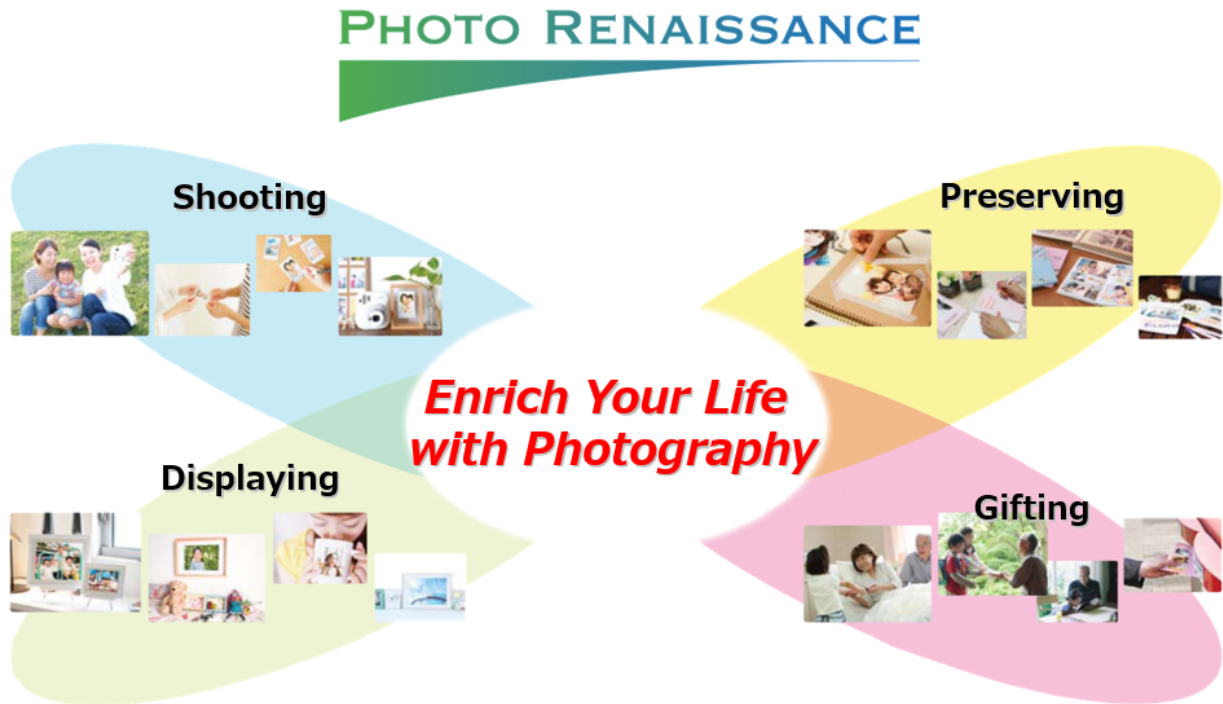
After peaking in 2000, the demand for color film fell to below 1% of its previous levels



Diversifying the overall business while continuing to operate the photo/image related businesses



Activities for creating new demand : "PHOTO RENAISSANCE"



Changes in the Imaging Solutions Business

Large improvements in profitability across the Imaging Solutions business as a whole

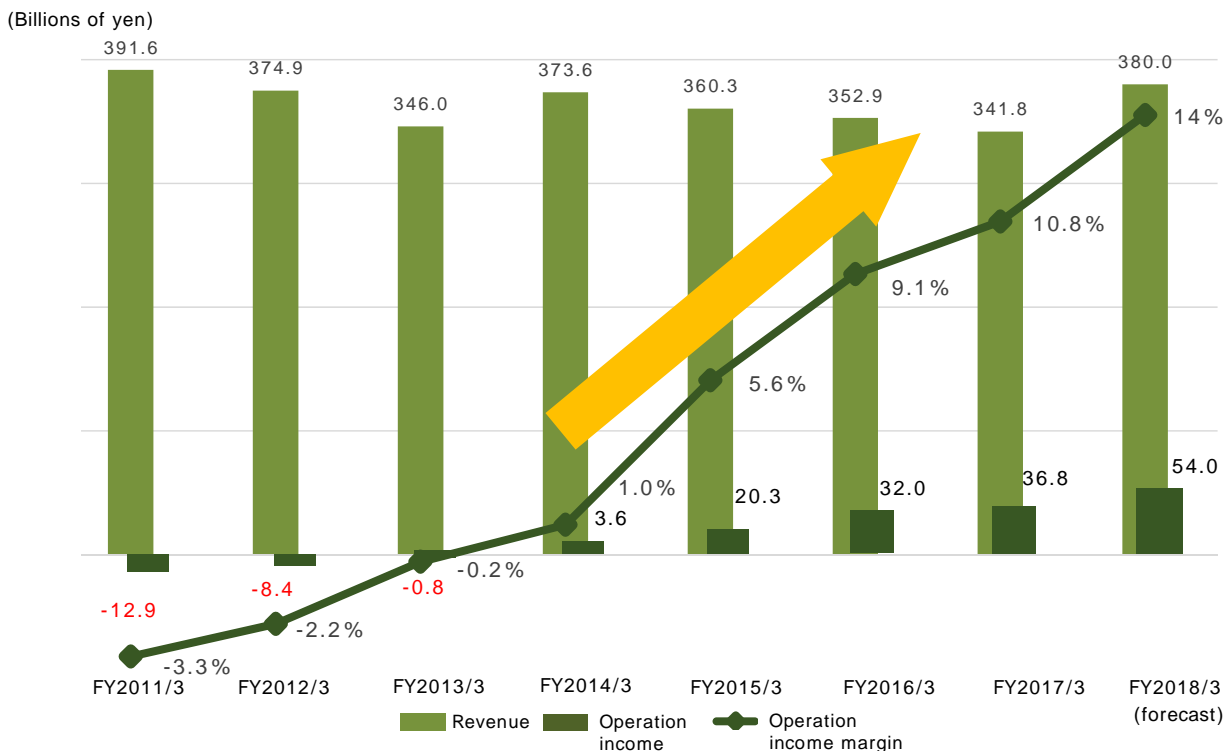


Photo Imaging

1. Expand the instant photo system business globally
2. Expand the printing business



Optical Device & Electronic Imaging Products

3. Focus on high-end digital cameras "X Series" and expand sales of highly profitable interchangeable lenses
4. Expand sales of such business-use products as broadcasting/cine, security, in-vehicle cameras utilizing optical design and image processing technologies



Expand the Instant Photo System Business Globally

Introducing new ways of enjoying photographs, becoming an essential "lifestyle tool" for young people, responding to user's needs through an expanded product lineup



Calendar



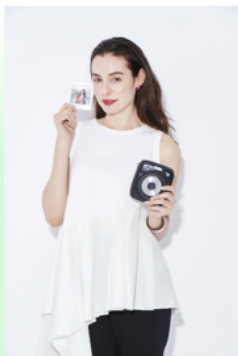
Message Gift



Trip



Party/Event



Share in SNS



Scrapbook



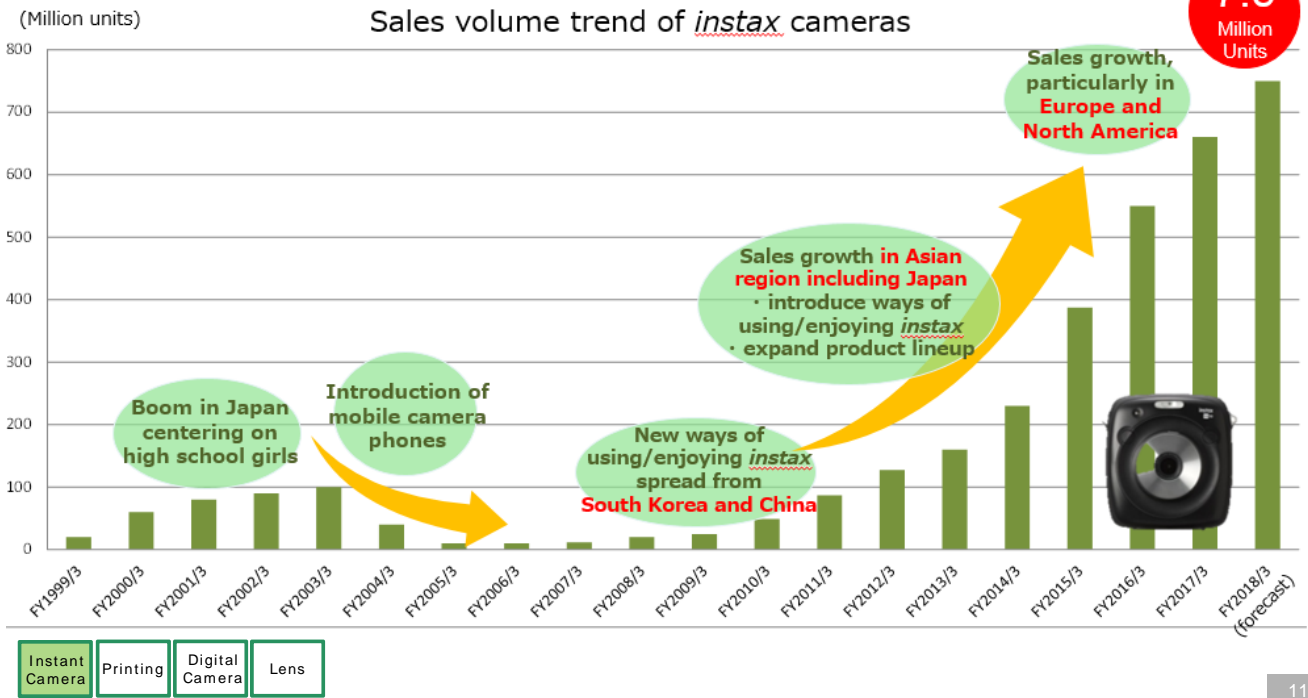
Photo in photo



Original Album

New lifestyles are spreading out from East Asia, resulting in increased sales around the world, particularly in Europe and North America

7.5 Million Units



Expand the Printing Business

Expand an easy-to-use print service that provides added value, introducing new materials appropriate for the smartphone era

Smartphone

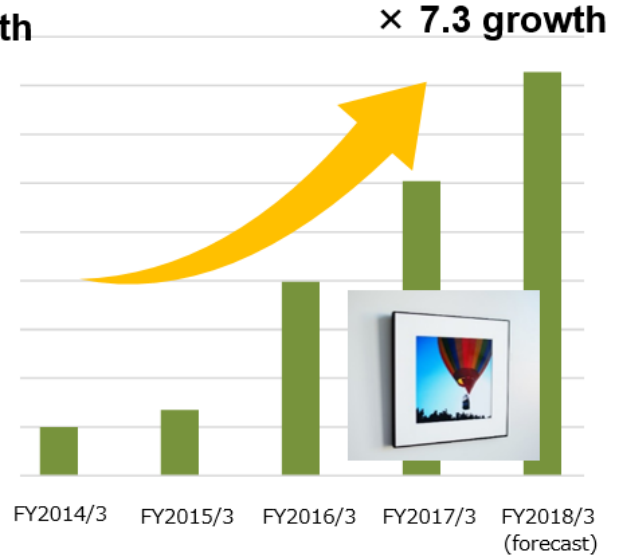
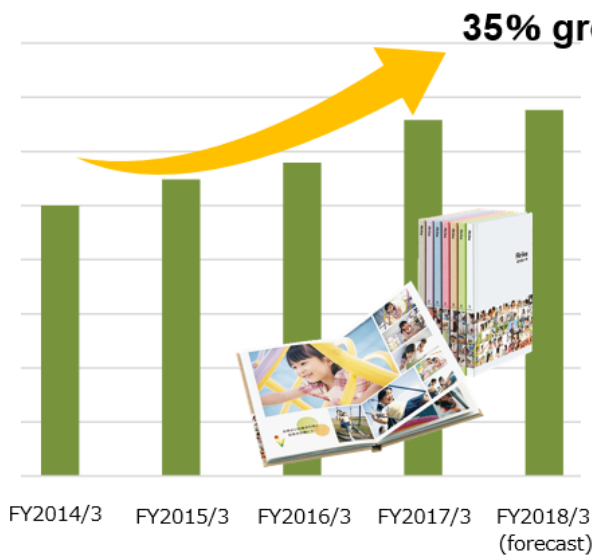
Year Album

Wall Decor

Solid growth in sales of Photo book/Wall Decor

Photo book sales

Wall Decor sales



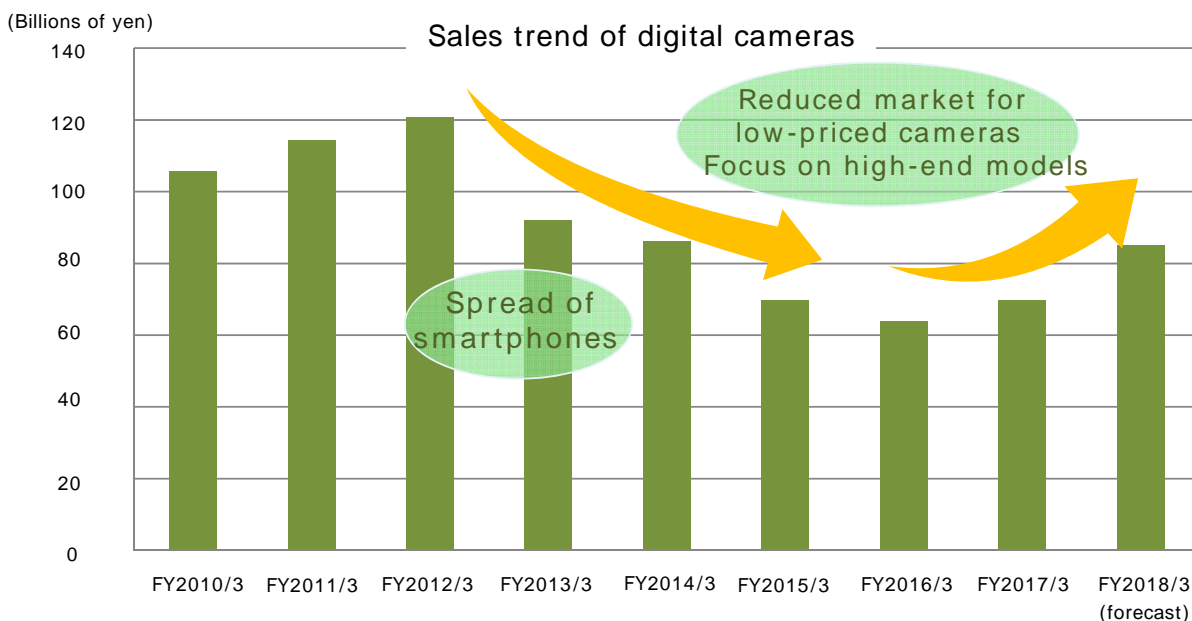
Instant Camera Printing Digital Camera Lens

Fujifilm shipment basis in Japan, North America and Europe

Fujifilm shipment basis in Japan, North America and Europe

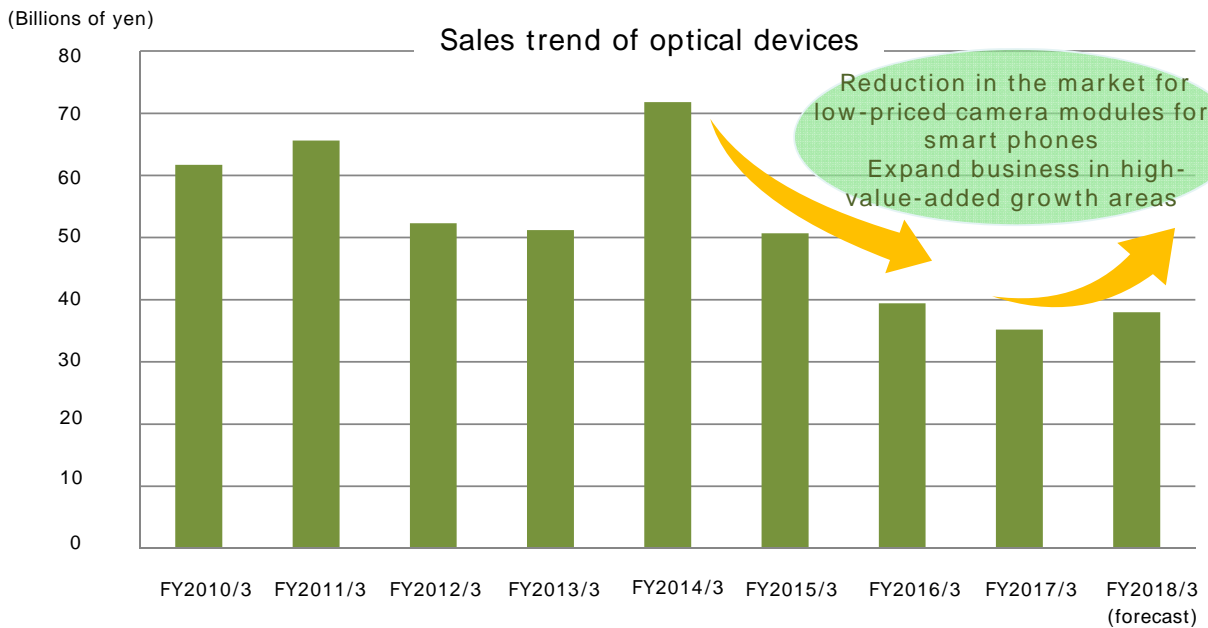
Digital Cameras : Focusing on High-end models

Reading future market needs to focus on high-end models, achieving a recovery in sales revenue and profitability



Instant Camera Printing Digital Camera Lens

Improving profitability by focusing on lenses for various industrial applications where high-quality optical technology is required such as broadcasting, cinematography and security



- Instant Camera
- Printing
- Digital Camera
- Lens

Medium-Term Management Plan "VISION2019"

Delivering highly competitive products that incorporate proprietary technologies to generate stable profits, while contributing to the development of photographic cultures

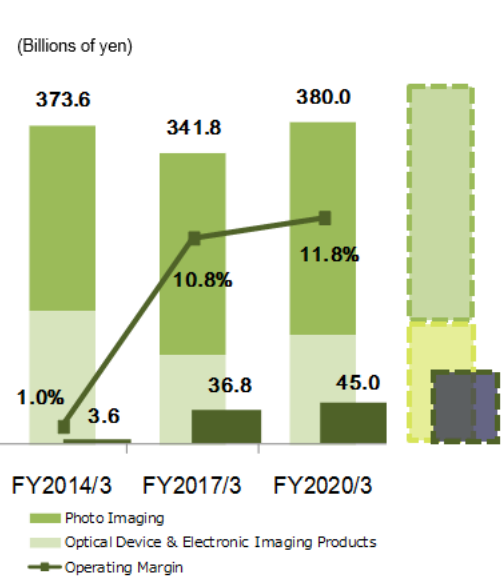


Photo Imaging

- Instant photo system
- Printing business
- Photographing materials

Optical Device & Electronic Imaging Products

- Digital Cameras
- TV lenses



**Enrich Your Life
with Photography**



Fujifilm Photo Salon Tokyo



Gallery X



WONDER PHOTO SHOP
FUJIFILM

FUJIFILM

Business Presentation for Photo Imaging Business

Mar.22, 2018

Chapter

1

Photo Imaging Business Overview

Chapter

2

Expand the Instant Photo System Business

Chapter

3

Expand the Printing Business

Chapter

1

Photo Imaging Business Overview

Product revenue ratios

① Printing Business

Labs and photo printing services
Value-added printing services

Photo book Calendar WALL DECOR Products for professional use

Printing Solutions
Photographic paper for color prints/Inkjet paper
Minilabs(Silver type/Inkjet type)
Thermal photo paper/ribbon/printer

In-store self printing device ID Photograph BOX Small size inkjet printer

Photographic paper for color prints

② Instant Photo System

Camera Printer

Film
Color film
Black and white film
QuickSnap
Archive films

③ Photographing Materials

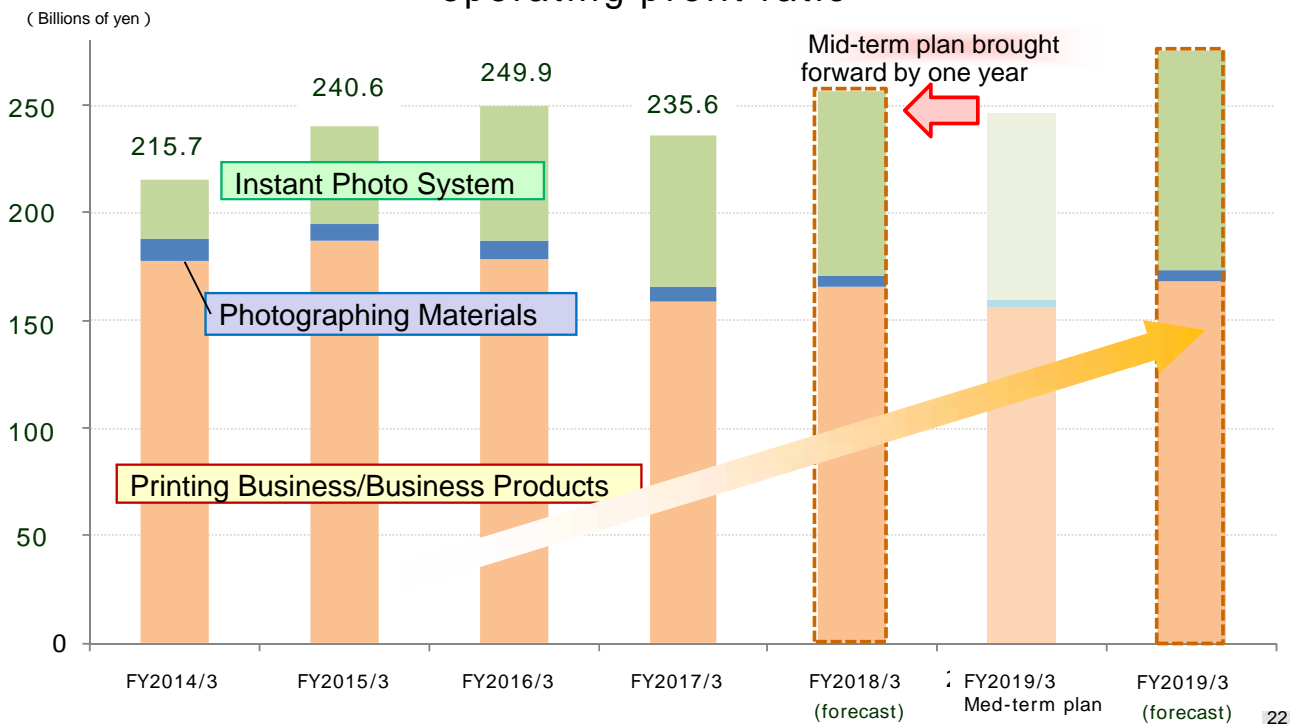
④ Business Products

ID card/license Display advertisement

RFID Solutions

Revenue trend

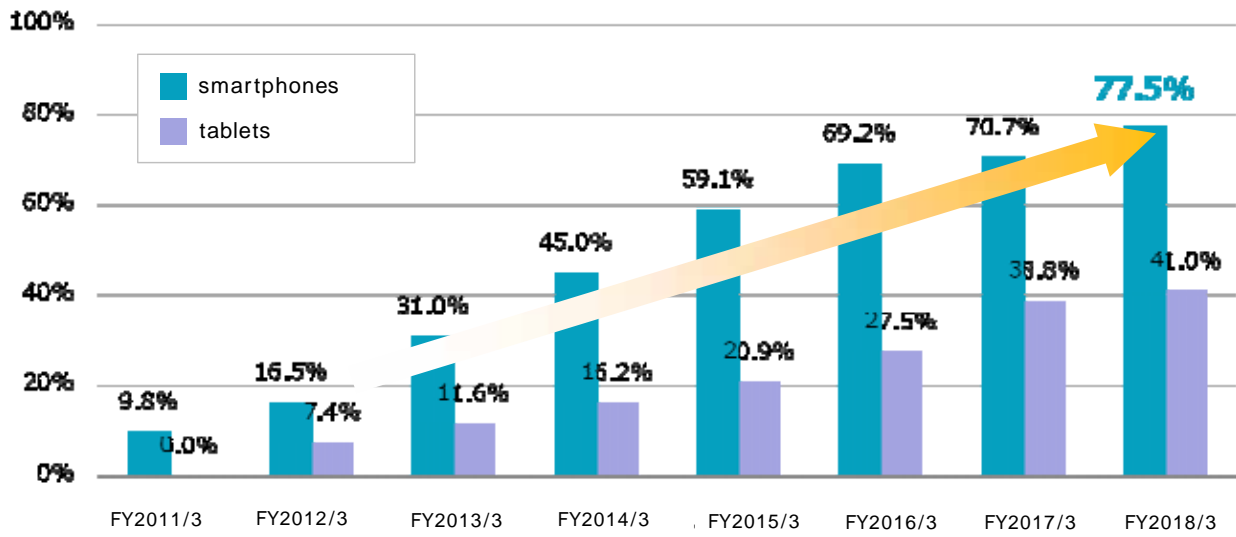
Aiming to maintain **5%** annual growth in sales and strong operating profit ratio



Expanded business opportunities

77.5% of people in Japan now own a smartphone, with 2.6 billion smartphone owners worldwide

Ownership rates for smartphones and tablets in Japan



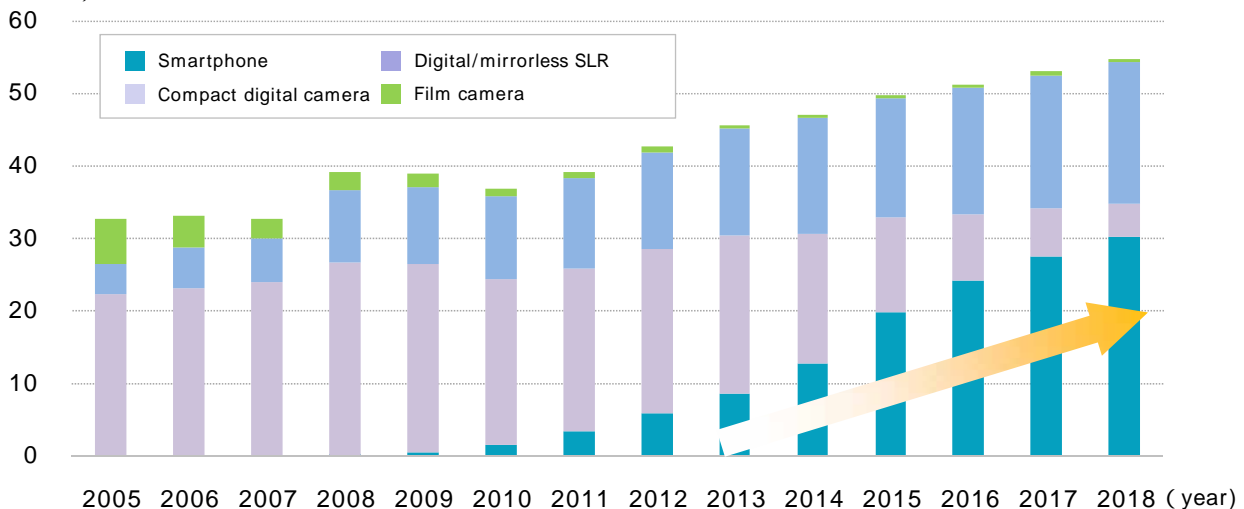
(Japan) June 2017 Hakuodo DY Survey
(Global) e-marketer projections

Expanded business opportunities

Spread of smartphones has led to an increasing number of photographs taken reaching 1 trillion shots worldwide

Number of shots taken in Japan

(1 billion shots)



Research by Fujifilm: estimated based on "Photo life" survey data

Shift in the value and positioning of photographic images

Photographs are considered as a means of

Communication & Self-Expression

Photographic media are changing and evolving



Facebook User

2.1
billion people



Instagram User

0.8
billion people



Core Values

“Shooting,” “Preserving,”
“Displaying,” “Gifting”



Facebook/Instagram user numbers:

<http://www.uniad.co.jp/260204>

Facebook is a registered trademark of Facebook, Inc.

Instagram is a registered trademark of Instagram

Chapter

2

Expand the Instant Photo System Business

Expand the Instant Photo System Business

Instant photo system "instax"

The official name of the product is "instax," being used around the world. In Japan it is known by its nickname "Cheki."

Global

instax
INSTANT PHOTOGRAPHY



Japan

instax 
INSTANT PHOTOGRAPHY



Expand the Instant Photo System Business

About instant photo system "instax"

Providing immediate output and texture of photograph, it can be harnessed as a real communications tool

Simple operation



Instant print



Diverse applications

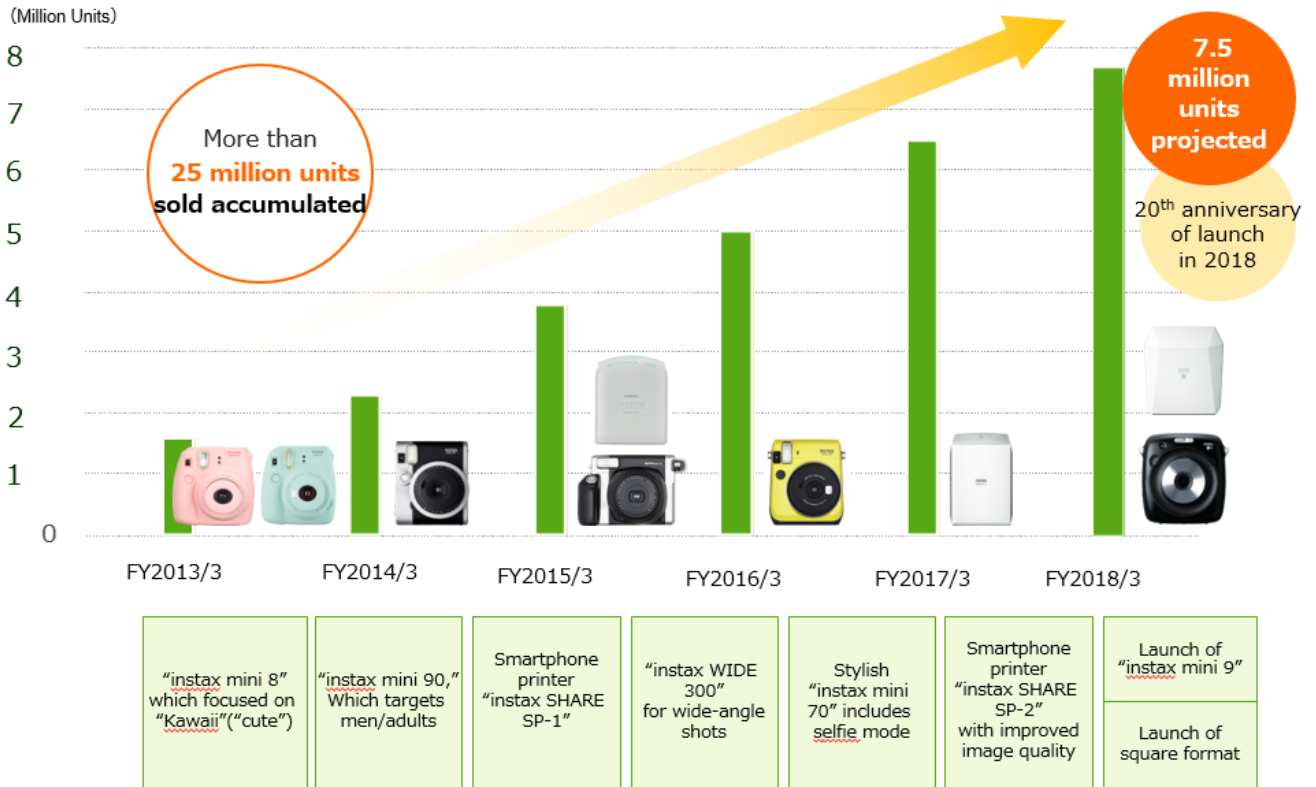


A unique service that can be used in various ways

Expand the Instant Photo System Business



Global sales are increasing steadily



Expand the Instant Photo System Business



Development of products that meet targets

Product Group		Concept	Main target
"instax" mini	mini 8+ (Japan)	The world's cutest instant camera	Young women
	mini 9 (Overseas)		
	mini 70	Have fun shooting	Men and women in their 20s and 30s
	mini 90	"NEO CLASSIC"	Men who love cameras
"instax" WIDE	WIDE 300	"instax wide" for large images	Families
"instax" printer	SHARE SP-2 SP-3	Easy "instax" printing of smartphone photos	Smartphone users
"instax" SQUARE	SQ 10	Simply enjoy being creative	Millennials

Expanding users

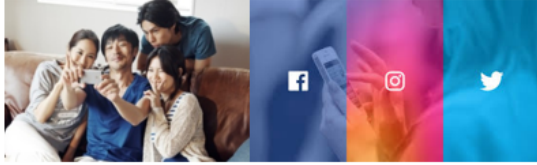
Expand the Instant Photo System Business

Shift in the value and positioning of photographs

Keeping records and memories



Spread of smart phones and SNS




Images are now a communication tool too

Photographs have become a more familiar, integral part of our daily lives

Expand the Instant Photo System Business

The spread of smart phones and SNS and perceptions of "instax"

Instant printing



Instant response

Sharing actual photos



Direct communication

Enjoying the gradual appearance of the picture



The unique feeling of "instax"

instax feels fresh and has real value



Digital native generation

Expand the Instant Photo System Business



The spread of smart phones and SNS and product development of "instax"



Commercialization of products

designed to take advantage of the spread of smartphones and wider use of social media

Expand the Instant Photo System Business



New products launched in fiscal year 2017

New format "square format"

instax SQUARE

SQ10



"instax" first digitization

instax SQUARE

INSTANT FILM



Designed for millennials with artistic sensitivity and desire to express themselves
Responding to the popularity of the square format on SNS and other platforms

New products launched in fiscal year 2017

New format "square format"

instax SHARE SP-3 **SQ**



Image from a smartphone can also be printed on square format "instax" film
Highly artistic square format supports smartphone user s self-expression

New products launched in fiscal year 2017

New "instax SQUARE" format



Expand the Instant Photo System Business



New products launched in fiscal year 2017

New “instax” proposal for smartphone users



Developed game-like smartphone applications
Scheduled for global launch

Expand the Instant Photo System Business



1. Development of products that meet targets

Collaborative product development



Raising the profile of “instax” and widening the customer base
through collaborations with popular characters in Japan and overseas

Expand the Instant Photo System Business



1. Development of products that meet targets

A diverse range of design films



Development of highly artistic film targeting users with high sensitivity to fashion and art

Expand the Instant Photo System Business



1. Development of products that meet targets

Wide variety of film lineup



©Disney ©Disney. Based on the "Winnie the Pooh" works by A.A. Milne and E.H. Shephard.
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©2015 San-X Co., Ltd. All Rights Reserved.

Colorful designs and collaborations with popular characters
a diverse range of films are launched for sale

2.Global development

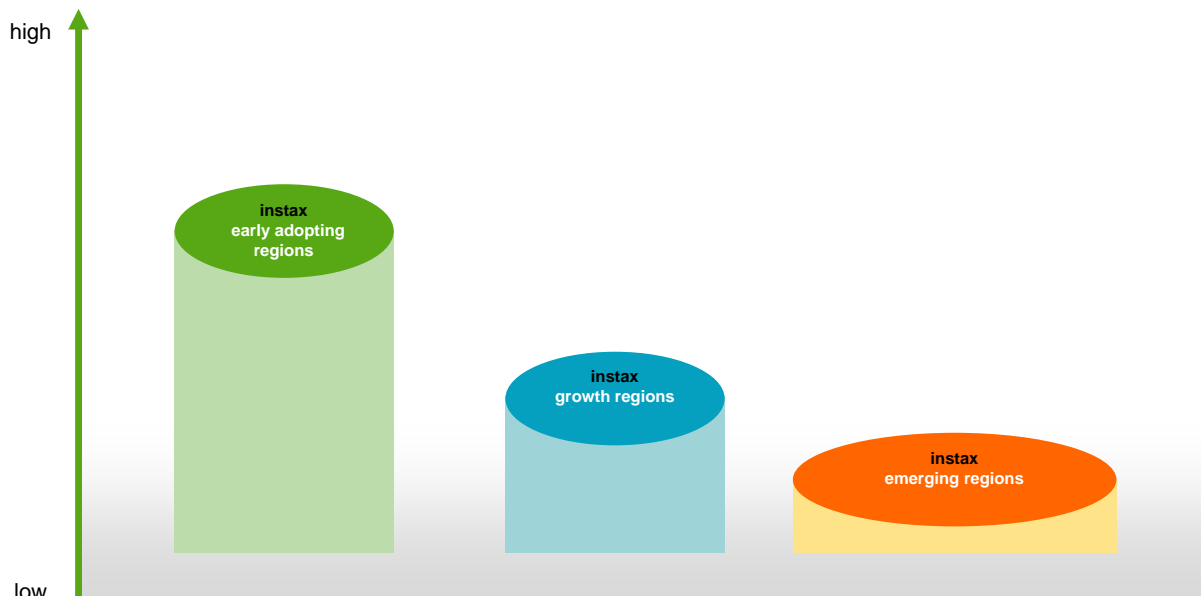
instax



2.Global development

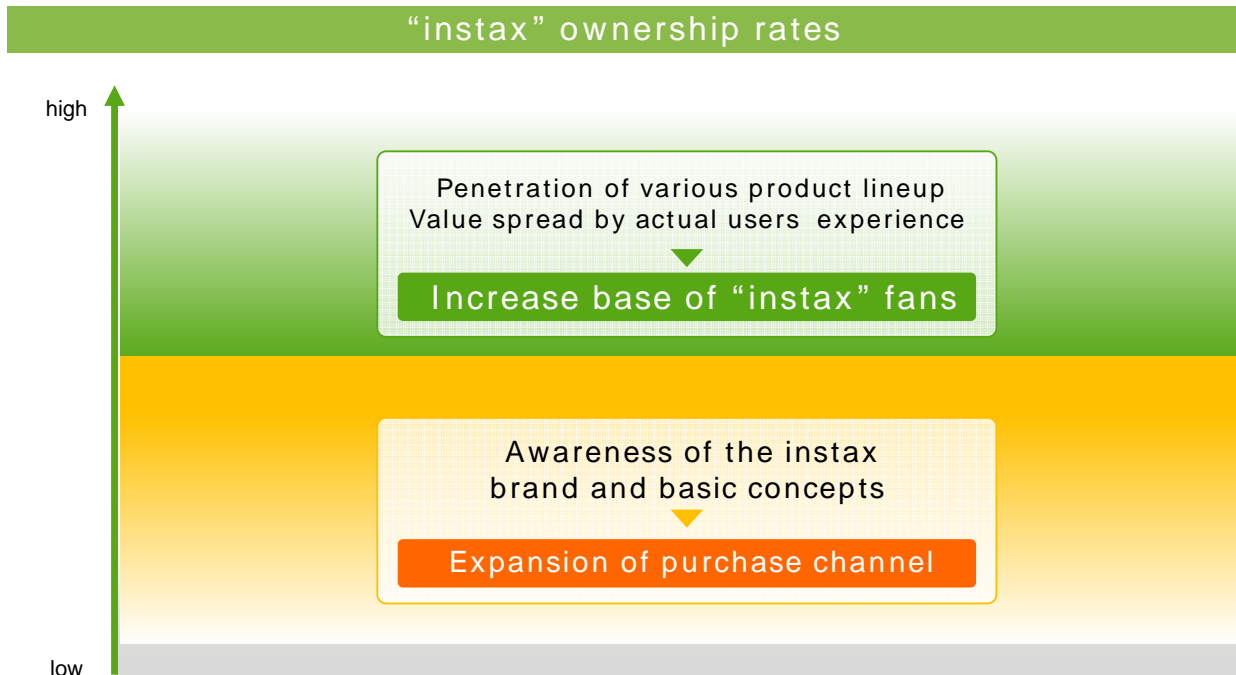
“instax” market situation by region

“instax” ownership rates



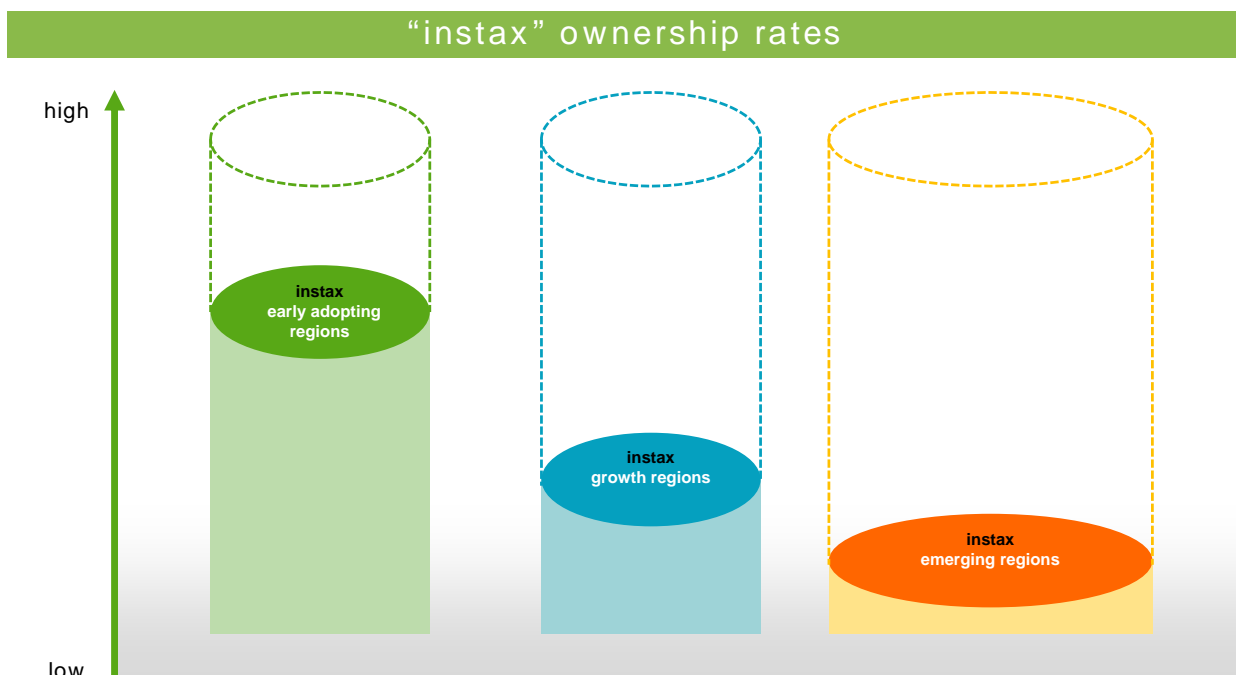
2.Global development

“instax” market situation by region



2.Global development

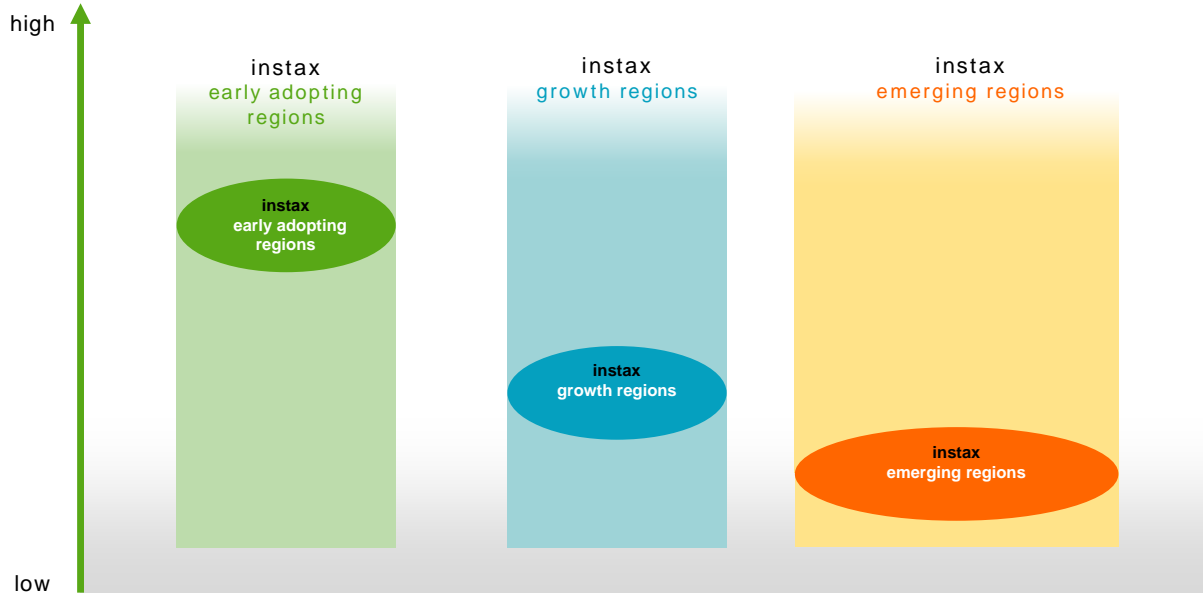
“instax” market situation by region



2.Global development

“instax” market situation by region

“instax” ownership rates



2.Global development In-store promotions

“instax” in early-adopting regions



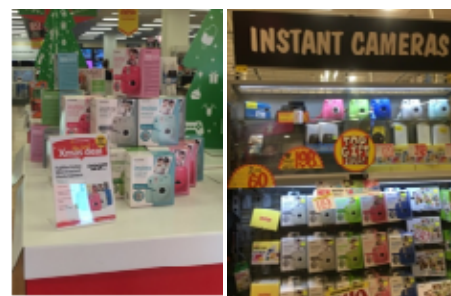
U. K.



Japan



Canada



Oceania

Expand the Instant Photo System Business



2.Global development In-store promotions

“instax” in growth regions



URBAN OUTFITTERS



U.S.A.



Germany

Expand the Instant Photo System Business



2.Global development In-store promotions

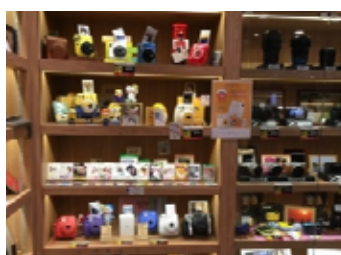
“instax” in emerging regions



China



Mexico



Malaysia



Thailand

2.Global development Utilizing the Internet and SNS



Based on real examples from users
the value provided by instax is spreading globally

3.Concept for future development

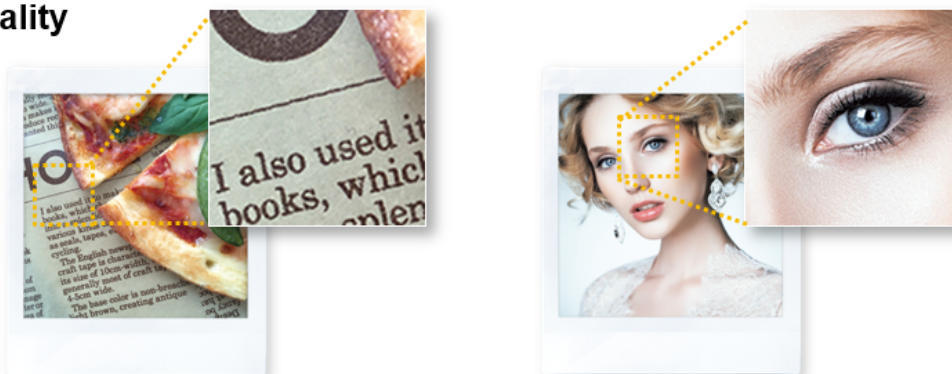
Development of products that meet targets



Fujifilm continues to develop products that
generate new value

3. Concept for future development

Image quality

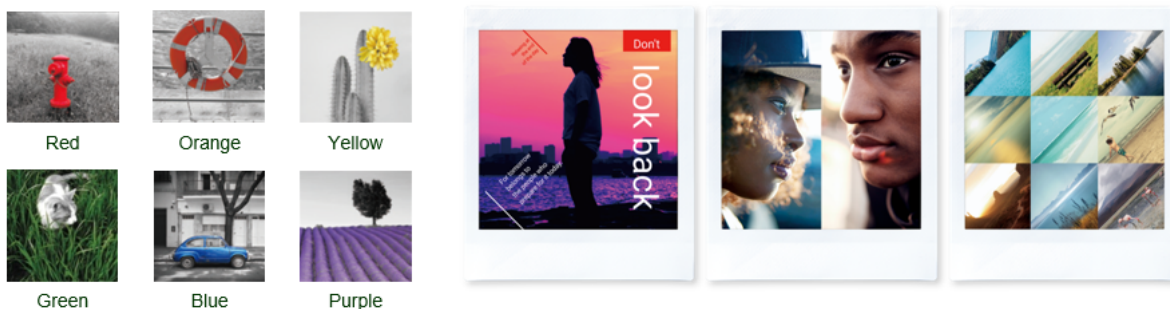
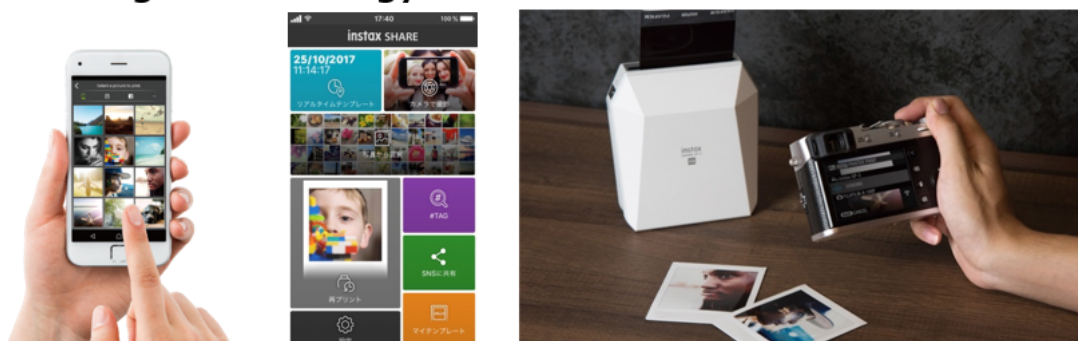


Design



3. Concept for future development

Fusion with digital technology



Expanding the range of use and enjoyment

3. Concept for future development

Use of diverse print formats



“instax mini”



“instax SQUARE”



“instax WIDE”

Expanding the range of self-expression

3. Concept for future development



Provide products that give users a more “real” texture, promoting the further expansion of the service

Expand the Printing Business

Product revenue ratios

Printing Business

Labs and photo printing services

- Value-added printing services



Photo book



Calendar



WALL DECOR



Products for professional use

Printing solutions

- Photographic paper for color prints/Inkjet paper
- Minilabs(Silver type/Inkjet type)
- Thermal photo paper/ribbon/printer



In-store self printing device



ID Photograph BOX



Small size inkjet printer



Photographic paper for color prints

Instant photo system



Camera



Printer



Film

Photographing materials

- Color film
- Black and white film
- QuickSnap
- Film for archiving



Business products



ID card/license
RFID Solutions



Display advertisement



Printing Business Overview

Printing Solutions

Provide devices, software and print materials

Software for in-store self printing device

Various minilab printing products/services



Suggest ways of using and enjoying photos

Lab Print Services

FUJIFILM online print service PC Smartphone

FUJIFILM ネットプリント サービス

Develop and produce print-related products/services with added value

Business partners including photo shops and retailers

Shop PC Smartphone

Walmart ビックカメラ ヨドバシカメラ コジマカメラ 写真11円

カマクラ COSTCO WHOLESALE JESSOPS dm MediaMarkt ROSSMANN



Promotion/demand creation activity

写真で広がるサプライズ **写プライズ!** しょう。

写真と、ちょっといい暮らし。 by FUJIFILM

写真もっと楽しむ **WONDER PHOTO SHOP** FUJIFILM

50,000人の写真展

The industry's only total solution provider

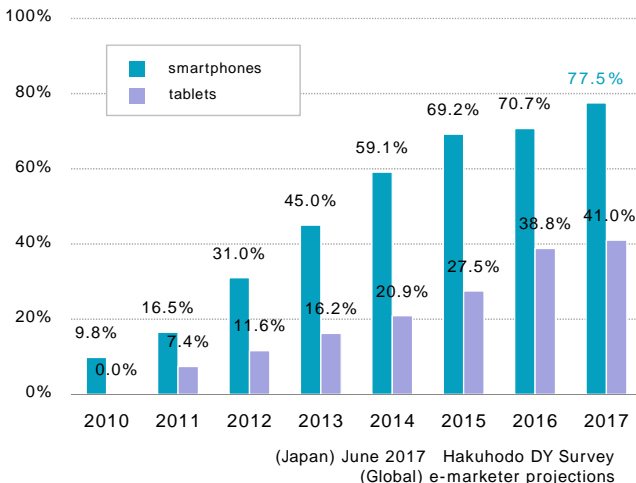
The names of each company listed are trademarks or registered trademarks. 57

Expanded business opportunities

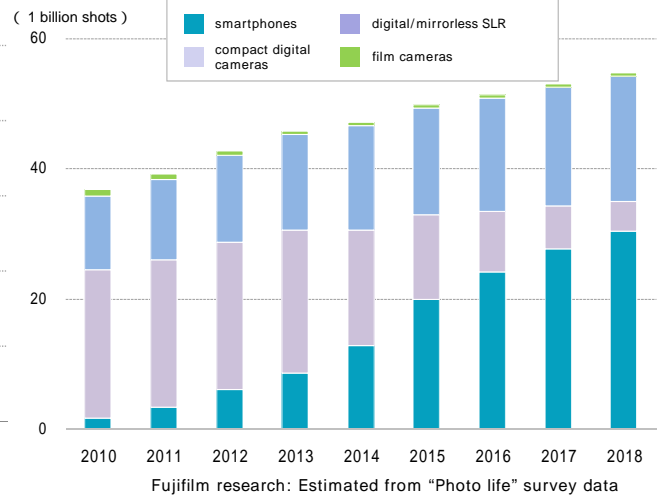
Consumers are taking an increasing number of photographs due to the spread of smartphones

This creates larger printing business opportunities

Ownership rates of smartphones and tablets in Japan



Number of images taken in Japan

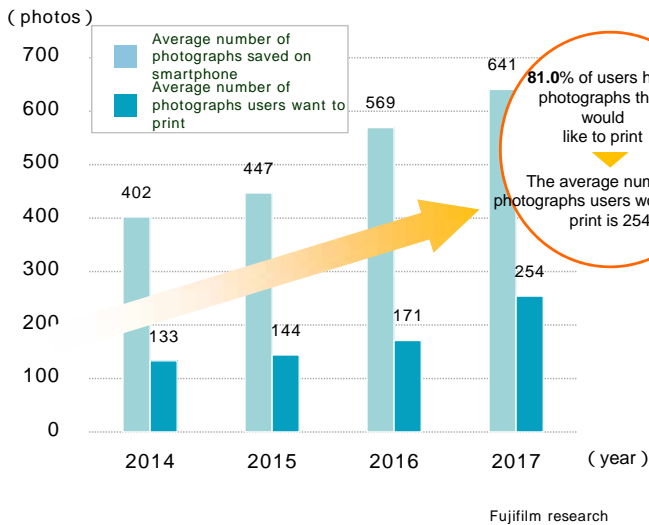


Expand the Printing Business

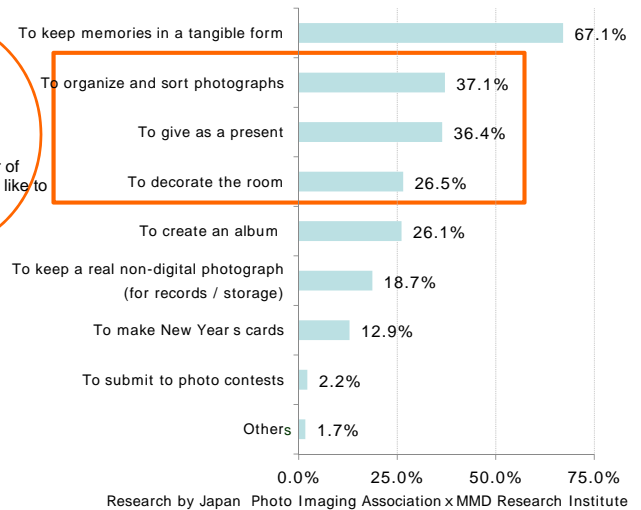


Expanded business opportunities

Average number of photographs saved on smartphone
Average number of photographs users want to print



Timing / objectives / application of image printing



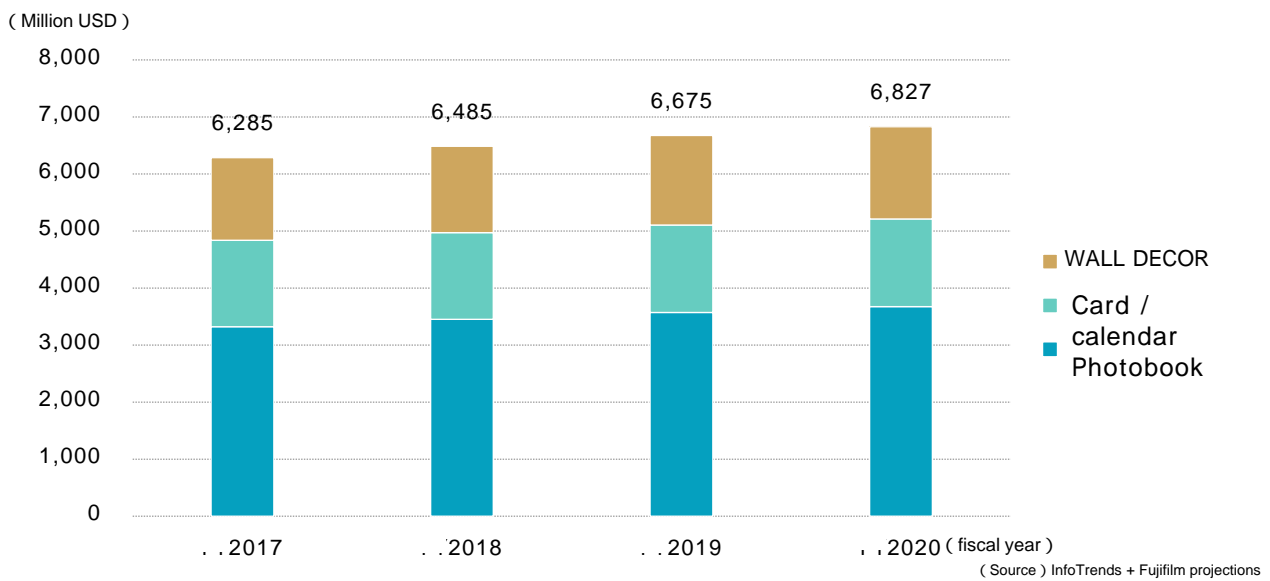
81% of users want to print images, and the number of images they want to print is growing. In addition to conventional usages, users now use their prints in various new ways including gifts, displays, and albums.

Expand the Printing Business



Expanded business opportunities

Total worldwide market for value-added prints



The market for value-added prints such as Photo book and WALL DECOR as larger numbers of people make more use of new print applications

Expanded business opportunities

Harnessing the increased use of print services and spread of smartphones as a business opportunity to **expand value added print services**



1. Development of value-added print services



Based on the concept of “more photographs in your life to enrich your life,” Fujifilm proposes value-added print products and services to cope with the expanded demand for using prints in an increasing number of ways

1. Development of value-added print services

Preserving



Year Album



The "Image Organizer" is Fujifilm's proprietary image analysis technology, which incorporates AI. The atmosphere of a particular trip or, for example, wedding ceremony, can be captured in a single album.



Make albums easily through automatic photo selection

This innovative service has been available since 2013.
It allows users to lay out an album in as little as five minutes

1. Development of value-added print services

Gifting



For family, for friends, for partners.
The '*Sha-prise*' promotion, which encouraged users to send photographs to a special somebody alongside a special message, helped popularize the Shuffle Print service

写真で仕掛けるサプライズ
写プリーズ!
しよう。



Many smartphone photographs capturing various persons can be brought together in a single cute layout: **This print service is particularly popular among girls and women in their teens and 20s**

1. Development of value-added print services

Displaying



WALL DECOR

CASUAL
Light Weight Panel

WOOD PANEL
GALLERY
V-MAT FORMAT

MUSEUM
ALUMI PANEL



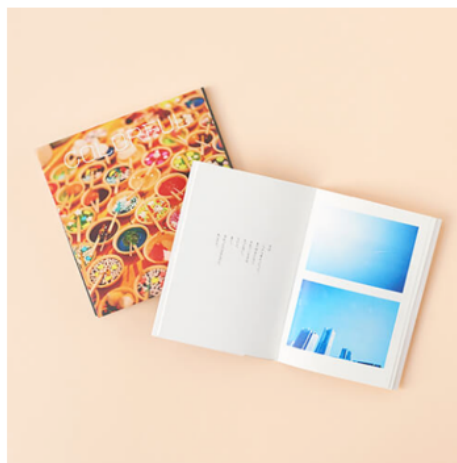
The WALL DECOR print service is ideal for those who want to use photographs as part of their home's stylish interior design

1. Development of value-added print services

Organization
Self-expression

PhotoZINE NEW

New stylish photo books that allow users to express their own world

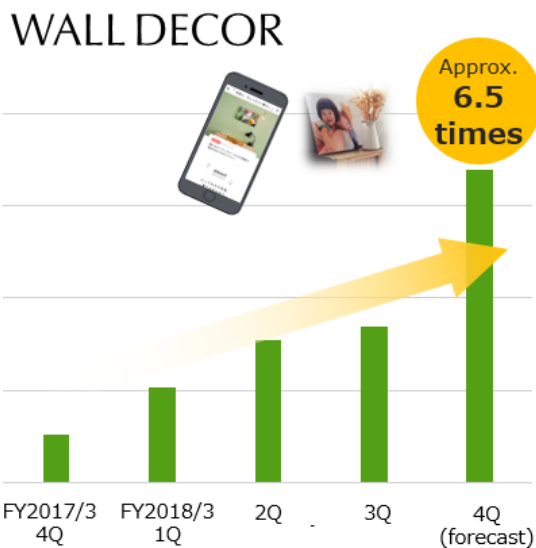


PhotoZINE Slim (to be released in June 2018)
This product was developed to target social media users, encouraging them to collect photographs of their hobbies and organize the photographs in the smartphone. The shape is designed to feel reminiscent of a smartphone.

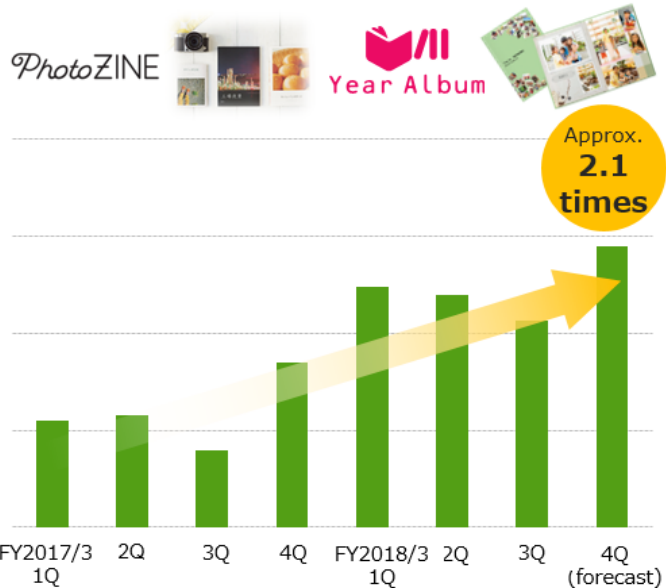
These photo books have been well received, with users providing comments such as "it looks stylish like a magazine" and "I can express myself artistically"
A new design is to be released in June 2018.

1. Development of value-added print services

Sales trend of WALL DECOR



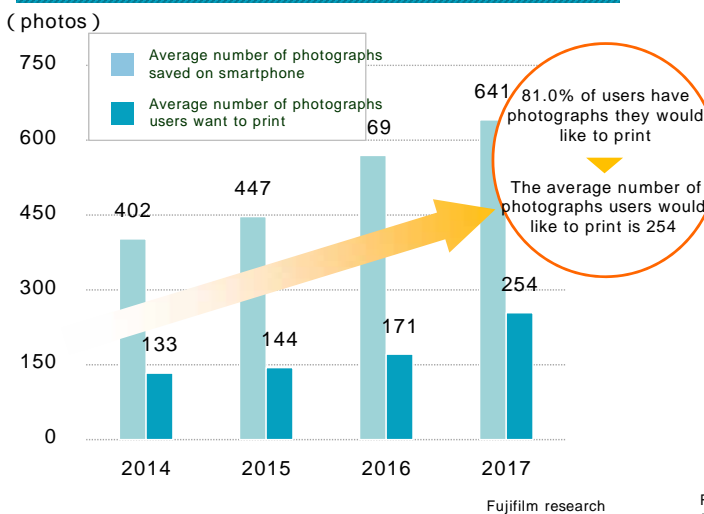
Sales trend of Year Album/PhotoZINE



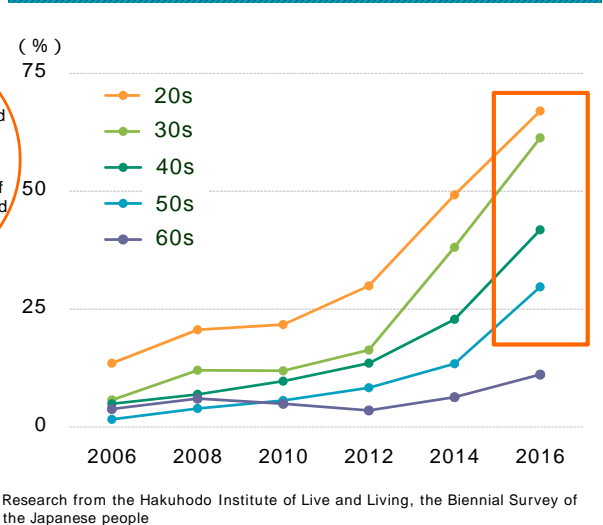
Added value print services are growing steadily, capturing new demand. Fujifilm will continue to offer attractive added value print products and services, driving further growth of the market.

2. Expand smartphone based print infrastructure

Average number of photographs saved on smartphone Average number of photographs users want to print



Timing/objectives/application of image printing



In addition to the increase in the number of photographs taken on smartphones smartphones are increasingly being used as a portal for online shopping

2. Expand smartphone based print infrastructure



In addition to existing print infrastructure (such as stores and PCs), Fujifilm is focusing on the expansion of infrastructure and development of solutions for smartphones

2. Expand smartphone based print infrastructure

Fujifilm Online Print Services

- Available for smartphone since 2016
- Users can order a diverse range of value-added print products and services from their smartphone



The same products and services can be ordered from a store, a PC or a smartphone

Fujifilm plans to expand the range of EC functionality that leverages digital marketing

2. Expand smartphone based print infrastructure

Super Easy Print Applications

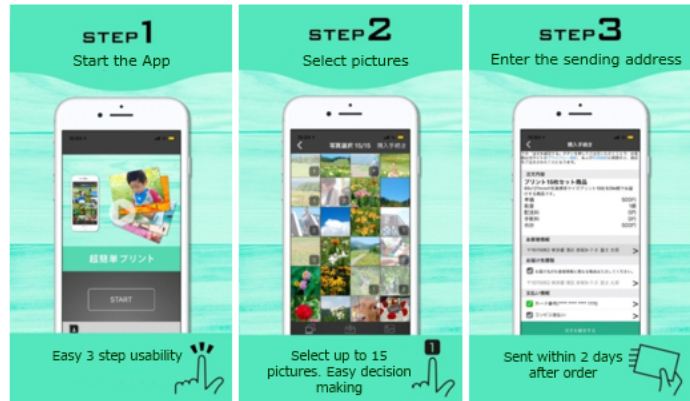
- Launched into the market in December 2017
- Received approximately 8 times the number of orders of standard print order applications, gaining popularity for its easy usability



- order with a single coin (¥500)
- delivery in two days
- simple operation in three steps



Fujifilm plans to expand the range of products and services that are available with a single coin including the square print and shuffle print services (Spring 2018)



Ongoing development of unique, appealing applications
Expand infrastructure that allows simple ordering of a diverse range of print products and services

2. Expand smartphone based print infrastructure

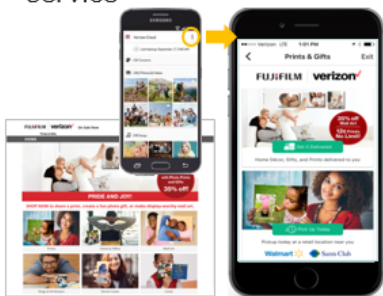


Started coordination with image storage and printing services offered by US smartphone service carrier Verizon (September 2016)

- Provide print services through Co-Brand
- Users can order various types of photo goods from standard prints to WALL DECOR
- Sales revenue expanding steadily since the start of service

Who are Verizon?

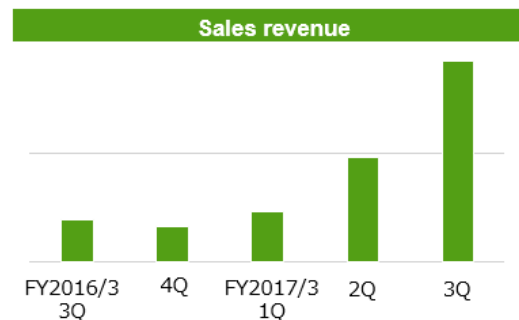
- Largest US smart phone service carrier
Approximately 140 million subscribers
- Provides cloud storage services for smartphone users
Approximately 30 million members



order print products/services from smartphones/PC



compatible with a wide range of value-added print products/services



Fujifilm is looking to engage in further tie-ups with other companies
Preparing print infrastructure that allows prints to be ordered at anytime and anywhere

3. Expand promotions and customer touch points

写真で生活はもっとプライズ
写プライズ
しよう。

写真と、
ちょっといい暮らし。
by FUJIFILM

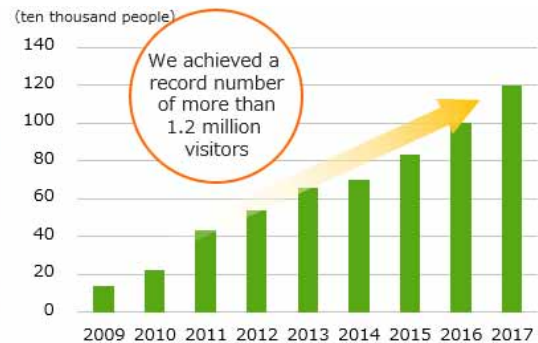


“Intangible value proposal” Promotion for communicating customer feedback and photo usage ideas
Powerful communication on the strength and value of images

3. Expand promotions and customer touch points

"Photo Is"
A photo exhibition of 50,000 people

One of Japan's largest participatory photo exhibitions, bringing together those who enjoy looking at photos with those who took them
From 2017, the exhibition will feature **50,000 people's photos**



The "kizuna Post" is a feature that allows visitors to send photographers handwritten messages, promoting mutual communication between exhibition visitors and those submitting their photographs, an important characteristic of this exhibition



From FY2017 onwards, Fujifilm will be organizing participatory photo exhibitions that people from overseas can also join

The expansion to include overseas participation will take place through venues such as "Photokina," the industry's largest exhibition

3. Expand promotions and customer touch points

WONDER PHOTO SHOP

FUJIFILM

Wonder Photo Shop opened in Harajuku, Tokyo in February, 2014, as a forum for communication with customers in the "smartphone generation".

From Fujifilm's directly-operated store

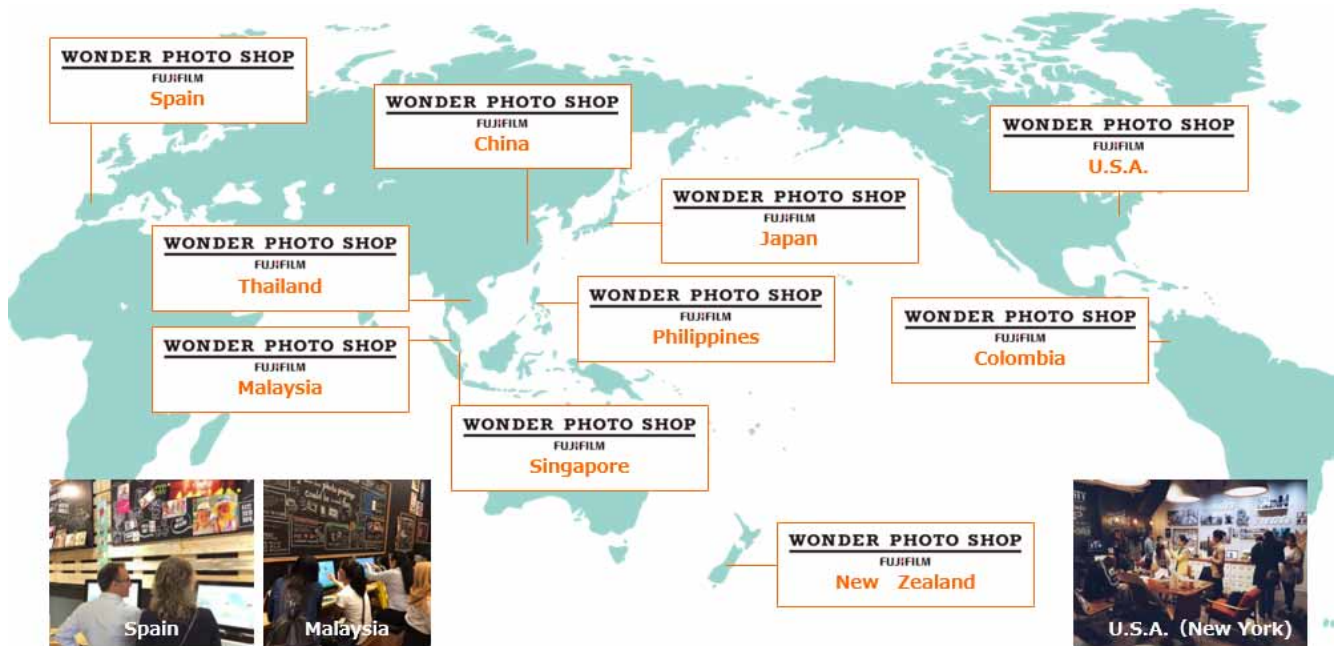


It's more fun to display your photos!



Developing new products and services from communication with customers
 Creating demand for new print services through our directly-operated store

3. Expand promotions and customer touch points



Wonder Photo Shop, stores operated by Fujifilm, now operate in 25* countries around the world, introducing people around the world to new ways of enjoying photographs

*As of February 2018: the total includes concept shots

3. Expand promotions and customer touch points

Fujifilm is rolling out an increasing number of directly-operated stores overseas



El Corte Inglés El Corte Inglés
(Department store, Spain)



JESSOPS JESSOPS
jessops.com (Photo chainstore, UK)



Holland America Line Holland America Line
SAVOR THE JOURNEY (CRUISE SHIP, US)



Harvey Norman Harvey Norman
(High-end furniture store, Australia, Singapore, other countries)

Collaborations with major retailers

Revamping the image of photo shops around the world

The names of each company listed are trademarks or registered trademarks. 77

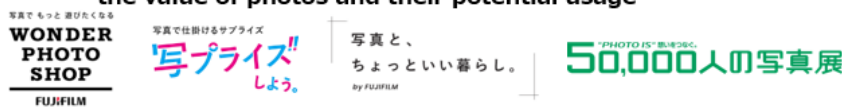
1 Suggest and provide appealing value-added print products and services



2 Expand smartphone-based print infrastructure



3 Expand promotions and customers touch points that convey the value of photos and their potential usage

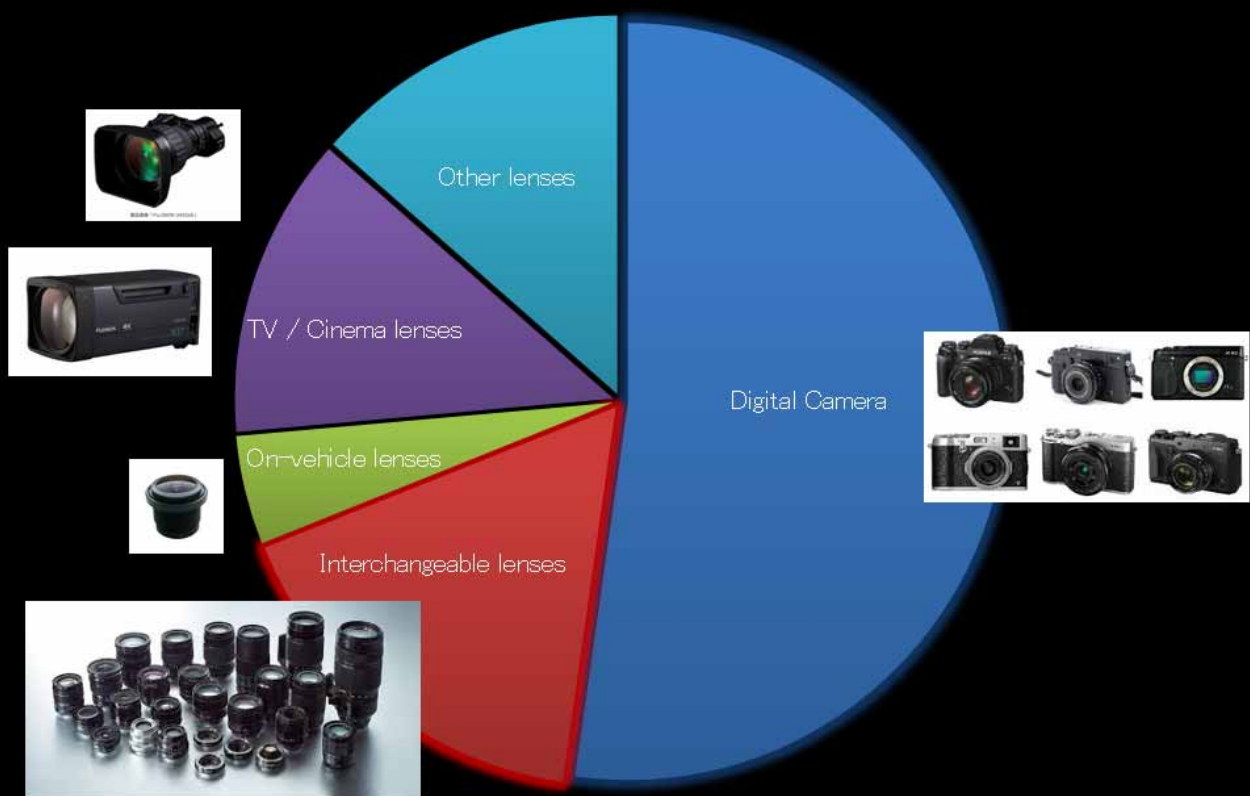


As the Industry's Only Total Solution Provider, Fujifilm is proposing new ways of enjoying photographs and developing infrastructure that will allow users to print photographs anytime, anywhere, while also expanding the printing business.

Business Presentation for Digital Camera Business

Mar. 22, 2018

Optical Device & Electronic Imaging Products Sales Ratios



By fusing our world-leading optical device technology
with digital image processing technology that
achieves the highest quality,

Fujifilm develops, produces and sells imaging
equipment that provides an emotional impact,
reliability and convenience, responding speedily,
acting innovatively, and continually evolving,

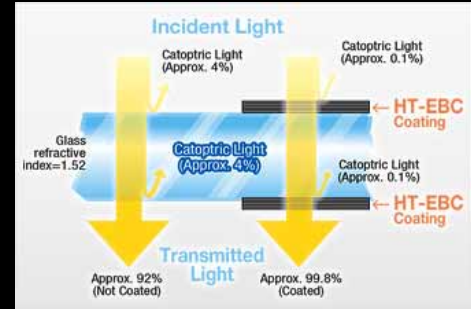
polishing the Fujinon and Fujifilm brands, to continue
providing customers with superior products and
services.

By fusing our world-leading optical device technology
with digital image processing technology that
achieves the highest quality,

Fujifilm develops, produces and sells imaging
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polishing the Fujinon and Fujifilm brands, to continue
providing customers with superior products and
services.

World-Leading Optical Device Technology



Received Emmy Award from The Academy of Television Arts & Sciences



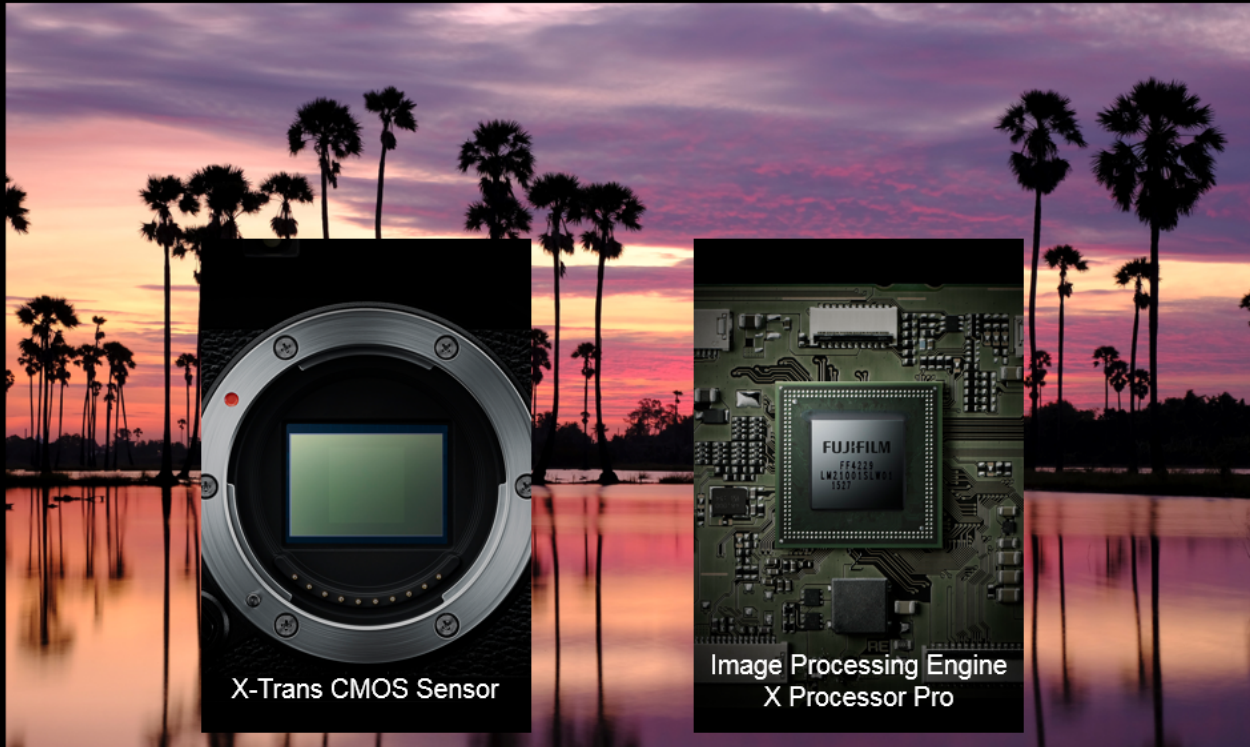
World leader in magnification; 4K lens for broadcast applications with $\times 107$ zoom

By fusing our world-leading optical device technology with digital image processing technology that achieves the highest quality,

Fujifilm develops, produces and sells imaging equipment that provides an emotional impact, reliability and convenience, responding speedily, acting innovatively, and continually evolving,

polishing the Fujinon and Fujifilm brands, to continue providing customers with superior products and services.

Image Processing Technology of the Highest Quality



More than 80 years of image creation know-how
to produce “the colors we remember”

By fusing our world-leading optical device technology
with digital image processing technology that
achieves the highest quality,

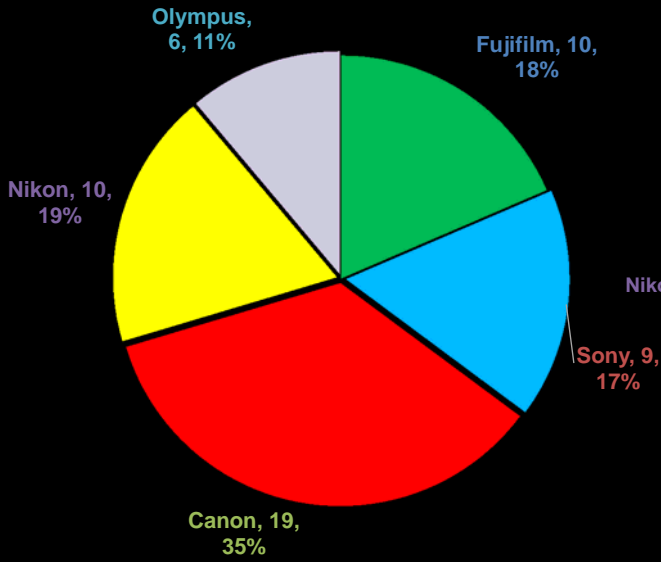
Fujifilm develops, produces and sells imaging
equipment that provides an emotional impact,
reliability and convenience, responding speedily,
acting innovatively, and continually evolving,

polishing the Fujinon and Fujifilm brands, to continue
providing customers with superior products and
services.

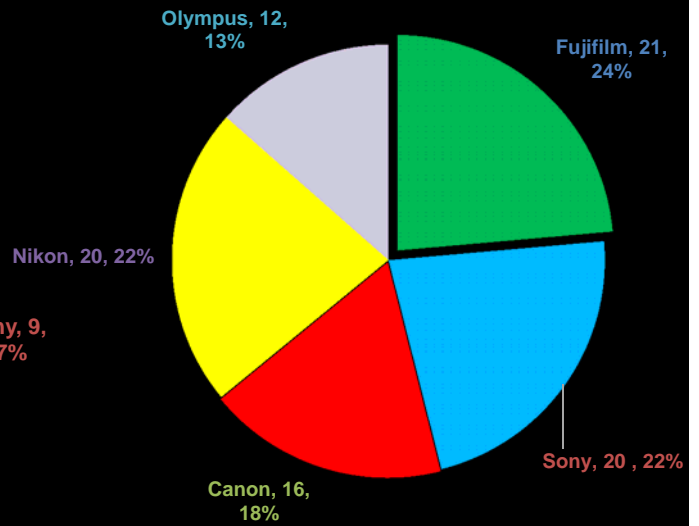
Number of New Products Developed by Companies

(number of products in the exchangeable lens camera market over the past four years and share%)

Interchangeable lens Camera



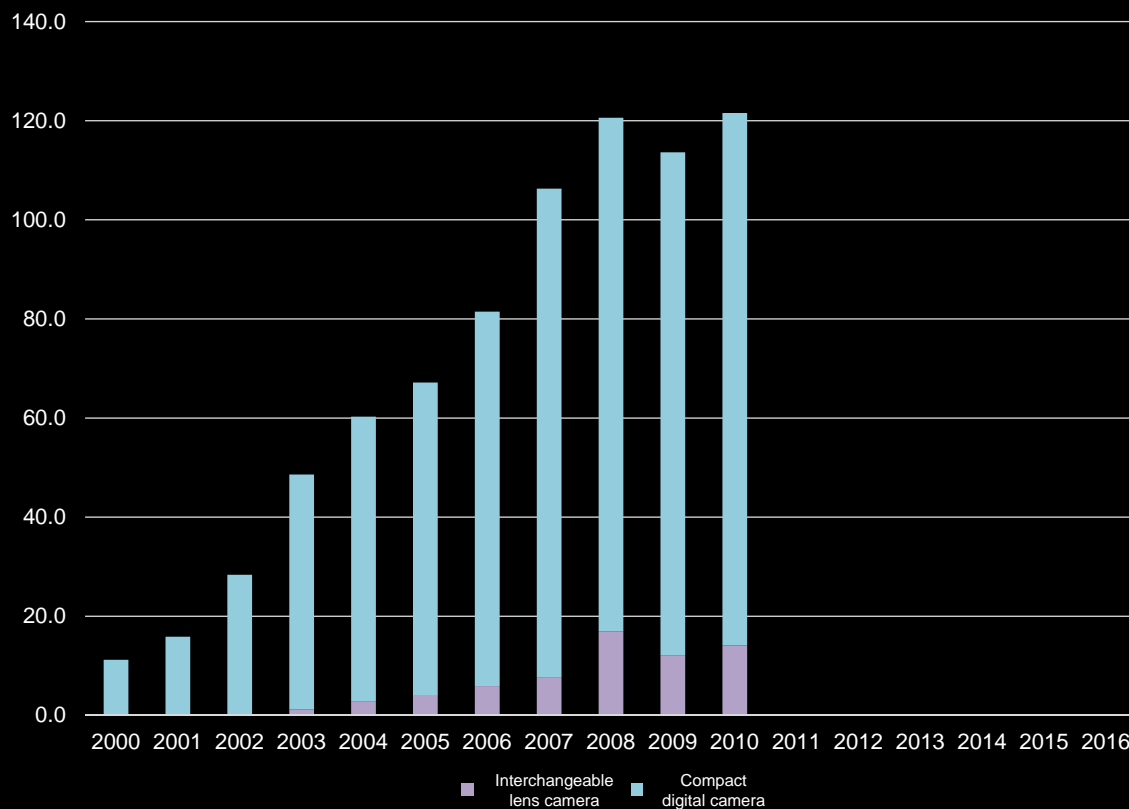
Interchangeable lenses



Digital Camera Market Trends

Overall Digital Camera Demand (CIPA Shipments)

(Million Units)

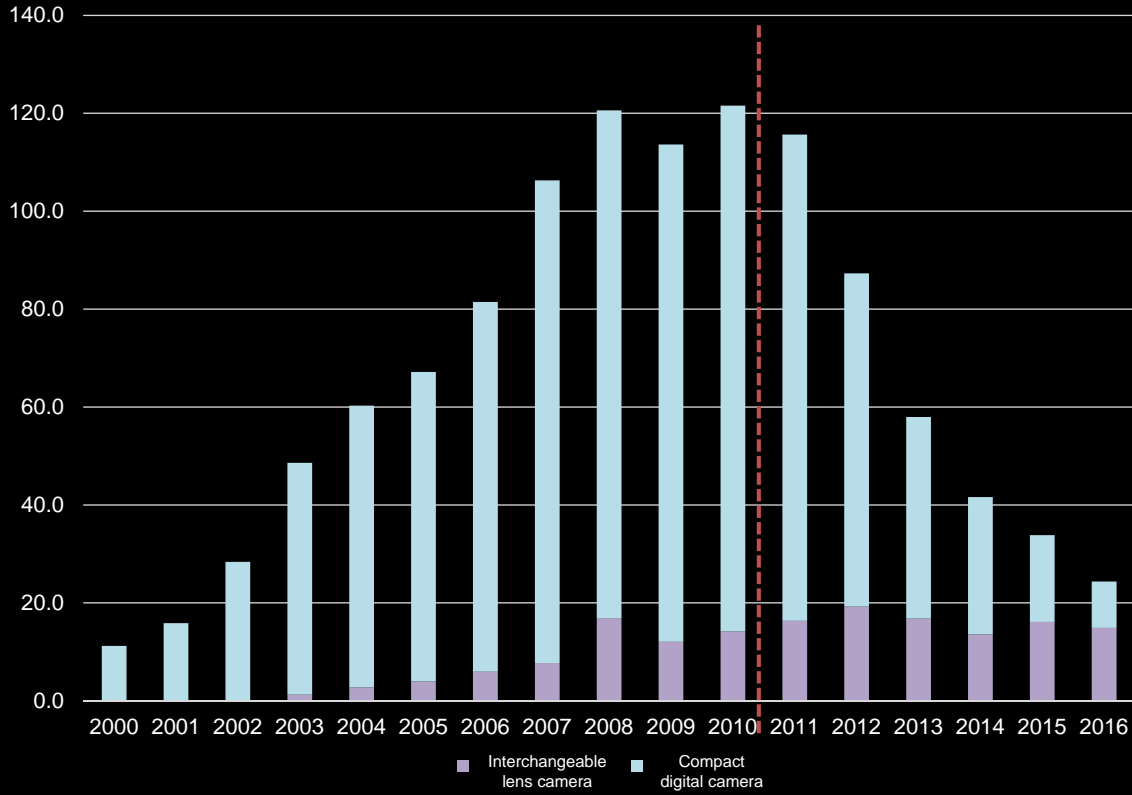


iPhone 4 (June, 2010)

5 million pixels, LED flash

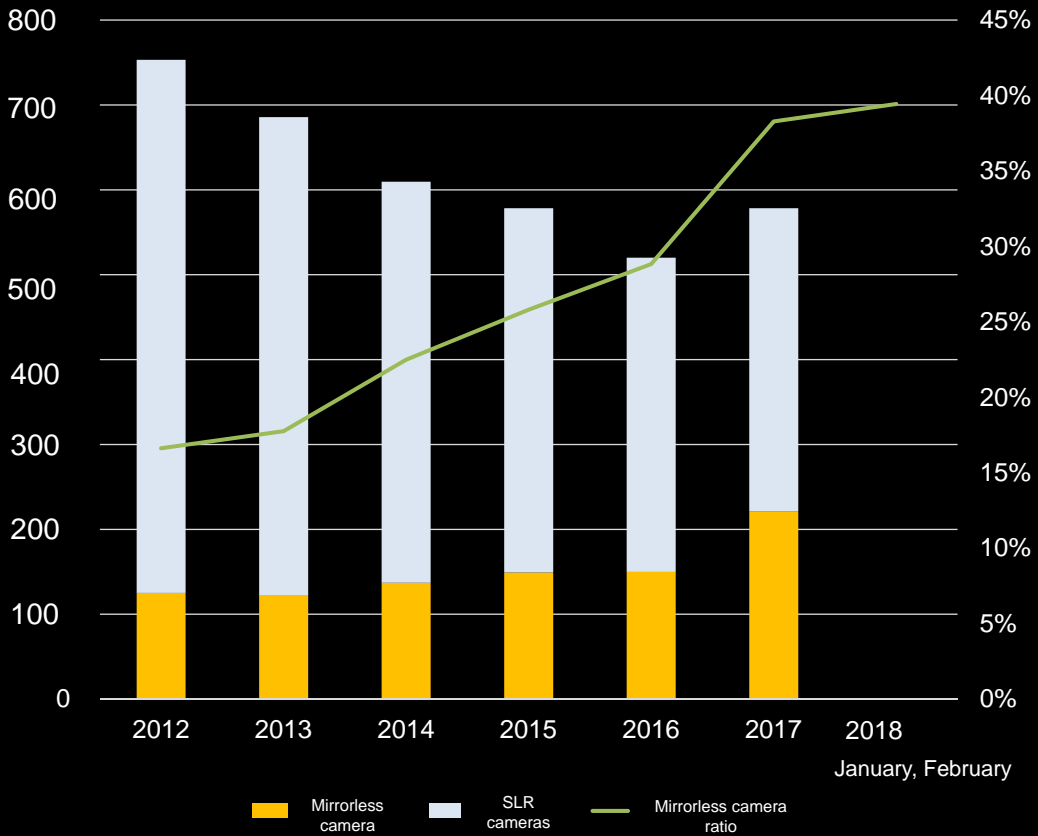
Trend of Overall Digital Camera Demand (CIPA Shipments)

(Million Units)



Interchangeable lens Camera / Mirrorless Camera Ratios (CIPA Shipments)

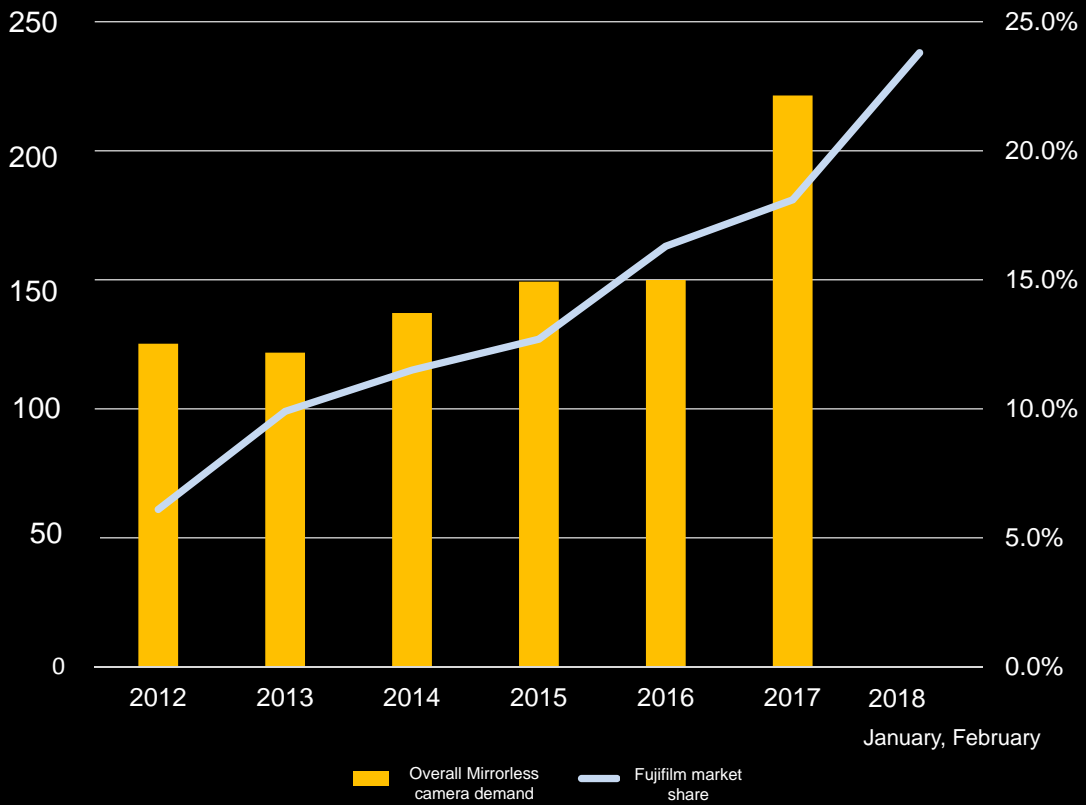
(Billions of yen)



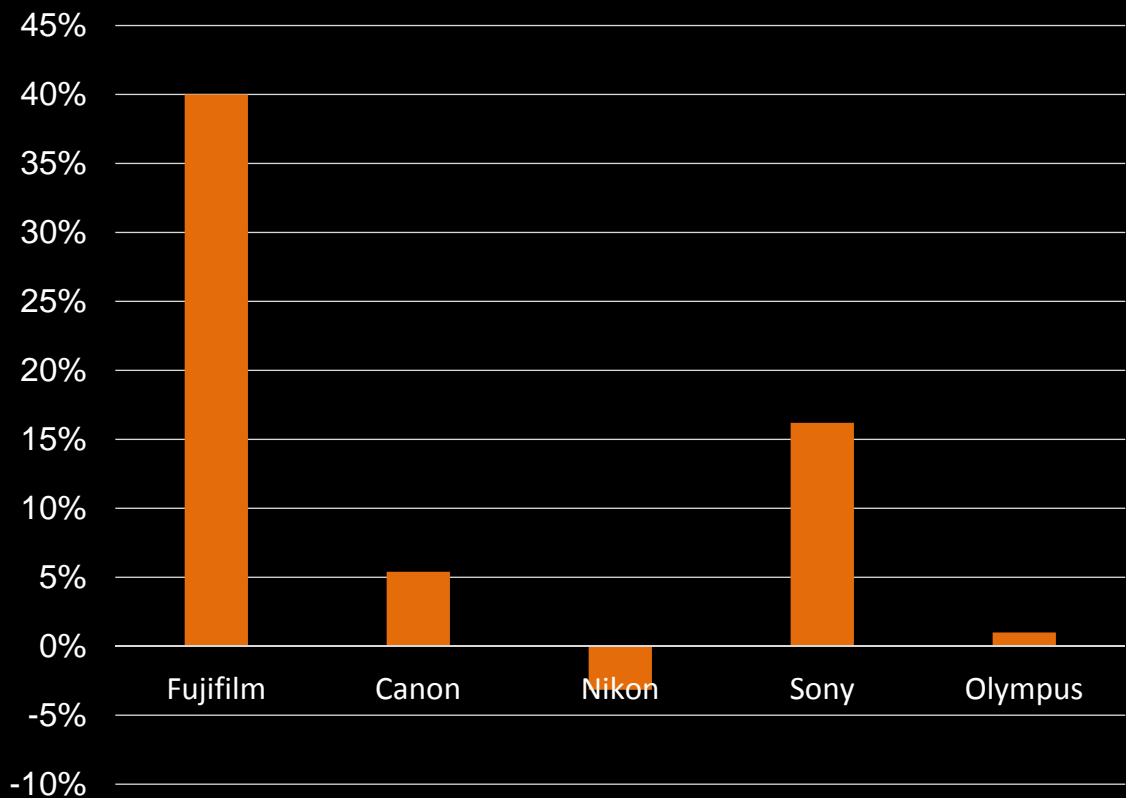
January, February

Mirrorless Camera / Fujifilm Market Share (CIPA Shipments)

(Billions of yen)



Manufacturers (Camera/Imaging Division) FY 2017 1Q-3Q Sales Revenue (YoY)



Why sales of Fujifilm's Mirrorless Cameras are increasing

**Evolution of digital devices
&
Differentiation by analog / responsive performance**

**Moving Away from Compact Digital Cameras,
Selecting and Focusing on High-end Models**



Ur Leica (1914)



Contax S (1949)



Nikon F (1959)

Game Change

Breaking away from 100 years of 35mm film and
70 years of SLR cameras



X100 (March 2011)



X-Pro1 (March 2012)



X-T1 (March 2014)

Mirror Less

Less is More

Less is More

Compact, lightweight cameras applicable in various scenes without overwhelming the subject

Quiet shutter without mirror shock, maintaining the relationship with the subject

High image quality unaffected by shock from the mirror

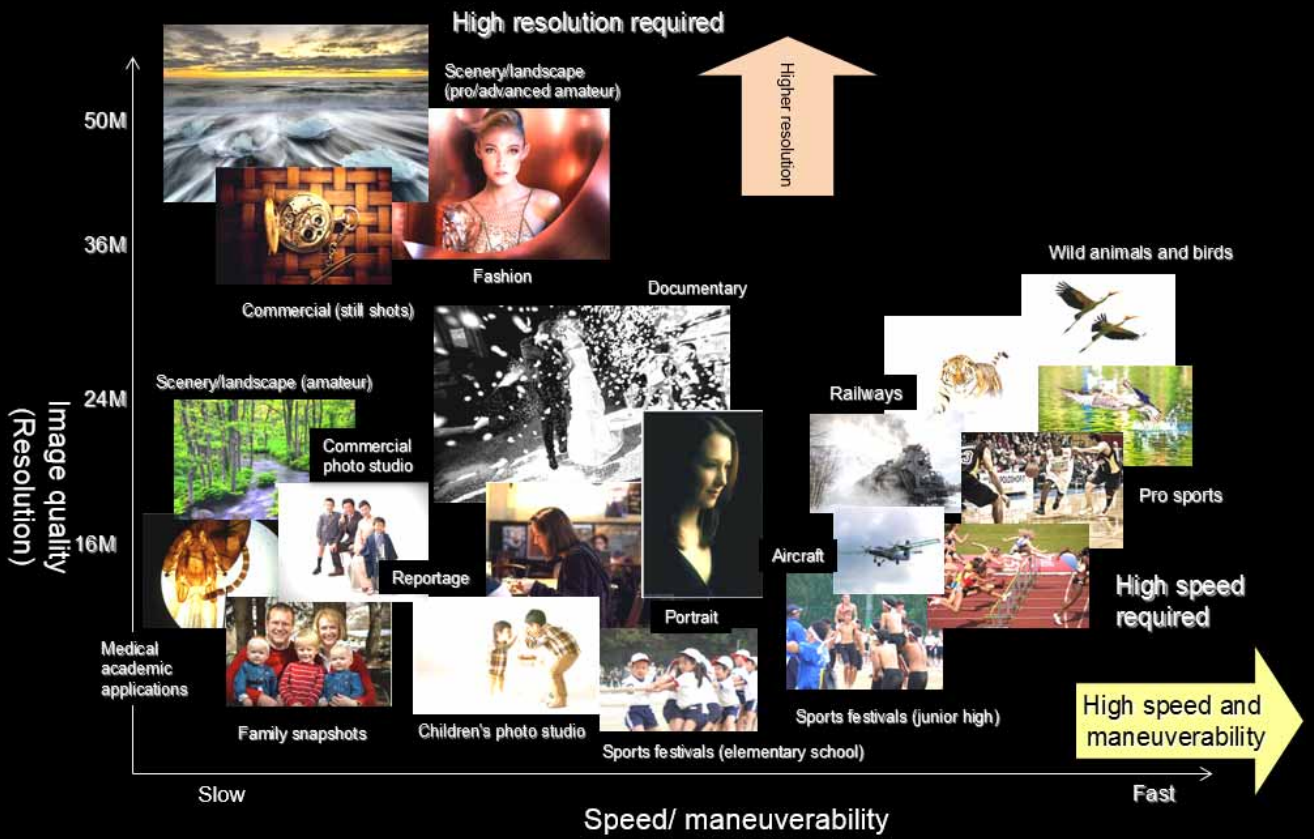
Precise focus control directly adjusted by the image sensor

High performance, compact lightweight lenses through short flange back and back focus

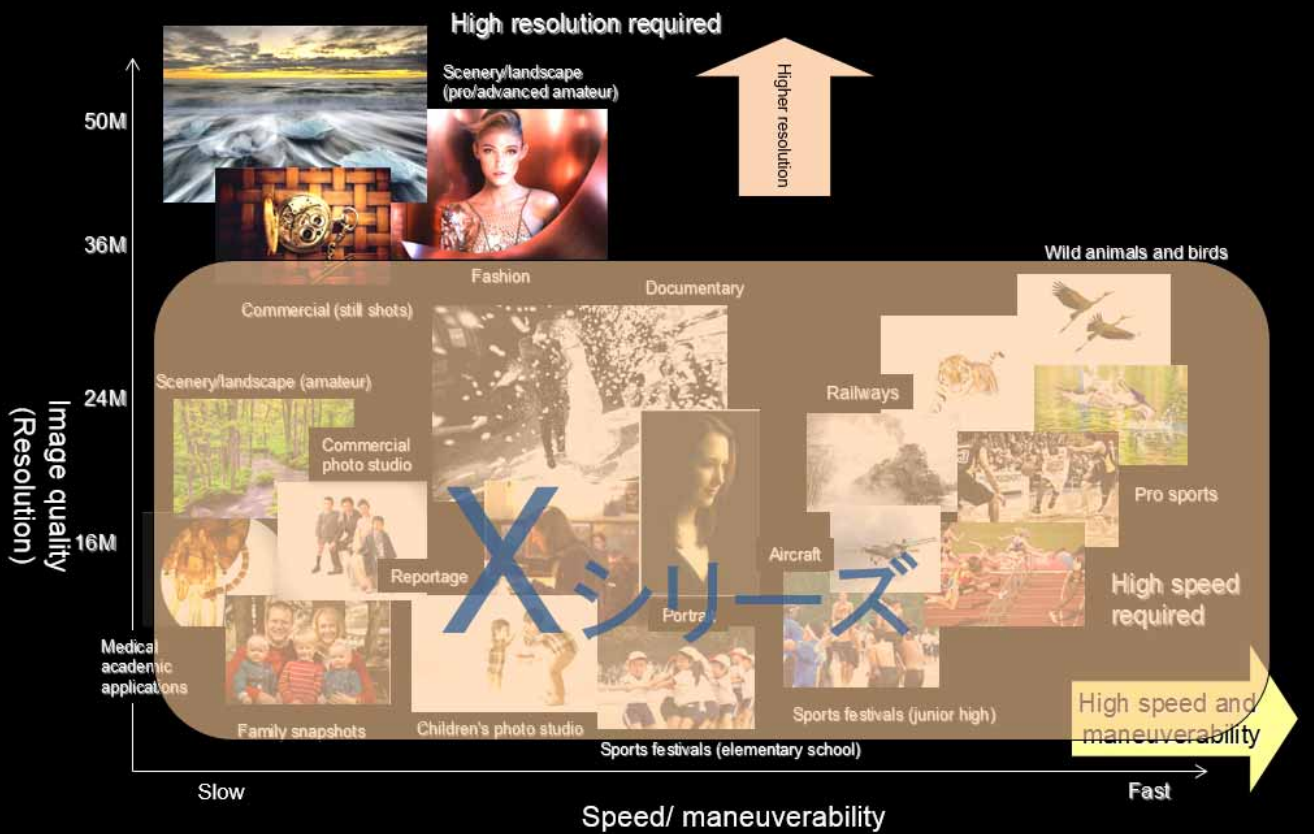
Electronic viewfinder allowing prior image check before shooting, and displaying the subject brightly even in dark environments

Reduced image failure rate due to **various image recognition technologies** to reduce failure such as face detection autofocus and automatic scene detection mode

User's Needs by Shooting Scene / Subject



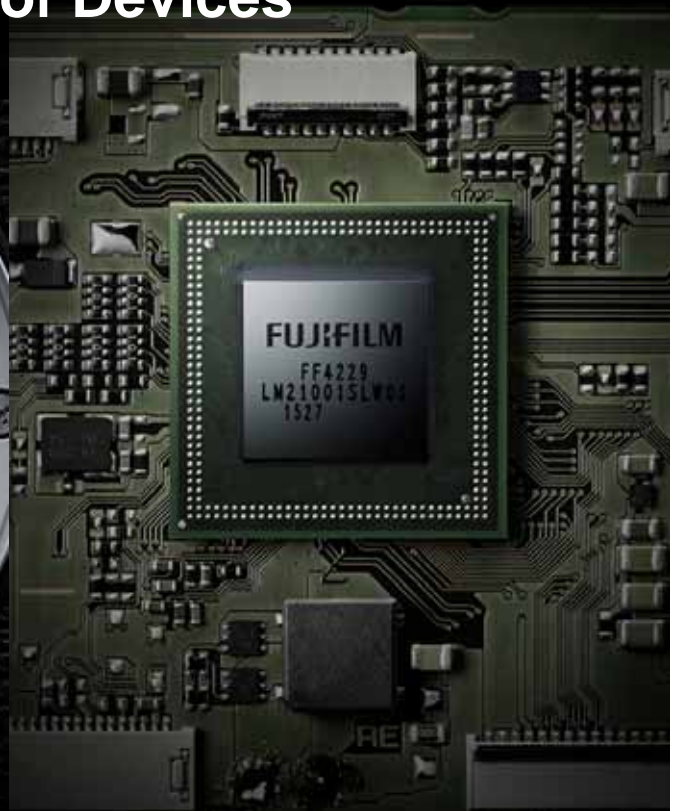
User's Needs by Shooting Scene / Subject



Evolution of Devices



X-TRANS CMOS III



X-Processor Pro

Evolution of Speed and Maneuverability

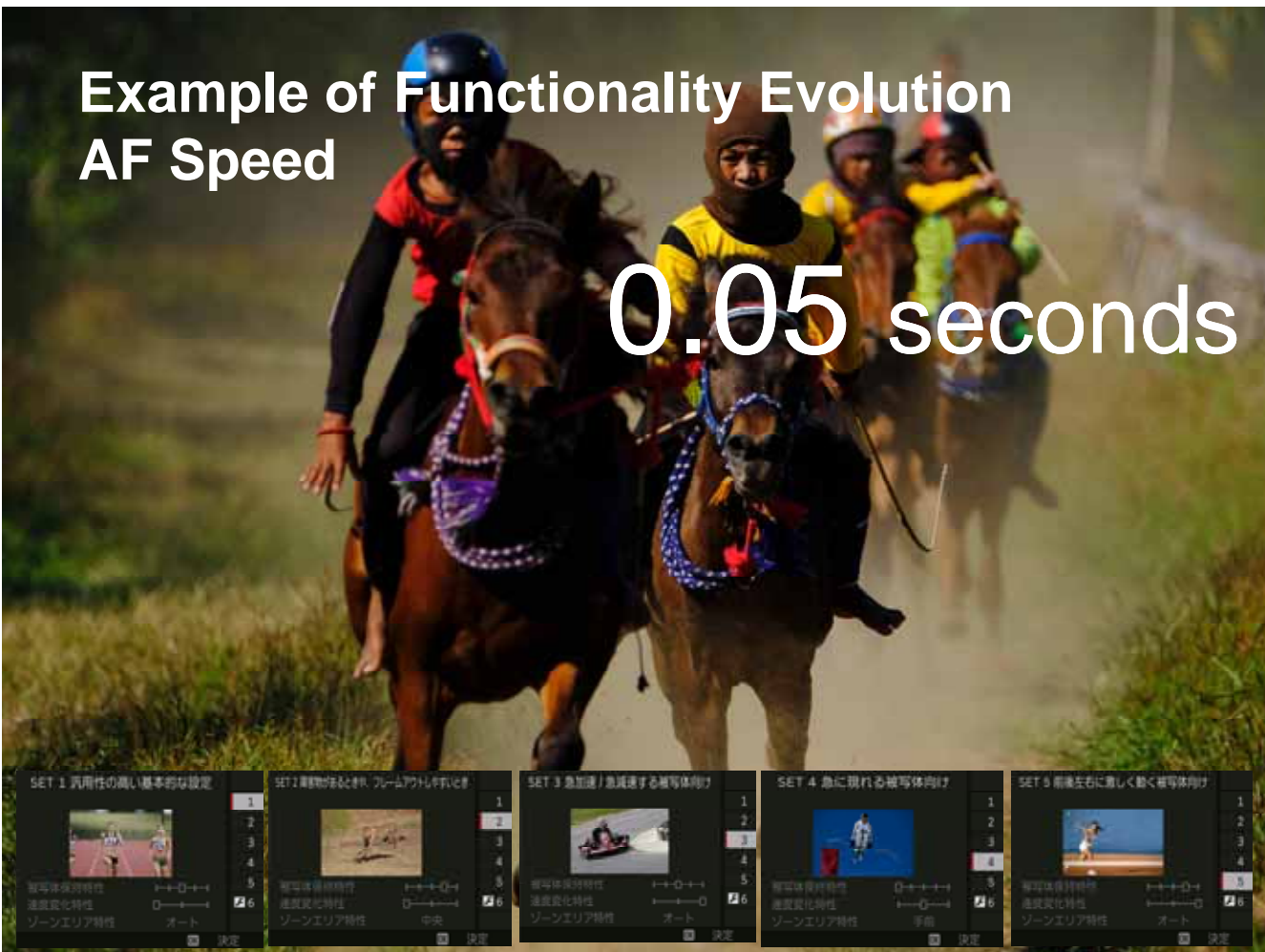
		2012	2015	2017
		X-E1	X-E2S	X-E3
Startup time	Sec	1.00	0.92	0.40
EVF display lag	Sec	0.05	0.005	0.005
AF (focusing speed)	Sec	0.10	0.06	0.05
AF (moving subject) focusing rate	%	100	167	233
AF method		Single	AF-Zone	New Tracking
AF number of points	points	49	49	325
Burst shot speed	fps	5.6	7.0	8.0
Burst shot number	pcs	19	32	100
Black out (at 3fps)	ms	No Live View	260ms	130ms
Movie performance	fps	HD24p	HD60p	4K30p

Examples of Functionality Evolution



Example of Functionality Evolution AF Speed

0.05 seconds



Differentiation by analog / responsive performance



X-E3
MINIMALISM



Fujifilm's strength with
"Image Color / Quality"





SHOOTING
MOMENTS,
MAKING
STORIES.

High performance device



Interchangeable lenses lineup (X Series)

28

interchangeable
lenses

2012

2013

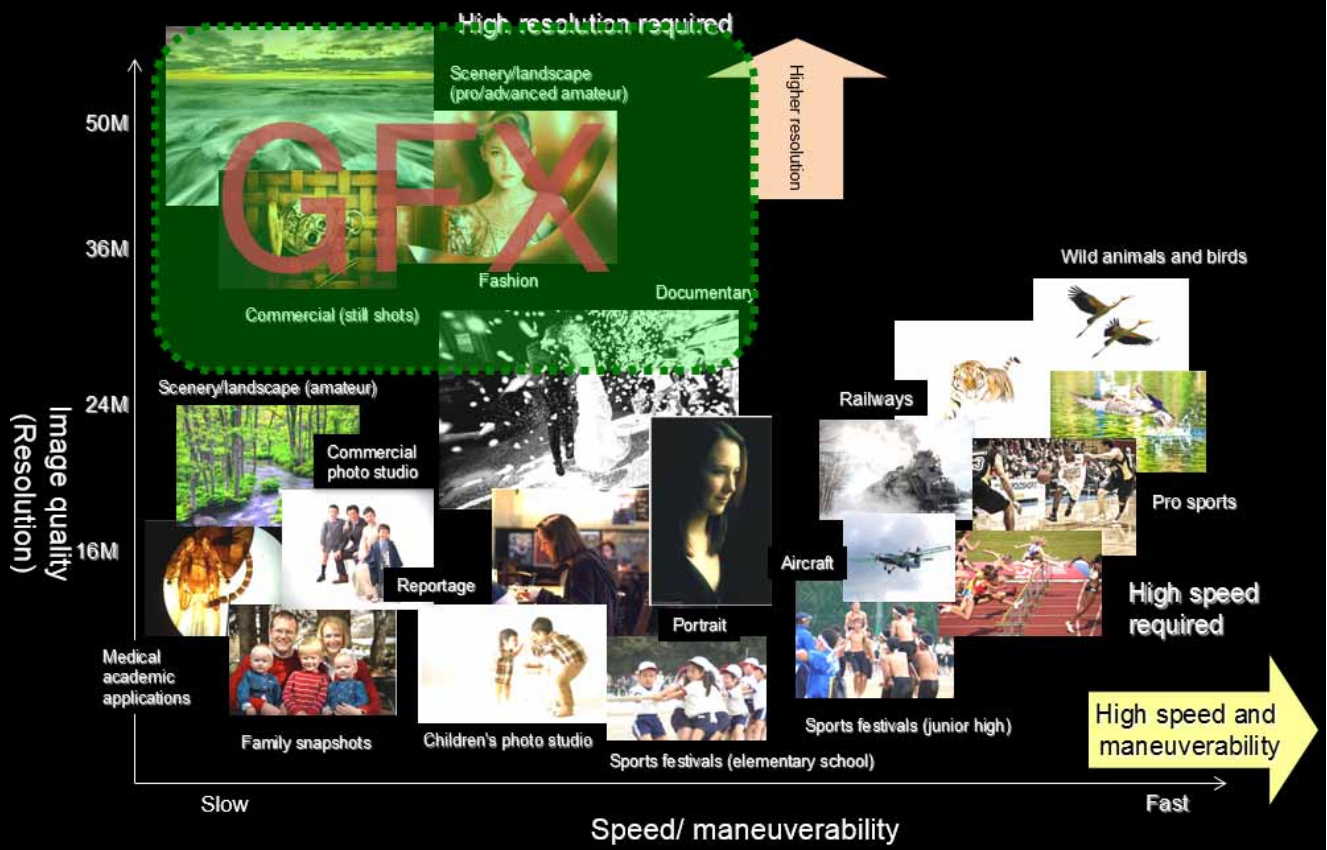
2014

2015

2017

2016

User's Needs by Shooting Scene / Subject



Back to Photography
Restoration
Kyoto Nijo Castle
Jan. 19, 2017

大政奉還
写真の原点・本質へ
Back to Photography
Restoration

Restoration

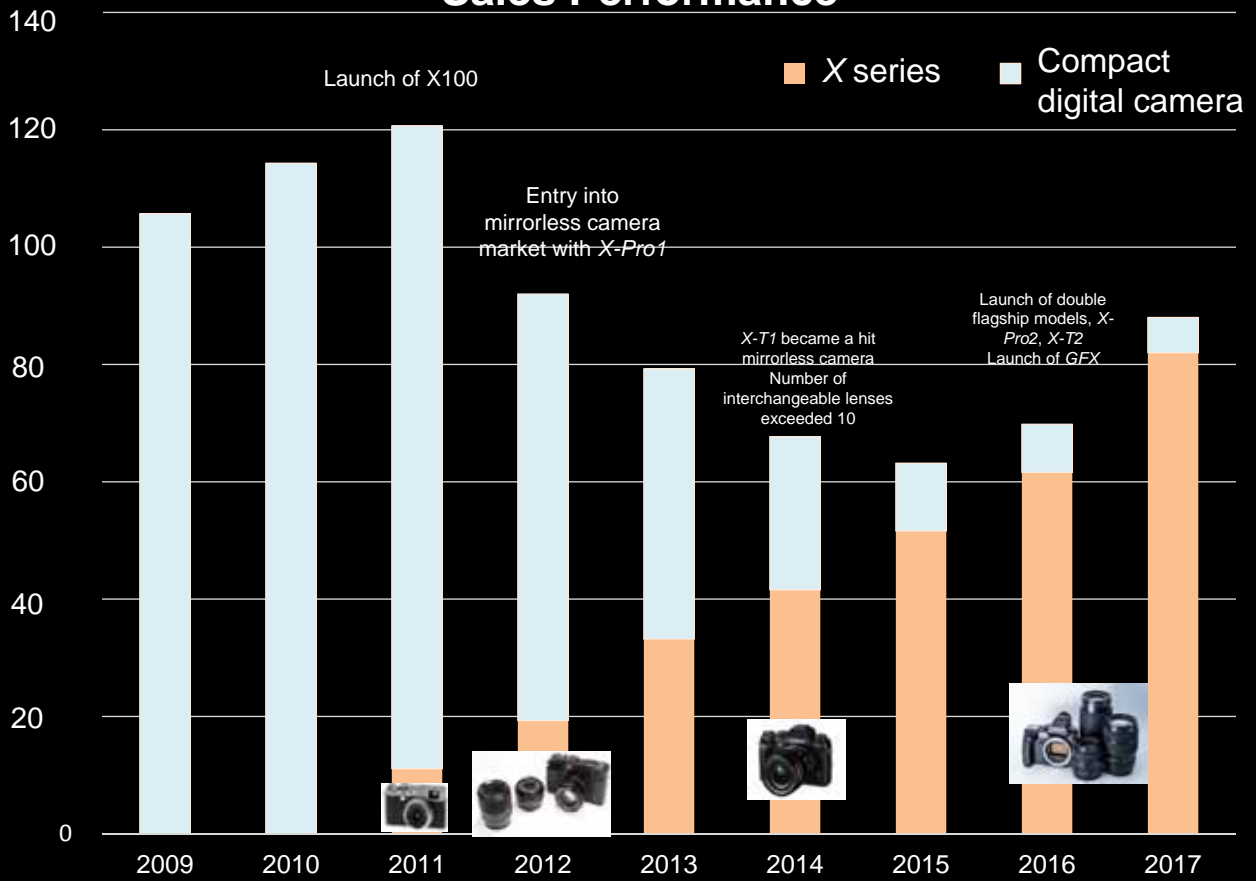


Evaluation from the Market

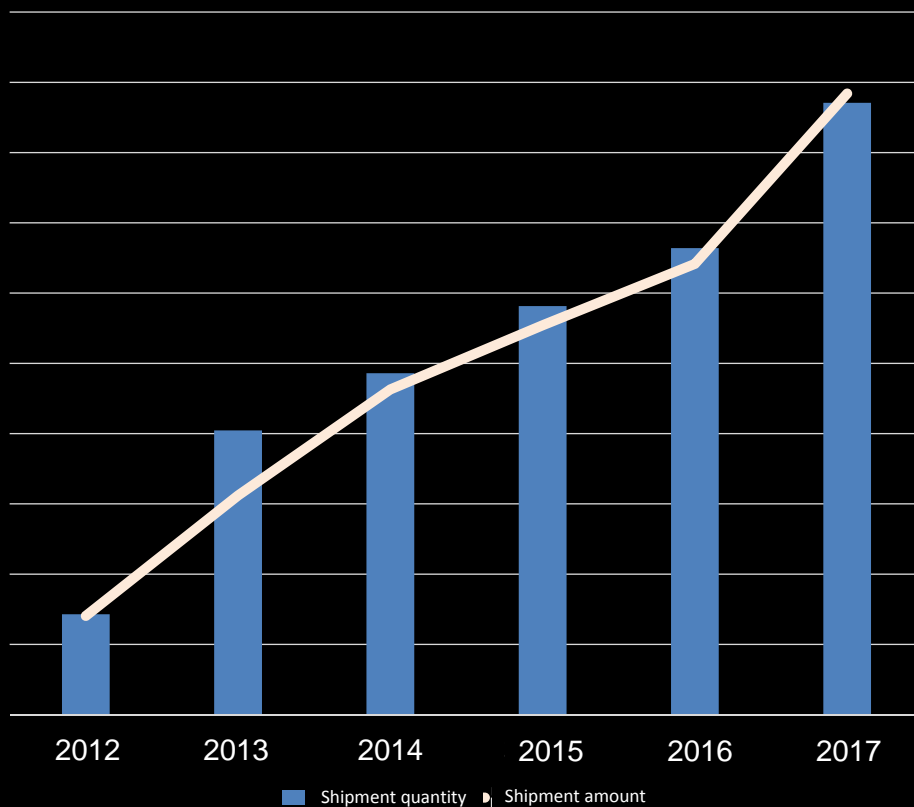


Digital Camera Business Sales Performance

(Billions of yen)



Shipment of Fujifilm Interchangeable Lenses



Future Growth Strategies

Invest and strengthen all areas : development, production, brand marketing, and services

Development: Development of attractive lens products by Fujifilm's proprietary device technology (sensors, processors) and 4K/8K lens technology

Production: Strengthen interchangeable lens capacities (e.g. expansion of the floor area of the Yamato Plant) and improve productivity (e.g. increased use of automated production)

Marketing: Promoting the use of direct marketing (e.g: within the new Fujifilm Imaging Plaza in Marunouchi)

Services: FPS (Fujifilm Professional Service) etc.

Preparing for the 2020 Tokyo Olympics

Keep Innovating with Passion for Photography.

FUJIFILM