FUJ¦FILM

FUJIFILM Holdings Corporation *Kenji Sukeno President and Chief Operating Officer*

January 6, 2020

Notice Regarding a Change in the Trade Name of a Consolidated Subsidiary

Fuji Xerox Co., Ltd. ("Fuji Xerox"), a consolidated subsidiary of FUJIFILM Holdings Corporation ("Fujifilm"), resolved today at its board of directors meeting to change its trade name as follows, subject to approval by a resolution of a general meeting of shareholders of Fuji Xerox to be held on a date to be determined separately.

1. Outline of the subsidiary

(1) Current trade name:	Fuji Xerox Co., Ltd.
(2) Address:	9-7-3 Akasaka, Minato-ku, Tokyo, Japan
(3) Representatives:	Shigetaka Komori, Chairman and Representative Director
	Kouichi Tamai, President and Representative Director
(4) Business activities:	Office Products and Printer business, Production Services business, and Solutions and Services business
(5) Stated capital:	JPY 20 billion

2. New trade name

FUJIFILM Business Innovation Corp.

3. Future vision

The new trade name represents Fuji Xerox's resolution as part of the Fujifilm Group—which promotes "Value from Innovation" as its corporate slogan—to expand into a wide range of business areas going forward and to always continue delivering business innovations.

Fuji Xerox aims to foster innovation with the other companies in the Fujifilm Group by accelerating the market introduction of solutions and services that build on technologies related to the cloud, artificial intelligence, and the Internet of Things. Additionally, Fuji Xerox will swiftly work to strengthen its document and adjacent businesses as well as to expand into new business areas, and to bring about business innovations by supporting the use and sharing of knowledge that will enable office workers to further increase their productivity and efficiency.

4. Date of trade name change

April 1, 2021 (after the expiration of the Technology Agreement*)

*The Technology Agreement between Xerox Corporation and Fuji Xerox with respect to technology and brand licensing, sales territory, and other matters (current date of expiration: March 31, 2021).