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.
Business Fields of Fujifilm Group

- **Imaging Solutions**: ¥332.6 billion (14%)
- **Document Solutions**: ¥958.3 billion (42%)
- **Solutions & Services**: ¥251.5 billion (12%)
- **Production services**: ¥63.5 billion (2%)
- **Others**: ¥58.2 billion (4%)

**Revenue**

- **FY2020/3**: ¥2,315.1 billion
- **Photo imaging**
- **Optical Device & Electronic Imaging products**: ¥332.6 billion (14%)
- **Healthcare**
- **Display materials**: ¥1,024.2 billion (44%)
- **Industrial products, Electronic materials & Fine Chemical**: ¥451.2 billion (18%)
- **Graphic systems/Inkjet**: ¥646.9 billion (21%)
- **Recording media**: ¥958.3 billion (42%)
- **Highly functional materials**: ¥251.5 billion (12%)
- **Office products & printer**: ¥63.5 billion (2%)
- **FUJI XEROX**
- **FUJI FILM**
Wave of Digitalization and Management Reform

Demand for photographic film dropped rapidly after its peak in 2000 due to digitalization

*Index based on an aggregate demand of 100 in FY2001/3

- Peak
- Rapid Decline

Expanding and uniformly flattening molten materials in units of micrometers to make an optically warp-free, thin film

Designing functional materials at the nanometer level

High-speed simultaneous coating of multiple uniform layers

Ensuring the high-quality design and manufacture of lenses, hardware, and systems

Controlling chemical reactions to ensure proper images and building appropriate systems

Core technologies created from its photographic business

- Making film bases
- Making photosensitive emulsions
- Coating functional materials on base films
- Photographing with a camera
- Developing and printing photographs

Making film bases
- Film Formation Technology
- Support medium
- Die slit
- Casting flow

Making photosensitive emulsions
- Grain formation Technology
- Functional Molecules
- Functional Polymer
- Nano Dispersion Technology

Coating functional materials on base films
- High-precision Coating Technology
- Section of color film (after development)
  - About 20μm

Photographing with a camera
- Imaging Technology
- System Design
- High-precision Forming Technology

Developing and printing photographs
- Fedex Control Technology
- System Design

Boldly diversified its business utilizing its high technological capabilities cultivated through photographic business

- About 20μm
- Section of color film (after development)

- Imaging Technology
- System Design
- High-precision Forming Technology

- Fedex Control Technology
- System Design
Developing wide-range of businesses utilizing core technologies cultivated through its photographic business
Healthcare

Healthcare & Material Solutions

Medical Systems: Diagnosis

- X-ray diagnostic imaging systems (FCR/DR/film)
- Medical-use picture archiving and communications systems (PACS)
- Ultrasound
- IVD

Pharmaceuticals: Treatment

- Pharmaceuticals
- Bio pharmaceuticals

Bio-CDMO: Treatment

- Autologous Cultured epidermis
- Autologous Cultured cartilage

Life Sciences: Prevention

- Functional cosmetics
- Supplements

Expanding business in a wide range of areas of “diagnosis,” “treatment” and “prevention” contributing to people’s health.
Centered on Medical IT, Endoscopes, Ultrasound, and In Vitro Diagnosis, Medical systems business aims to achieve sales growth.
**Healthcare (Medical Systems – Medical IT)**

**Medical imaging and information management system (PACS)**

- **Picture**
- **Archiving and Communication**
- **System**

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**SYNAPSE** is used at 5,500 sites worldwide. (as of Apr. 2019)

- It has gained high praise from major hospitals in various areas and captured the world’s top market share. (2018, according to a survey by Fujifilm)

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**AI utilization**

- Launched *Synapse SAI viewer*, the platform equipped with applications that can utilize AI technology. (Starting from Japan in July 2019)
- The first AI applications are “multi-organ segmentation,” “numbering of vertebrae” and others.

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We will continue to release AI applications for years to come.
We aim to be a market leader in the AI-driven medical diagnostic imaging area.
Launch competitive products with high added value, that utilizes image processing technology cultivated through the photographic business and thinning technology etc.

- Transnasal endoscopes
- Double-balloon endoscopes
- Endoscope systems with laser light sources

Fujifilm’s image processing technology enhanced the visibility of the diseased part.

BLI (Blue LASER Imaging)

- High-intensity contrast imaging with BLI allows superior visualisation of superficial vascular and mucosal patterns.

LCI (Linked Color Imaging)

- LCI differentiates the red color spectrum more effectively than White Light imaging. The increased color contrast improves detection of inflammation and results in more accurate delineation.

Realize sales growth by expanding sales of differentiated products
In March 2012, Fujifilm acquired SonoSite, the U.S.-based leading manufacturer of portable and point-of-care (POC) ultrasound diagnostic equipment. In the POC ultrasound field, provide wide range of products with high development capabilities.

We aim for further sales growth by promoting the sales expansion in emerging markets etc, utilizing the global sales network of Fujifilm.
Healthcare
(Medical Systems - X-ray film and X-ray diagnostic imaging systems)

X-ray film

- Global demand is gradually declining and Fujifilm is focusing on increasing its market share. In emerging countries, demand for film used for output proceeds steadily.

X-ray diagnostic imaging systems

- **FCR: Fuji Computed Radiography.** Fujifilm was the first to develop this medical equipment (launched in 1983) and has a high market share. There are only four manufacturers of CR equipment in the world.
- **DR: Digital Radiography.** Several manufacturers are entering this field and competition is intensifying. Launch products with differentiated technology such as image processing technology and special function.

Realized significant X-ray diagnostic imaging system cost reductions of by reviewing its equipment design and parts procurement costs. Improved profitability.
Providing Point of care testing (POCT) type of In Vitro Diagnosis system used in an examining room or at the bedside in a hospital to immunology POCT market and biochemistry POCT market.

- In 2017, Clinical Diagnostics business of Wako Pure Chemical was added. Product lineup expanded and almost all of the domestic hospitals became accessible.
- In animal healthcare business, our business extends in wide-ranging fields from POCT system such as FUJI DRI-CHEM and DRI-CHEM IMMUNO AU10V to contract clinical test for animals.

Quick determination diagnostic system through highly sensitive immunochromatography IMMUNO AG series

By applying the silver amplification principle of photographic development, the colloidal gold particles that are the targets are amplified up to 100 times or more, leading to the improvement of detection sensitivity. Dedicated reagent kit for Influenza, adenovirus, RS virus, Streptococcus pyogens, mycoplasma pneumonia is available.

Realize large sales and OP growths by expanding business area and sales channels.
Healthcare & Material Solutions

Healthcare (Pharmaceuticals, Biopharmaceutical CDMO)

- Has built a business foundation via M&As
- Sales of approved drugs, bio CDMO and R&D for new drugs

**FUJIFILM Toyama Chemical***
- Development / manufacturing of small-molecule drugs
- Development / manufacturing / sales of radiopharmaceuticals

**FUJIFILM Kyowa Kirin Biologics**
- Development / manufacturing / sales of biosimilars

**FUJIFILM Bioscience & Engineering Laboratory**

**Technological Resources**
- Compound design technology
- Analysis technology
- Original nanotechnology
- Image Diagnosis technology
- Quality Control/high productivity technology
- Collagen technology

**FUJIFILM Diosynth Biotechnologies**
- CDMO* of biopharmaceuticals

**FUJIFILM Wako Pure Chemical**
- CDMO of raw materials of pharmaceuticals
- Development/manufacturing/sales of media, laboratory chemicals

* CDMO: Contract Development & Manufacturing Organization
• Fujifilm is promoting the development of DDS technologies that deliver the required amount of a drug to the specific area on the necessary schedule.
• With the aim of applying the technologies not only to marketed drugs but expanding to next-generation drugs such as nucleic acid drugs and gene therapy drugs, Fujifilm is undertaking the research and development of DDS.

-Nano-dispersion technology
Application of proprietary nano-dispersion technology
- Alcohol free for transdermal drug, improvement of absorption for oral drugs.

-Liposome
Encapsulate drugs in liposome to deliver efficiently to the affected area.
- Clinical trials of FF-10832, liposomes preparation of ‘gemcitabine’*1, and of FF-10850, liposomes preparation of ‘topotecan’*2, started in the US, in May, 2018 and in Nov. 2019, respectively.
- Started operations of the facility for liposome formulation in preparation for commercial production in Japan (Feb. 2020).
- Collaborates with Merck & Co., Inc., in a clinical trial will start within fiscal year 2020 for advanced solid tumor in combination therapy of FF-10832, a liposome drug candidate, with KEYTRUDA® (immune checkpoint inhibitors *3, pembrolizumab)

*1 Gemcitabine (Gemzar) is an anti-cancer agent developed by the US company Eli Lilly and Company. It is used as a drug of first choice for the treatment of pancreatic cancer, and is also indicated for the treatment of a wide range of other cancers including lung cancer and ovarian cancer.
*2 Topotecan (Hycamit) is an anti-cancer agent developed by GlaxoSmithKline plc. Currently, the drug is being sold by Novartis. It is used as a treatment for ovarian cancer, small-cell lung cancer, cervical cancer, etc.
*3 Combined administration of FF-10832 and anti-CTLA-4 antibody. Anti CTLA-4 antibody and anti PD-1 antibody are immune checkpoint inhibitors which inhibit the mechanism that weakens the actions of immune cells ("immune checkpoint") and activated immune cells attack cancer cells.
<table>
<thead>
<tr>
<th>Development code</th>
<th>Therapeutic category</th>
<th>Formulation</th>
<th>Region</th>
<th>Development stage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>T-705</strong></td>
<td>Anti-COVID-19 drug</td>
<td>Oral</td>
<td>Japan</td>
<td>P III</td>
</tr>
<tr>
<td></td>
<td>Severe fever with thrombocytopenia syndrome virus drug</td>
<td></td>
<td>U.S.A.</td>
<td>P II</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Japan</td>
<td>P III</td>
</tr>
<tr>
<td><strong>T-817MA</strong></td>
<td>Alzheimer's disease drug</td>
<td>Oral</td>
<td>U.S.A.</td>
<td>P II</td>
</tr>
<tr>
<td></td>
<td>Functional recovery after stroke (Promoting the effect of rehabilitation)</td>
<td></td>
<td>Japan</td>
<td>P II</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Europe</td>
<td>P II</td>
</tr>
<tr>
<td><strong>T-4288</strong></td>
<td>New fluoroketolide antibacterial drug</td>
<td>Oral</td>
<td>Japan</td>
<td>Submitted an application for permission</td>
</tr>
<tr>
<td><strong>FF-10501</strong></td>
<td>Myelodysplastic syndrome drug</td>
<td>Oral</td>
<td>Japan</td>
<td>P I</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>U.S.A.</td>
<td>P II</td>
</tr>
<tr>
<td><strong>FF-10502</strong></td>
<td>Advanced/recurrent solid cancer drug</td>
<td>Injection</td>
<td>U.S.A.</td>
<td>P II</td>
</tr>
<tr>
<td><strong>FF-21101</strong></td>
<td>Advanced/recurrent solid cancer drug (Armed antibody)</td>
<td>Injection</td>
<td>U.S.A.</td>
<td>P I / II a</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Japan</td>
<td>P I</td>
</tr>
<tr>
<td><strong>F-1311</strong></td>
<td>Diagnostic drug for prostate cancer (Radiopharmaceuticals)</td>
<td>Injection</td>
<td>Japan</td>
<td>P II</td>
</tr>
<tr>
<td><strong>FF-10101</strong></td>
<td>Acute Myeloid Leukemia (AML) drug</td>
<td>Oral</td>
<td>U.S.A.</td>
<td>P I</td>
</tr>
<tr>
<td><strong>F-1515</strong></td>
<td>Anti-tumor (neuroendocrine tumors) drug (Radiopharmaceuticals)</td>
<td>Injection</td>
<td>Japan</td>
<td>P I / II</td>
</tr>
<tr>
<td><strong>FF-10832</strong></td>
<td>Advanced solid cancer drug (Gemcitabine liposome)</td>
<td>Injection</td>
<td>U.S.A.</td>
<td>P I</td>
</tr>
<tr>
<td><strong>FF-10850</strong></td>
<td>Advanced solid cancer drug (Topotecan liposome)</td>
<td>Injection</td>
<td>U.S.A.</td>
<td>P I</td>
</tr>
<tr>
<td><strong>F-1614</strong></td>
<td>Anti-tumor (pheochromocytoma) drug (Radiopharmaceuticals)</td>
<td>Injection</td>
<td>Japan</td>
<td>P II</td>
</tr>
</tbody>
</table>
Healthcare (biopharmaceutical CDMO)

(1) Culture System
- Industry-leading mammalian cell expression technology
- Industry’s highest level microbial expression technology
- Advanced culture technology for human cells used in gene therapy
- Use of culture medium manufacturer within the Group

(2) Advanced and diverse manufacturing facilities
- Mobile clean room with the world’s highest level of containment capability
- State of the art process developing equipment and industry’s shortest development period
- Single-use bioreactors with outstanding flexibility
- Catering to large-scale manufacturing through the acquisition of large bioreactors

(3) Advanced technologies nurtured by FUJIFILM
e.g. manufacturing and quality control technologies to maintain constant product quality under fixed production conditions

FUJIFILM’s strength are industry-leading culture system, advanced facilities as well as advanced manufacturing / analysis / engineering technologies nurtured through the photographic film business, and the ability to merge them.
Healthcare (biopharmaceutical CDMO)

Sales trajectory in the bio CDMO business

Growth exceeding market growth of 8% CAGR*  
*According to FUJIFILM data

M&A

MSD Biologics/ Diosynth  
(Today’s FUJIFILM Diosynth Biotechnologies)  
- Entry into biopharmaceutical field, which has high growth potential

M&A

Kalon Biotherapeutics  
(Today’s FUJIFILM Diosynth Biotechnologies)  
- Expanding into the bio CDMO business  
- Handling vaccine production

Capital investments

Capital investments worth over 30 billion yen in cumulative total  
<Main investments>
  FDBT (Texas, USA)  
  - cGMP-compliant production facility (operational since FY17)  
  - 2000ℓ bioreactors x 6 (operational sequentially since FY17)
  FDBK (UK)  
  - Expansion of a production process development facility and introduction of cutting-edge facilities (operational since FY17)

M&A

Biogen (Denmark) Manufacturing  
(FDBD: Acquisition completed in August)  
- Addressing large-scale manufacturing needs  
- Accelerating business growth further

Entered the bio CDMO industry in its infancy through business acquisition and expanded business through proactive investments and capability reinforcement in anticipation of market growth.
The Three Key Components for Regenerative Medicine

- **Cell**: FUJIFILM Cellular Dynamics, Japan Tissue Engineering
- **Scaffold (recombinant peptide)**: FUJIFILM Corporation
- **Cell Culture Medium/ Cytokine**: FUJIFILM Wako Pure Chemical Corporation, FUJIFILM Irvine Scientific

Contributing to the elevation of regenerative medicine business to the industrial stage as a leading company.

- Accelerating the use of cell therapy pipeline in actual treatments (GvHD, Cancer, Age-related macular degeneration etc.)
- Utilizing Fujifilm Group’s foundation technologies to expand CDMO business
- Expansion of drugs discovery support business that utilize iPS cells
Healthcare & Material Solutions

Healthcare (Life Sciences)

- Utilizing technologies cultivated through its photographic business, Fujifilm started its cosmetics business in 2006.
- Fujifilm expanded its lineups, such as the ASTALIFT series, the Lunamer series with women in their 20s and 30s as its main target.
- The ASTALIFT series is a total healthcare brand that includes base makeup, supplements, and hair care products in addition to skincare products.
- Fujifilm entered the men’s cosmetics market in 2019 and launched the ASTALIFT MEN series.

Differentiate itself from competitors and offer its original products supported by science, utilizing proprietary technologies.
The major component of photo film is **collagen**, the same as that of the skin.

**Collagen**  
Main ingredient of photo film  
Forms about 70% of dermis

The **antioxidant technology** of photo film is used.

Without antioxidant technology

With antioxidant technology

**Oxidation**  
Causes color fading of photos  
Causes skin blemishes and aging

**Nano-technology** for photographic exposure and color development is used.

- Conventional Nano-technology
- New Nano-technology

**Nano-technology**  
Used for exposure and color development of photos  
Improves permeability and absorption of ingredients
### Highly Functional Materials

**Display Materials**

#### Our functional materials which are used in LCDs

<table>
<thead>
<tr>
<th>Layer</th>
<th>TN mode</th>
<th>VA mode</th>
<th>IPS mode</th>
</tr>
</thead>
<tbody>
<tr>
<td>Polarizer</td>
<td>○</td>
<td>○</td>
<td>△</td>
</tr>
<tr>
<td>Color Filter</td>
<td>△→○</td>
<td>△→○</td>
<td>△→○</td>
</tr>
<tr>
<td>Glass Substrate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liquid Crystal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Layer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TFT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Glass Substrate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Compensation film</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PVA (stretched PVA doped with iodine)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Protective film for polarizer</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Differences in LCD modes

- **Contrast**: ○
- **Viewing angle**: △→○ (Using WV film), ×→○ (Using retardation film), ○→◎ (Using Z-TAC)
- **Efficiency of light emission**: ○
- **Manufacturing cost**: Low, Middle, High

⇒ To cover weak points or improve quality, “compensation films” are used
**Highly Functional Materials (Display Materials)**

**FUJITAC**
- Protective film for polarizer. Used regardless of any difference in LCD mode.

**WV film**
- A compensation film that widens the viewing angle in TN mode.
  Fujifilm has 100% market share.

**VA film**
- A film used for the polarizer in VA mode to control the inflection of light for better viewing angles and contrast.

**IPS film (Z-TAC)**
- A film used for the polarizer in IPS mode to contain tint fluctuations when the screen is viewed diagonally.

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**Diagram showing volume of panel shipments and main films used by application**

<table>
<thead>
<tr>
<th></th>
<th>FUJITAC</th>
<th>WV (TN)</th>
<th>VA</th>
<th>Z-TAC (IPS)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TVs</strong></td>
<td>●</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td><strong>Monitors</strong></td>
<td>●</td>
<td>●</td>
<td>Partly used</td>
<td>●</td>
</tr>
<tr>
<td><strong>Notebook PCs</strong></td>
<td>●</td>
<td></td>
<td>Partly used</td>
<td>Partly used</td>
</tr>
<tr>
<td><strong>Small and medium-sized displays</strong> (tablet PCs/smartphones)</td>
<td>●</td>
<td></td>
<td>Partly used</td>
<td>●</td>
</tr>
</tbody>
</table>

(as of Jan.-Dec.2019, internal investigation)
For TVs

- Demand for LCD panels continues to gradually grow as the size of TVs increases
- Promote sales of FUJITAC and VA/IPS film
- Steadily supply WV film, which we have 100% market share

For small and medium-sized displays

- For LCD panels, Reinforce sales of super-thin FUJITAC and IPS film for smartphones and tablet PC
- For OLED panels, promote sales of new products such as materials for touch panels and films for circular polarization

Realize sales growth owing to a sales expansion of new products for OLED panels while maintaining stable sales and profit of TAC films for LCD panels
Healthcare & Material Solutions

Highly Functional Materials
(Industrial Products, Electronics Materials & Fine Chemical)

Industrial Products

- Non-destructive testing equipment and materials (Industrial-use X-ray films, digital X-ray imaging system)

- Microfilters

- PRESCALE (Pressure measurement film)

-EXCLEAR (Sensor film for touch panels)
  Realize high transparency and flexibility by patterning with silver on a transparent PET base film.
  Low resistance and can be adjusted to medium-to large-sized touch panels.
  Enables simplified manufacturing process.

- CO2 separation membrane

Expand sales of high-value-added products equipped with Fujifilm’s advanced technologies, which can bring in high profitability.
Electronics Materials

Offer products used when manufacturing semiconductors

IC chip

Cross section

Wiring

Wirings are bonded within the multi-layer structure

Image sensor

R G B

Image sensor consists of red (R), green (G), and blue (B)

Expand sales by offering leading-edge products, leveraging Fujifilm’s wide-ranging product portfolio and stable supply capabilities
Expand its business of high-function chemicals and laboratory chemicals.

Use in R&D for new drugs and other cutting-edge technologies and products, as well as in environmental analysis on water and soil quality. Expanding sales by utilizing its product development and manufacturing system to match small quantity of diversified products needs and a sales network that covers all of Japan.

Utilize chemical synthesis technology cultivated from laboratory chemicals manufacturing to develop competitive products including Azo polymerization initiator necessary to manufacture superabsorbent polymer used in disposable diaper and others.

Providing high-quality and high-performance laboratory chemicals, speciality chemicals and diagnostic reagents based on the advanced technology of Wako Pure Chemical Industries to meet customer needs.
Since Fujifilm developed professional-use videotapes in 1959, the Company has offered products with high performance and high reliability to tape drive manufacturers throughout the world.

**Magnetic tapes for data storage**

Fujifilm’s magnetic tapes for data storage with barium ferrite particles (BaFe), which were developed by Fujifilm’s proprietary technologies, are achieving a high reputation in the market.

- Large capacity
- Long archival life
- Highly cost effectiveness
- Recording stability
- Energy-saving

Further usage in the data archive field is expected, reflecting the rapid increase of data in the world and the popularization of cloud computing.

**Further expand the sales of magnetic tapes with BaFe particles.**
Graphic Systems/ Inkjet

- **Offset printing materials and equipments**
  - Graphic arts films
  - Printing plates (conventional plates, CTP (Computer to Plate) plates)

- **Inkjet digital presses**
  - Jet Press series
  - Wide-format inkjet systems

- **Inkjet heads and inks for industrial-use printers**
  - Jet Press 750S

- **High productivity, suitable for large-volume printing such as newspapers and publications**
- **Mainstream is CTP plates where Fujifilm has world’s No.1 share**
- **Expanding the sales of process-less CTP which is environment-responsive**

- **On-demand printing suitable for small print runs and commercial printing such as packaging. Future growth expected through diversified market needs**
- **Jet Press 750S has high image quality comparable to offset and environmental performance**

- **Acquired U.S.-based Dimatix, a leading manufacturer of industrial inkjet printheads in 2006**
- **Inkjet heads and inks for industrial-use printers for various purposes such as construction materials and ceramics**

Focusing on the growth market of inkjet digital presses and inkjet heads for industrial-use printers while securing stable profit with CTP plates.
• Document solutions is a business conducted by Fuji Xerox (FX).
• In November 2019, FUJIFILM Holdings (FH) acquired the 25% stake in FX owned by Xerox (XC). FX operates as a wholly owned subsidiary of FH. FH agreed to the new collaborative partnership with XC. FX is able to supply OEM products to additional customers worldwide and continue to supply products to XC in the mid-to-long term.
• In January 2020, FX announced the decision to end the Technology Agreement which sets the terms for technology/brand licenses and sales territories on March 31, 2021. FX is able to expand business globally under FUJIFILM brand.
• FX will change its corporate name to FUJIFILM Business Innovation Corp. on April 1, 2021.

Strategic Direction of the Document Business

- Accelerate global business expansion
- Enable prompt decision making to acquire new growth opportunities
- Pursue synergies within FUJIFILM group
- Sustain and expand technology and business base
New Growth Opportunities

- Acquire OEM Business opportunities in the global market
  - MFP/Printer OEM Business
  - Sales alliances of Xerographic Components
- Explore new growth area outside of Document business
- Introduction of innovative new products
- Expand into global markets by utilizing FUJIFILM sales channels

Growth/improvement of existing businesses

- Device business
  - Realize further growth in Asia Pacific market
- Solutions business
  - Increase value proposition through alliances and M&As. Offer digital platforms to optimize customers’ business processes.
  - Enhance business specific solutions (Local government, healthcare, finance, education, etc)
- Synergies with Fujifilm
Office products & printers

We provide digital multifunction machines, printers, consumables and document-related solutions that utilize cloud and mobile for offices.

Production Services

We provide high-speed, high-quality digital printing systems and printing solutions that support digitization in the commercial printing field.

Solutions & Services

We support the resolution of management issues by promoting the digitization of documents and business processes that are the key to work styles and business transformation.
Imaging Solutions

Photo Imaging

Instax instant camera
Expanding the lineup of high value-added products and printing demand by proposing new ways to enjoy.

Printing business
Expand sales and profit by reinforcing sales of such high-value-added printing services as Photobook and Wall Decor

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

Revenue in FY2020/3
¥228.9 billion
Established 2 pillars of differentiated mirrorless camera lineups; **GFX Series** with large-size, 1.7 times of the full-size sensor and ultra-high image quality, and **X Series** with small-sized, lightweight body and high image quality.

All key devices of sensor, image processing, lens are developed in-house.

Realizing outstanding quality images by unique color reproduction technology.

Aiming to expand market share in interchangeable lens camera market by strengthening lineup of mirrorless cameras and interchangeable lenses, which realize both small / lightweight body and high image quality.
Optical Device & Electronic Imaging

Utilizing FUJINON’s high optical technology and high-precision processing, assembly technologies, focusing on high-value added, growing area such as 4K/8K-compatible broadcasting lenses.
Investor Relations Website

FUJIFILM Holdings — Investor Relations

Earnings Presentations
Earnings presentation materials (transcript attached), movie, main responses to queries, and more…

IR Events Materials
Conference materials, business presentation materials, and more…

What Kind of Company is Fujifilm?