

# Frameworks to Continue to Generate Innovation and Sources of Value

Through constant innovation, the Fujifilm Group has provided top quality products and services that meet the changing needs of society. We are also working with stakeholders, including suppliers and partners, to jointly create value for the future while identifying not only current needs but also potential ones.

## Realizing a Sustainable Society



<p><b>Intellectual capital</b></p> <p><b>Technological capabilities</b> <span style="float: right;">▶ p.61-68</span></p> <p>We will provide innovative products and services that contribute to the resolution of social issues by evolving our technological capabilities to build a sustainable competitive advantage through close collaboration among R&amp;D, intellectual property, design and DX.</p> <ul style="list-style-type: none"> <li>Accumulation of base technologies</li> <li>Improvement of core technologies</li> <li>Fusion of multiple technologies</li> </ul>	<p><b>Human capital</b></p> <p><b>Corporate culture</b></p> <p>Under a corporate culture of being "open, fair and clear," the aspirations of each and every one of our employees support the creation of new value and the sustainable growth of the Fujifilm Group.</p> <p>An open, fair and clear corporate culture</p>	<p><b>Human resources</b> <span style="float: right;">▶ p.69</span></p> <p>We will pass down our corporate culture that takes on the challenge of changes, and promote creating an organization in which diverse employees can demonstrate their full potential. At the same time, we are focusing on developing human resources who can lead business reforms.</p> <p>Human resource development that views change as an opportunity for growth</p> <p>High employee engagement</p>	<p><b>Trust</b> <span style="float: right;">▶ p.75, p.77</span></p> <p>The production of photographic film, our original business, is a product that customers purchase with "trust" and cannot be tested before shooting. The concept of sustainability has been rooted in our corporate culture since our founding.</p> <p>Trust of stakeholders, including customers and the environment</p>	<p><b>Social capital</b></p> <p><b>Brand</b></p> <p>By providing innovative products and services while confronting social issues head-on, we are increasing the value of the Fujifilm brand around the world and leading to high recognition.</p> <p>Brand cultivated through continuous provision of innovative products and services</p>	<p><b>Global network</b></p> <p>We began exporting in 1938, four years after our founding. We established a sales company in Brazil in 1958. Since then, we have actively expanded our business overseas and grown as a global company.</p> <p>Proactive overseas expansion since our founding</p> <p>Strengthening business management functions through cooperation with regional management companies</p>
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