



A message from our top management



Chairman
FUJIFILM Business Innovation Corp.
Kouichi Tamai

President and CEO
FUJIFILM Business Innovation Corp.
Hisanori Makaya

Continuing to Take on Worthy Challenges to Pursue the Business Innovation Embodied in Our New Company Name

On April 1, 2021, Fuji Xerox changed its name to FUJIFILM Business Innovation Corp., a name that embodies our commitment to continue as a company within the Fujifilm Group that always pursues business innovation. On the same date, we also renewed our management structure.

Following our foundation as Fuji Xerox in 1962, we revolutionized office work with the technology that allows duplicating information on paper; xerography. We also established not only a ground-breaking business model focusing on a rental service providing utility rather than providing devices, but also offered a wide range of products and services to support customers in creating value. Having now switched to the world-renowned Fujifilm brand, we will extend our operations across a worldwide stage. We intend to concentrate the technological prowess and knowledge of the Fujifilm Group to accelerate the creation of synergies to deliver revolutionary products and services to a wider range of customers.

As businesses become diverse, globalized, and increasingly competitive on a daily basis, work processes need to be efficient for faster decision-making. There is growing importance to develop an environment that allows new value to be created by circulating and sharing information, quickly and accurately. Utilizing information and knowledge to improve the strengths of an organization to its

fullest potential is an important factor in bringing forth innovation.

FUJIFILM Business Innovation utilizes the technologies and expertise cultivated over the years to determine the best ways of converting necessary information into optimal formats and then swiftly distributing and sharing that information. We will resolve customers' business issues and contribute to growth in all aspects of their business by, for example, supporting their digital transformation (DX) journey by optimizing their business processes and helping to strengthen their own customer relationships through effective communications. Moreover, we will not only provide solutions to individual companies but also with a wider scope to local governments and communities, by offering an environment that encourage people to heighten their creativity through the utilization of information and knowledge.

The way people work has changed rapidly and dramatically in the wake of the COVID-19 pandemic. Our raison d'être as a global manufacturer in this current era is to pay close attention to changes in the market caused by COVID-19, create products and services that satisfy any consequent new market demands, and ensure their timely delivery. We are determined to continue taking on worthy challenges that befit a true global leader focused on promoting innovation in its customers' businesses.

Fujifilm Group Corporate Philosophy

Corporate Philosophy

The Unchanging Values of the Fujifilm Group

We will use leading-edge, proprietary technologies to provide top-quality products and services that contribute to the advancement of culture, science, technology and industry, as well as improved health and environmental protection in society. Our overarching aim is to help enhance the quality of life of people worldwide.

Vision

Fujifilm Group's Ideals

Anchored by an open, fair and clear corporate culture and with leading-edge, proprietary technologies, Fujifilm is determined to remain a leading company by boldly taking up the challenge of developing new products and creating new value.

Our Mission

This mission embodies our commitment to continuously innovate and extend new frontiers that help businesses grow. We do this by;

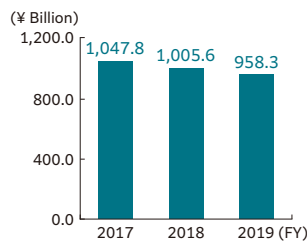
Driving Business Innovation

- Providing outstanding products, services and solutions
- Optimizing customer's business processes across all work environments
- Implementing workflows that enable effective sharing of information and knowledge, thus allowing customer to further leverage on their organizational strengths

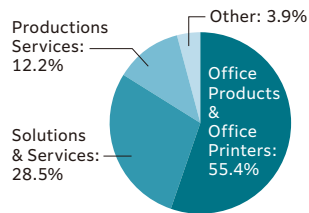
Performance

P/L Overview (US GAAP)

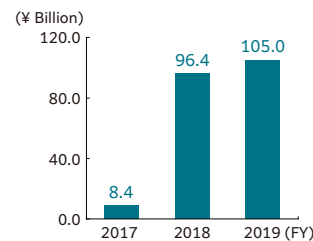
Revenue (consolidated)



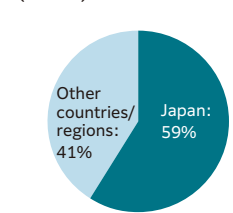
Consolidated revenue by business segment (FY2019)



Operating income (consolidated)



Consolidated revenue by geography (FY2019)



Note : These figures represent the revenue and operating income of FUJIFILM Holdings Corporation's "Document Solutions" segment, which is equivalent to Fuji Xerox (consolidated). The operating income for fiscal 2017 ended March 31, 2018 entails one-time structural reform expenses of 70 billion Japanese yen. When excluding the one-time structural reform expenses, operating income for fiscal 2017 is 78.4 billion Japanese yen.

Business Summary

Office Products & Printers Business

Providing office equipment such as multifunction devices and printers as well as related solutions.



Production Services Business

Providing digital printers and printing workflow solutions in the commercial printing segment focusing on graphic communications —from creating contents to processing and delivery.



Solutions & Services Business

Providing document services— which include system integration, cloud services, management of multifunction devices, and Business Process Outsourcing of mission-critical processes—, tailored to various industries or business processes to meet business challenges.



Major Locations

FUJIFILM Business Innovation's sales and service areas mainly cover Japan and other Asia-Pacific countries and regions. Our businesses will expand to the Americas, Europe and other regions after April, 2021.

FUJIFILM Business Equipment Shanghai Corp.



Develops and produces low-to mid-speed multifunction devices as well as toner cartridges

FUJIFILM Eco-Manufacturing (Suzhou) Corp.



Recycles used products recovered throughout China (excluding Hong Kong, Macao and Taiwan)

FUJIFILM Manufacturing Hai Phong Co., Ltd.

Produces multifunction devices, low-end LED printers and others



FUJIFILM Manufacturing Shenzhen Corp.

Produces laser printers, multifunction devices and consumables



Asia Pacific Operations

(Singapore) **Sales Offices**



Promotes business development in the Asia-Pacific region



FUJIFILM Manufacturing Corp.

An affiliate company established in January 2010. It is responsible for prototyping and manufacturing office equipment, printing devices and related products, as well as their components and consumables.

- **Headquarters**
(located in FUJIFILM Business Innovation Ebina Center)
- **Takematsu Center**
(located in FUJIFILM Business Innovation Takematsu Center)
Manufactures ground toner and photoreceptors, providing key component materials that support the image quality and reliability of FUJIFILM Business Innovation products
- **Suzuka Center**
- **Toyama Center**



Manufactures key components including electronic and optical parts for multifunction devices. Also, the Center incorporates a resource recycling production system, where new products are assembled utilizing reused components that FUJIFILM Business Innovation guarantees quality and performance equivalent to brand new components.



Manufactures imaging materials for copiers, multifunction devices and printers, and has a state-of-the-art plant exclusively for emulsion aggregation toner (EA toner)

Yokohama Minatomirai Center (Kanagawa, Japan)



Aiming at fulfilling market needs swiftly by strengthening ties with customers, the Center reinforces R&D functions through cross-divisional collaboration, shortening product development lead time, and streamlining R&D costs

Ebina Center (Kanagawa, Japan)



Principal site to develop multifunction devices, production printers and related products, as well as to establish manufacturing technologies

Takematsu Center (Kanagawa, Japan)



Develops and manufactures imaging materials for multifunction devices and printers

Corporate Overview

Name	FUJIFILM Business Innovation Corp.
Headquarters	9-7-3 Akasaka, Minato-ku, Tokyo 107-0052, JAPAN
Telephone	+81-3-6271-5111
Chairman and Representative Director	Kouichi Tamai
President and CEO, Representative Director	Hisanori Makaya
Date of establishment	February 20, 1962 Established as Fuji Xerox, a joint venture between Rank Xerox Limited (whose name was changed to Xerox Limited on October 31, 1997) and Fuji Photo Film Co., Ltd. Changed the corporate name to FUJIFILM Business Innovation in April, 2021.
Capital	20 billion yen
Number of employees	37,037 / 5,170 (consolidated / unconsolidated, as of April, 2021)
Business sites	Headquarters: Tokyo Research laboratories: Yokohama (Kanagawa, Japan) Development/manufacturing sites: Japan: Yokohama, Ebina, Takematsu (Kanagawa), Suzuka (Mie), Namerikawa (Toyama) Overseas: Shanghai, Shenzhen, Suzhou (China), Hai Phong (Vietnam) and others Overseas bases (countries/regions): China (including Hong Kong and Taiwan), South Korea, the Philippines, Vietnam, Myanmar, Cambodia, Thailand, Malaysia, Singapore, Indonesia, Australia, New Zealand and the United States



Directors and Audit & Supervisory Board Members As of April 1, 2021

Chairman and Representative Director	Kouichi Tamai		
President and CEO, Representative Director	Hisanori Makaya		
Directors	Masaki Okano	Masashi Sakamoto	Naoki Hama
	Masahiro Fujimaki	Shigenobu Inenaga	Masaharu Furukawa
	Shigetaka Komori	Kenji Sukeno	
Audit & Supervisory Board Members	Hiroyuki Sakai	Shigeru Sano	Masayuki Higuchi

Corporate Officers As of April 1, 2021

President and CEO	Hisanori Makaya			
Executive Vice President	Masaki Okano	Masashi Sakamoto	Naoki Hama	
Senior Vice President	Masahiro Fujimaki	Shigenobu Inenaga		
Corporate Vice President	Masaharu Furukawa	Mutsuki Tomono	Daiji Nagaoka	Tomoyuki Matsuura
	Yoshihito Sekikawa	Chiaki Suzuki	Keiichi Naito	Ryo Miyata
	Ken Sugiyama	Amane Inoue	Ryo Ando	Hiroshi Kida

Affiliates

Affiliates in Japan

Sales

FUJIFILM Business Innovation Japan Corp
Responsible for all sales operations in Japan

FUJIFILM Printing Systems Corp.
Conducts wholesaling of office laser printers

Manufacturing

FUJIFILM Manufacturing Corp.
Develops prototypes and manufactures office equipment, printing devices and related products, as well as their components and consumables

Outsourcing services

FUJIFILM System Services Corp.
Provides business process outsourcing services

FUJIFILM Service Creative Corp.
Sales contract and management operations, finance and accounting operations, call center operations, and others.

FUJIFILM Service Link Corp.
Provides document-related services

Affiliates in other countries/regions

— Asia-Pacific Countries/Regions —

Sales

FUJIFILM Business Innovation Australia Pty Ltd	Australia
FUJIFILM Data Management Solutions Pty Ltd	Australia
FUJIFILM CSG Limited	Australia
FUJIFILM Upstream Solutions Pty Ltd	Australia
FUJIFILM CodeBlue Australia Pty Ltd	Australia
Branch of Fuji Xerox Asia Pacific Pte Ltd.*	Cambodia
FUJIFILM Business Innovation (China) Corp.	China
FUJIFILM BI Business Development (Shanghai) Corp.	China
FUJIFILM Business Innovation Hong Kong Limited	Hong Kong
PT. Astra Graphia, Tbk. (General agency for FUJIFILM Business Innovation)	Indonesia
FUJIFILM Business Innovation Korea Co., Ltd	Korea
FUJIFILM Business Innovation Asia Pacific Pte. Ltd. (Malaysia Operations)	Malaysia
FUJIFILM Business Innovation Asia Pacific Pte. Ltd. (Myanmar Branch)	Myanmar
FUJIFILM Business Innovation New Zealand Limited	New Zealand
FUJIFILM CodeBlue Limited	New Zealand
FUJIFILM Business Innovation Philippines Corp.	The Philippines
FUJIFILM Business Innovation Asia Pacific Pte. Ltd.	Singapore
FUJIFILM Business Innovation Singapore Pte. Ltd.	Singapore
FUJIFILM Business Innovation Taiwan Co., Ltd.	Taiwan
FUJIFILM Business Innovation (Thailand) Co., Ltd.	Thailand
FUJIFILM Business Innovation Vietnam Co., Ltd.	Vietnam

Development, procurement and manufacturing

FUJIFILM Eco-Manufacturing (Suzhou) Corp.	China
FUJIFILM Manufacturing Shenzhen Corp.	China
FUJIFILM Business Equipment Shanghai Corp.	China
FUJIFILM Procurement Hong Kong Limited.	Hong Kong
FUJIFILM Manufacturing Hai Phong Co., Ltd.	Vietnam

* Note: For some affiliates, the new names under the FUJIFILM brand will be applied for registration.

— United States —

FUJIFILM BI International Operations Corp. (U.S.A.)
OEM sales and support of multifunction printers, laser printers, and consumables. Supply chain management of Fuji Xerox Products in the United States and Europe

FUJIFILM