

Toward its Second Foundation, the Fujifilm Group has incorporated CSR initiatives into its medium- and long-term business plans. The Company’s CSR activities cover such areas as global warming prevention, environmental impact reduction, environmental efficiency improvement through management of chemical substance content, eco-solution provision and social contribution. As a good corporate citizen, we are working hard to serve society better and win a greater level of stakeholders’ trust through these activities. Specifically, we faithfully implement the “Fujifilm Group’s Approach to CSR” to fulfill our social responsibility with due consideration given to coming generations.

The Fujifilm Group’s Approach to CSR

The Fujifilm Group’s Approach to CSR is to contribute to the sustainable development of society by putting into practice the Fujifilm Group’s Corporate Philosophy, and realizing its Vision through sincere and fair business activities.

We will:

1. fulfill our economic and legal responsibilities, and respond to society’s demands by contributing as a corporate citizen to the development of culture and technology in society and environmental preservation.
2. constantly reassess whether our CSR activities are responding adequately to the demands and expectations of society and whether those activities are conducted properly through dialogue with our stakeholders including customers, shareholders, investors, employees, local communities, and business partners.
3. enhance corporate transparency by actively disclosing information to fulfill accountability for our business activities.

The Fujifilm Group believes that all corporate entities assume the social responsibility of always endeavoring to create new value while adjusting to the changing times and responding to the needs and expectations of society. This

section introduces the Fujifilm Group’s CSR activities. For more information, please visit our website at: <http://www.fujifilmholdings.com/en/sustainability/index.html>.

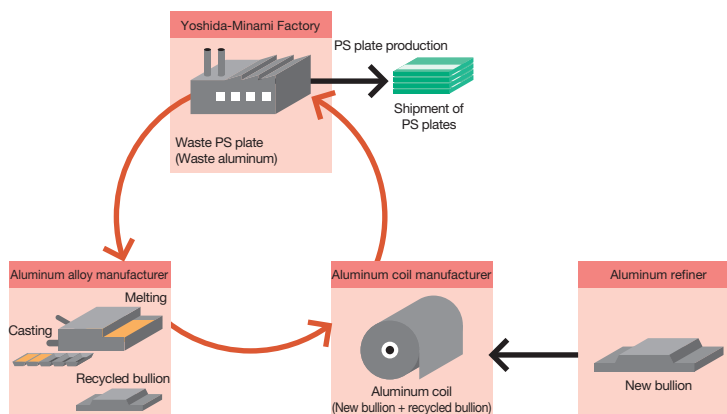
Closed-Loop Recycling System for Waste Aluminum Established

To achieve sophisticated printability in substrates of PS plates including CTP plates*1, used for offset printing*2, the manufacture of these substrates requires high-purity aluminum. Although the recycling rate for aluminum is high, it has been considered impossible to maintain a high level of aluminum purity through product recycling. Therefore, the Fujifilm Yoshida-Minami Factory had promoted “cascade

recycling.” In this recycling method, the factory used several hundred tons of waste aluminum generated every month for applications that do not require high purity aluminum. This also means that the factory always used new, high-purity aluminum bullion for the manufacture of PS plates.

Closed-Loop Aluminum Recycling System

- The use of recycled aluminum reduces CO₂ emissions by 73% throughout the entire production process, from aluminum refining to the production of PS plates.
- Fujifilm expects an annual CO₂ emissions reduction of up to 65,000 tons from introducing closed-loop recycling for all waste aluminum generated from used PS plates at the Yoshida-Minami Factory. CO₂ emissions reduction in connection with closed-loop recycling totaled approximately 38,000 tons, or 66% of total CO₂ emissions output by the factory in 2008.



Refining new aluminum bullion, however, requires a massive amount of electricity, which consequently leads to a great amount of CO₂ emissions. This fact gave Fujifilm a clue as to reducing CO₂ emissions by realizing the recycling of high-purity aluminum—a task long considered impossible—and reducing new aluminum bullion use accordingly. We then identified a closed-loop recycling technology as our solution. After years of research on this technology, which enables the recycling of waste aluminum into high-purity aluminum to be used for high-quality PS plates, the Company finally put the technology into practical use in October 2007.

Once mixed with trace metals into low-purity alloy, alu-

minum cannot be restored to high purity by removing the trace metals. Thus, the repeated cascade recycling of aluminum results in a mountainous reserve of low-purity aluminum resources. Amid rapidly growing demand for aluminum bullion in newly industrialized countries (NICs), preserving the limited resources of high-purity aluminum has a significant meaning for society at large. At the same time, it will help Fujifilm boost the sustainable development of its graphic arts business.

*1 Fujifilm's mainstay products in the graphic arts business

*2 Coated with a photosensitive layer in advance, pre-sensitized (PS) plates are used in offset printing. Computer-to-plate (CTP) plates are used with filmless digital (computer-to-plate) printing systems.

10 Consecutive Years of Winning Energy Conservation Prizes

Fuji Xerox's digital color multifunction device lineup—ApeosPort-III and the DocuCentre-III C2200/C3300/C2205/C3305 series, as well as the DocuPrint C2250/C3360 color printers—won the Agency for Natural Resources and Energy (ANRE) Director-General's Award at the 19th Energy Conservation Prize for 2008 (energy-saving machines and systems category) hosted by the Ministry of Economy, Trade and Industry of Japan. Since having first won the prize in 1999, Fuji Xerox has become the first company in the industry to receive prizes for 10 consecutive years. Moreover, in the past 10 years, Fuji Xerox has won prizes in all the product areas of multifunction devices and printers, from low-speed to high-speed, as well as monochrome and color. These achievements represent Fuji Xerox's continued efforts in developing wide-ranging lineups of energy-saving products.

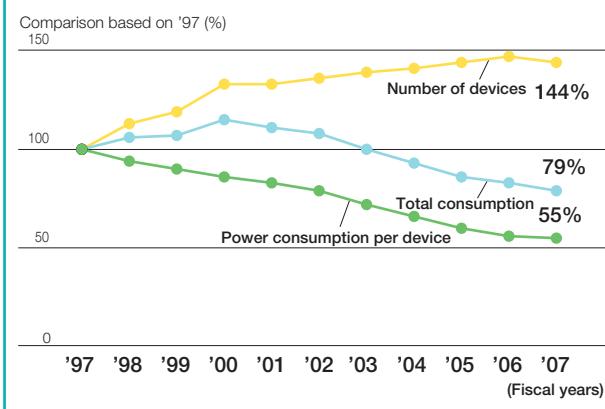
This year's award-winning products incorporate the latest energy-saving technologies. Equipped with the newly developed Power Supply Control ASIC, this energy-saving controller requires less than two watts^{*1} of power when in sleep mode, reducing energy consumption by 80% compared with a previous model^{*2}. Also achieving a 73% reduction in Typical Electric Consumption (TEC)^{*3}, these products' energy-saving performance leads the industry. In addition, by employing light-emitting diode (LED) print heads, which use LEDs as the light source, power consumption of the exposure device has been reduced by 45%.

Furthermore, Fuji Xerox gives serious consideration to energy saving in manufacturing processes. Specifically, Fuji Xerox used biomass plastics^{*4} that are comprised of more than 30% of plant (corn)-derived constituents by weight as a raw material for the integral covers for drum cartridges. Compared with products manufactured using conventional plastics (ABS resin), these new products enable CO₂ emissions reduction during the manufacturing process by at least 16%^{*5}.

Although the number of Fuji Xerox copy and multifunction devices operating in Japan increased by approximately

Contributing to Customers' Efforts to Reduce Power Consumption

Power Consumption by Fuji Xerox Copy Machines and Multifunction Devices Running in Japan



44% from 1997 to 2007, total power consumption of these products decreased by 21%. This was attributable to Fuji Xerox's improved energy-saving technologies that reduced power consumption per device by 45%. In terms of CO₂ emissions, the 21% reduction is equivalent to a total of 470,000 tons of CO₂ reduction over the 10-year period.

*1 DocuCentre-III C3305 PFS

*2 DocuCentre-II C3300 PFS

*3 Power consumption measurement standard in compliance with the International Energy Star Program promoted by the Energy Conservation Center, Japan (ECCJ). Indicates the amount of power consumed over a conceptual week (five days of operation and sleep/off repeated + two days of sleep/off).

*4 Contain a specified minimum quantity of materials derived from plants and other organic substances.

*5 Based on life cycle assessments (LCAs) conducted by Fuji Xerox.