

The Fujifilm Group examines CSR-related issues from both the corporate and the stakeholder perspective. Through such an approach, the Company identifies its key issues and establishes specific initiatives, thereby promoting strategic CSR activities.

Since its adoption of a holding-company system in October 2006, the Company has worked diligently to maintain an effective structure to facilitate CSR activities. From the fiscal year ending March 31, 2011 onward, the Company will strengthen the link between its CSR activities and new management plans. The stronger link will enable us to implement CSR activities that support us in the accomplishment of business goals and targets.

Fujifilm Group—Bound by a Philosophy and Shared Values

The Fujifilm Group has defined the “Fujifilm Group’s Approach to CSR” and its policies for various activities. Making such an approach and policies clear-cut has helped us to steer the entire Fujifilm Group in a unified direction and to reinforce our CSR governance.

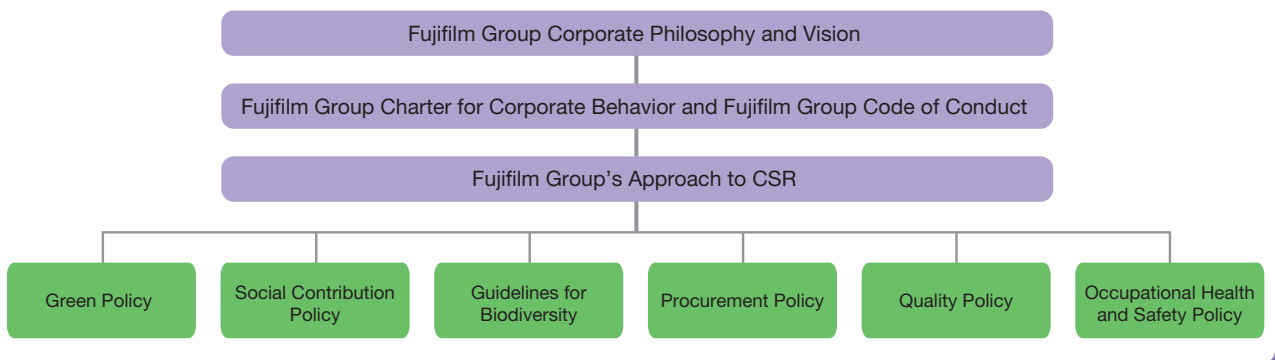
The Fujifilm Group’s Approach to CSR

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:

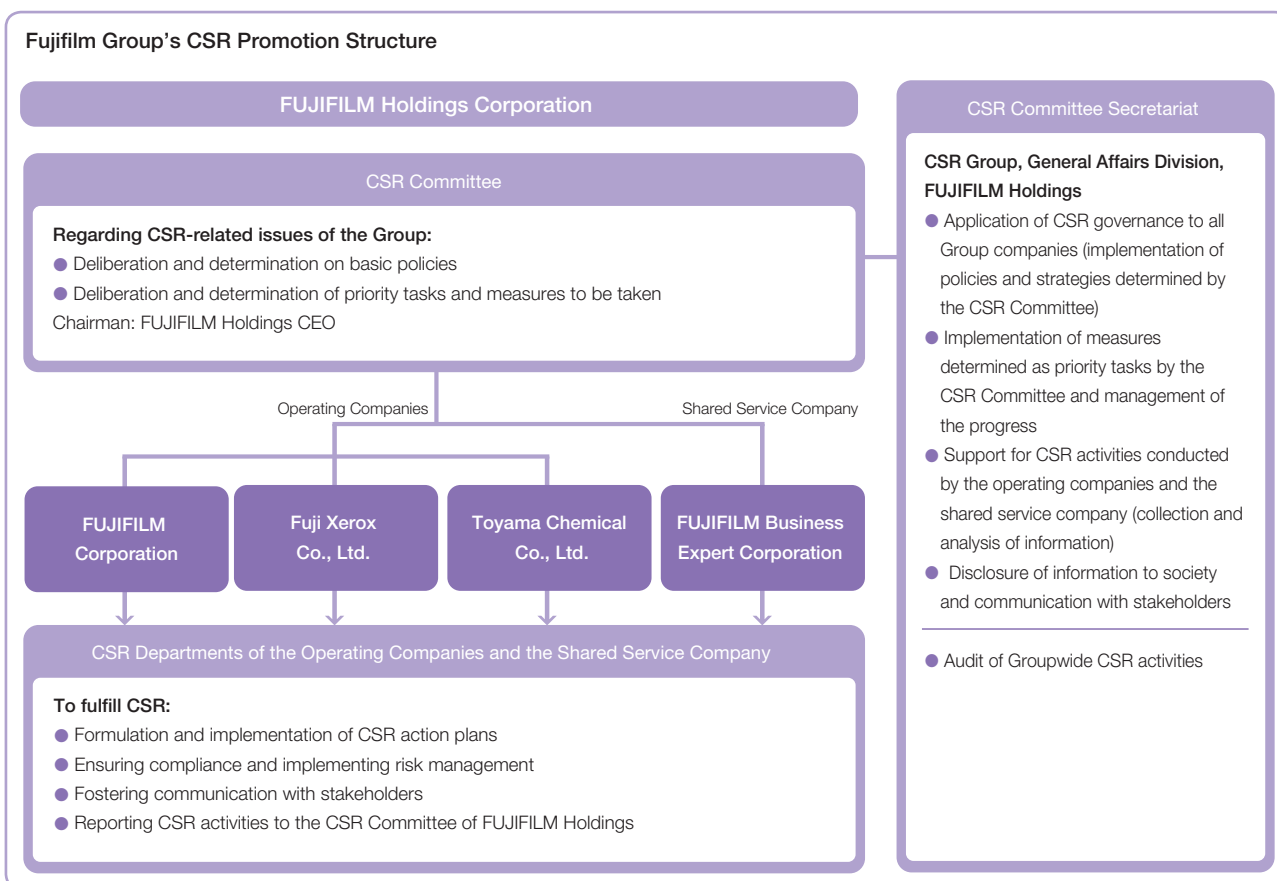
1. fulfill our economic and legal responsibilities, and respond to society’s demands by contributing as a corporate citizen to the development of culture and technology in society and environmental preservation.
2. constantly reassess whether our CSR activities are responding adequately to the demands 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.

Philosophy and Policies Unifying the Fujifilm Group



CSR Promotion Structure

The CSR Committee of FUJIFILM Holdings is serving as the central body in promoting the CSR activities of the Fujifilm Group. With the support of the CSR Committee, operating companies—namely, FUJIFILM Corporation, Fuji Xerox Co., Ltd. and Toyama Chemical Co., Ltd.—and shared service company FUJIFILM Business Expert Corporation are working to strengthen specific CSR activities through various processes. Specifically, they: (1) formulate and implement CSR action plans in line with their respective business operations; (2) ensure compliance and implement risk management; (3) Foster communication with stakeholders; and (4) collaborate with the CSR Committee in the implementation of CSR initiatives.



CSR-Related Information Disclosure

The Company's website ([URL: http://www.fujifilmholdings.com/en/sustainability/](http://www.fujifilmholdings.com/en/sustainability/)) offers information concerning the Group's CSR activities while making available the library of FUJIFILM Holdings Corporation sustainability reports.

Comprising the three main parts listed below, *FUJIFILM Holdings Corporation Sustainability Report 2010*, to be published in October 2010, provides in-depth explanations of the Fujifilm Group's latest CSR activities. Specifically, this latest report introduces CSR approaches taken through the Company's business operations, programs aimed at developing human resources and promoting personnel exchange and activities relating to climate change issues.

- Feature: Enhancing Quality of Life
- CSR Highlights 2009
- Data and Information



Fuji Xerox's website ([URL: http://www.fujixerox.com/eng/company/](http://www.fujixerox.com/eng/company/)) also offers information concerning the company's CSR activities while making available the library of Fuji Xerox sustainability reports.

Third-Party Evaluation of the Fujifilm Group's CSR Activities

Inclusion in Socially Responsible Investment (SRI) Indexes

- Included in the FTSE4Good Global Index
- Included in the Dow Jones Sustainability Indexes 2010
- Included in the Morningstar Socially Responsible Investment Index



Evaluation through Major Ranking Surveys

- 13th Nikkei Environmental Management Survey (sponsored by Nikkei Inc.): 9th out of 1,792 manufacturers
- 5th Company Quality Management Survey (sponsored by the Union of Japanese Scientists and Engineers): 2nd out of 225 companies
- Eco Brand Survey 2009 CSR evaluation ranking (Nikkei Business Publications, Inc.): 43rd out of 560 companies (Deviation: 63.8)
- SAM Sustainability Yearbook 2010 (Sustainable Asset Management AG): SAM Silver Class
- 4th Toyo Keizai CSR Ranking (Toyo Keizai, Inc.): 4th out of 1,104 companies (533.4 pts)