

Basic Policy

The Fujifilm Group's business originated with photographic film, a product for which plenty of clean water and fresh air are essential in the manufacturing process. It is also a product that requires customers to "buy on trust," since they cannot try it out beforehand. Thus, for the Fujifilm Group, an approach that emphasizes environmental conservation and maintaining the trust of stakeholders has been a major premise at the very foundation of its business activities. This approach is the starting point for the corporate social responsibility (CSR) activities of the Fujifilm Group and continues to be passed down within the Group as its "DNA."

Following the shift to a holding company structure in 2006, the Fujifilm Group formulated its Corporate

Philosophy and Vision. Incorporating the ideas in our Corporate Philosophy and Vision, we have also set forth the Fujifilm Group Charter for Corporate Behavior and Code of Conduct, both of which apply to all Fujifilm Group companies. In our Charter for Corporate Behavior, we uphold five principles, including "respect for human rights," while in the Code of Conduct we define compliance as "more than simply not breaking the law and acting correctly in light of common sense and ethics" and declare that all Group employees, including senior executives, will conduct themselves in line with these action guidelines.

Moreover, the Company has made the following statement to encourage all Fujifilm Group employees to commit themselves to the fulfillment of CSR in their daily business

operations: "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 through sincere and fair business activities."

Marking its 80th anniversary, the Company adopted "Value from Innovation" as its corporate slogan. Rallying behind this slogan, and with a better understanding of issues that confront society, we revised a portion of our approach to CSR in 2014 in an effort to more actively provide solutions to society's problems. Guided by this revised approach, we are engaging in a wide variety of activities.

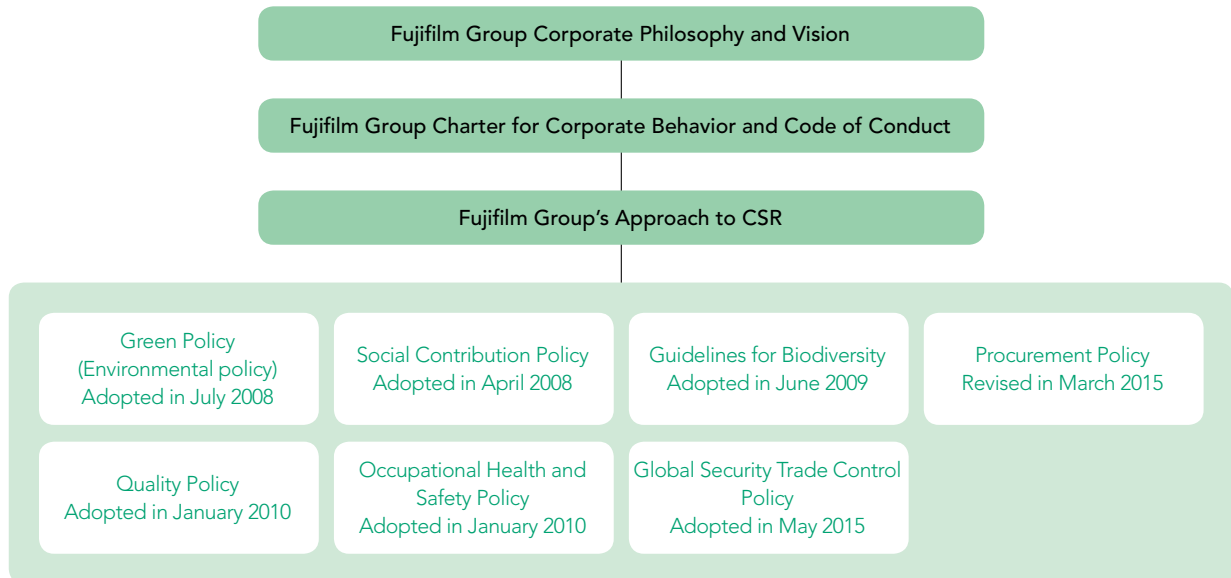
The Fujifilm Group's approach to CSR

The Fujifilm Group's approach to corporate social responsibility is to contribute to the sustainable development of society by putting our Corporate Philosophy into practice through sincere and fair business activities.

We will not only fulfill our economic and legal responsibilities, but also:

1. endeavor to understand global as well as local environmental and social issues and create value to address these issues through our business activities.
2. continue to evaluate the environmental and social impact of our business activities and strive to improve the performance while increasing our positive impact on society.
3. constantly reassess whether our activities are responding adequately to the demands and expectations of society through proactive stakeholder engagement with our stakeholders.
4. enhance corporate transparency by actively disclosing information.

Philosophy and policies unifying the Fujifilm Group

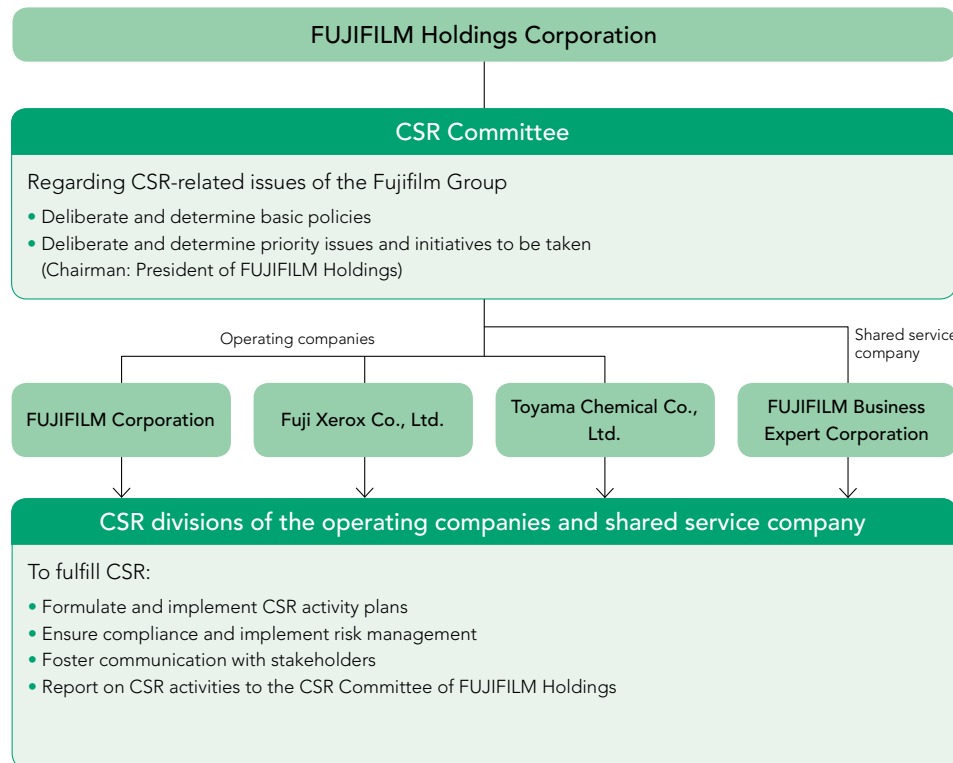


The Fujifilm Group's CSR Promotion System

To smoothly carry out the entire Group's CSR activities, the Fujifilm Group established the CSR Committee chaired by the president of the Company. The committee makes decisions to promote the CSR activities of the entire Group. The CSR division of the Company, which is the secretariat of the CSR Committee, is responsible for ensuring rigorous CSR management by the Fujifilm Group. In addition to proposing the priority issues for the entire Group, disclosing information to parties outside the Company, and

communicating with stakeholders, the CSR division supports the CSR activities of Group companies and monitors the progress of CSR activities across the entire Group.

The CSR division in each Group company formulates CSR plans based on those of the Group, executes each task, and conducts an annual review of the results. In addition, each CSR division provides a report on its activities to the FUJIFILM Holdings CSR Committee and promotes activities that instill a sense of unity in the Group as a whole.



CSR Committee Secretariat

CSR division, FUJIFILM Holdings

- Apply CSR governance to all Group companies (implement policies and strategies determined by the CSR Committee)
- Implement initiatives determined as priority issues by the CSR Committee and manage progress
- Support CSR activities conducted by the operating companies and the shared service company (collect and analyze information)
- Disclose information to society and communicate with stakeholders
- Audit Groupwide CSR activities

Inclusion in SRI Indices and External Evaluations

The Company has been included in certain socially responsible investment (SRI) indices as the holding company of a corporate group that proactively promotes CSR initiatives aimed at sustainable development. The Company has also received evaluations based on external ranking surveys.

- Inclusion in the Dow Jones Sustainability Indices
- Inclusion in the FTSE4Good Global Index
- Inclusion in the Morningstar Socially Responsible Investment Index (as of June 2015)



| Assessment Name | Assessment of the Fujifilm Group |
|--|--|
| 9th CSR Corporate Ranking 2015 (Toyo Keizai, Inc.) | 1st out of 1,305 companies |
| 18th Nikkei Environmental Management Survey (Nikkei Inc.) | 10th out of 419 manufacturers; 1st in the petrochemical field for the 8th consecutive year |
| 8th JUSE Quality Management Level Research (Union of Japanese Scientists and Engineers) | 4th out of 602 companies; 1st in the machinery and precision equipment field |
| Survey of companies and their efforts to maximize the strengths of human resources (Nikkei Inc.) in 2014 | 2nd out of 439 companies |
| Carbon Disclosure Project (CDP) | Score of 94, rank of B |
| RobecoSAM's annual Corporate Sustainability Assessment | Bronze Class |

Mid-Term CSR Plan: Sustainable Value Plan 2016

Marking its 80th anniversary, the Company adopted "Value from Innovation" as its new corporate slogan. Based on this slogan, the Sustainable Value Plan 2016 (SVP2016), which covers the three-year period from FY2015/3 to FY2017/3, was drawn up as a set of goals that provide a fresh foundation for the Group's business management, with activities that commenced accordingly. The promotion policy for SVP2016 targets factors that will help in solving social issues in four fields—the environment, health, daily life, and working style—through innovative technologies, products, and services.



Globally Spreading Decrease in Printing Industry's Impact on Environment by Solution That Meets Five Resource-Saving Targets

An environmental response is being demanded of the printing industry, which consumes large amounts of water and energy as well as chemicals and agents, and "highly productive green printing" has become a global common issue.

Against this backdrop, Fujifilm has launched and commenced the deployment of FUJIFILM SUPERIA, its resource-saving solution for the global common offset printing field. FUJIFILM SUPERIA meets five resource-saving targets in the following fields: materials, by reducing paper and chemicals; man-hours, by reducing delivery lead times as a result of shortened processes and times; energy, by reducing electricity and gas consumption; reduced emissions, such as of chemical waste liquids and VOCs; and water, by reducing water usage.

In addition to its advanced eco-friendliness and stable product quality, FUJIFILM SUPERIA provides value to customers in the form of improved profits.

One of the solutions that FUJIFILM SUPERIA provides is processless CTP plates. Particularly highly valued as they render unnecessary certain treatment processes, such as the alkali developer stage, these CTP plates have currently been installed at around 3,000 companies across the world and at around 450 in Japan.



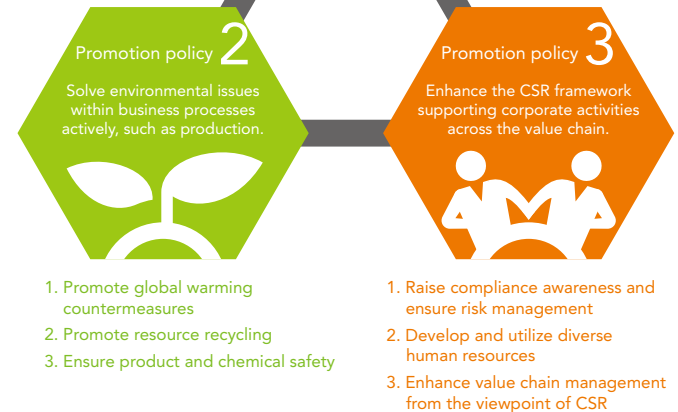
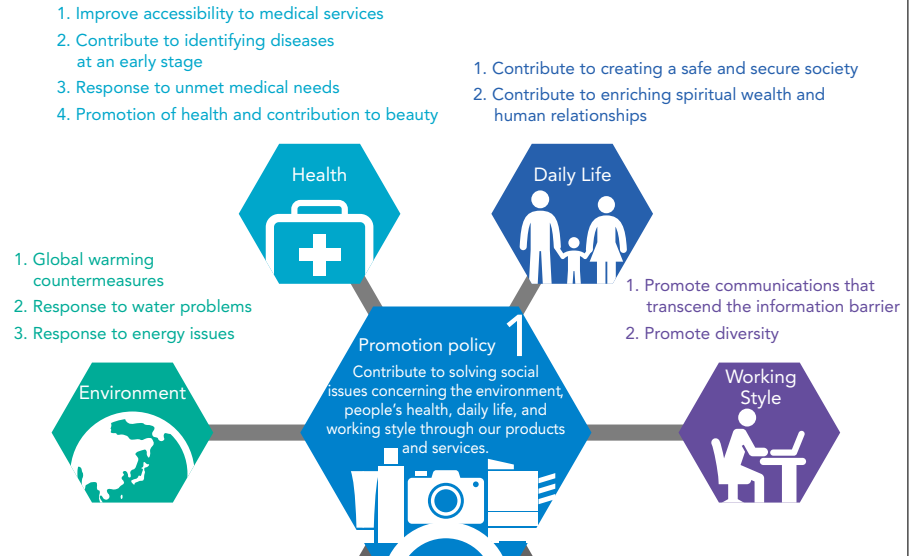
FUJIFILM SUPERIA was launched at PRINT CHINA 2015, which was held in April 2015.



Please refer to the following for details regarding CSR initiatives.
<http://www.fujifilmholdings.com/en/sustainability/index.html>

FUJIFILM Sustainable Value Plan 2016

Solving social issues through business activities



Conscious on environmental and social impact within business processes