

Document

Targets for VISION 2016

Business Growth

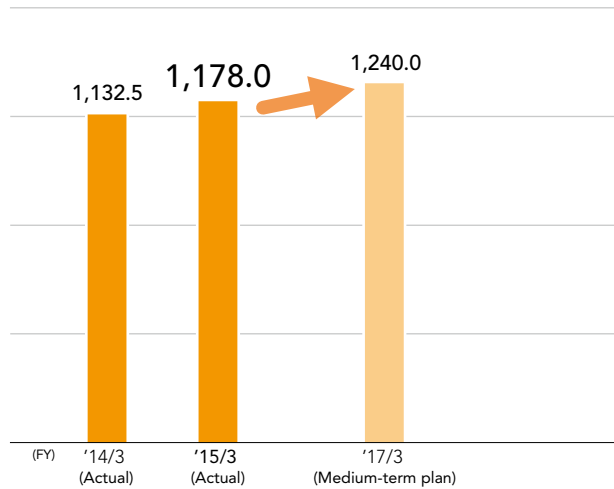
- Accelerating growth by expanding service business and solutions business in Japan and other developed countries
- Capturing substantial market share to increase profit by enhancing the development and sales of cost-competitive equipment, which meet market needs in China and other emerging countries

Reinforce Corporate Constitution

- Improving costs, including full-scale operation of new production base in Vietnam
- Optimizing and reinforcing R&D
- Reducing ratio of SG&A expenses

Trends in revenue

Billions of yen



Progress in FY2015/3 and Forecast for FY2016/3

In the document field, revenue increased in FY2015/3, reflecting such factors as revenue growth in all fields in Japan and Asia-Oceania as well as in export shipments to Xerox Corporation. In addition to the rise in gross profit associated with the increased revenue, ongoing cost improvements and measures to reduce the SG&A ratio played their part, resulting in expansions in revenue and profit.

In FY2016/3, the document field will further expand sales volume with new products for emerging markets, enlarge its global service and production services businesses, and grow sales by strengthening its solutions business. In addition, profitability will be enhanced by further promoting cost reductions and driving down expenses in general.

VOICE

Accelerating Growth of Asia-Oceania Region



Masashi Honda

Senior Vice President, Executive General Manager of Asia Pacific Operations
Fuji Xerox Co., Ltd.

Providing a diverse product lineup that meets the varying needs of customers, which range from small and medium-sized companies to large corporations, the document field in particular boasts an overwhelming share of the A3 multifunction device market in each country. Leveraging this strength, we have defined Asia and Oceania as growth areas and are providing extensive office services tailored to the local circumstances. Combining these moves with efforts focused on the production services business, we will strengthen our business foundation. From the dual aspects of volume and value, we provide comprehensive solutions that are matched to the characteristics and maturity of each country's market, such as by further enlarging our agency network that handles low-end machines and expanding sales volume in countries showing significant growth, including Thailand, Malaysia, and Vietnam, and extending high-value-added service business in developed countries, including Australia, New Zealand, and Singapore. We are also expecting further expansion in the highly profitable sector of after-service sales. With regard to the Australian business process outsourcing (BPO) operation acquired in 2012, we are deploying our business to every region of the country and will accelerate this business while working with our sales companies and business partners in each country.

Specific initiatives

● Office products

Extending Lineup of Low-End Multifunction Devices

In the office products business, we deployed strategic initiatives to meet the needs of each region in emerging countries such as China and recorded strong sales of an A3 full-color, low-end multifunction device, the DocuCentre SC2020, which was launched in May 2014. In December 2014, following plans made by a team composed entirely of local Chinese employees and mainly developed locally, DocuCentre S2011, an A3 monochrome, low-end multifunction device was launched. Our market share in Asian countries was greatly increased.



DocuCentre SC2020