

Progress and Initiatives of VISION 2016 Medium-Term Management Plan

Under its VISION 2016 medium-term management plan, which was announced in November 2014, the Fujifilm Group is aiming to achieve record-high profit and improve ROE by “fulfilling a business portfolio to realize stable growth in the medium-to-long term” and targeting the “enhancement of shareholder returns.” In this special feature, we report on progress made toward the achievement of VISION 2016 and provide details on some specific initiatives.

Firm and strong management base
Stable generation of profit and cash



Fulfill its business portfolio to realize stable growth in medium-to-long term

Accelerate growth of core businesses

Expand sales, market share, and operating income using growth drivers of healthcare, highly functional materials, and document business fields, with new product launches
Strategic use of M&A



Healthcare

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Highly Functional Materials → P.17



Document

→ P.18

Profitability improvement in all businesses

Improve profitability by improving productivity and efficiency in every corporate activity while maintaining business scale and advantages



Example of Profitability Improvement (Imaging Solutions)

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Enhancement of shareholder returns



Achieve record-high profit, improve ROE