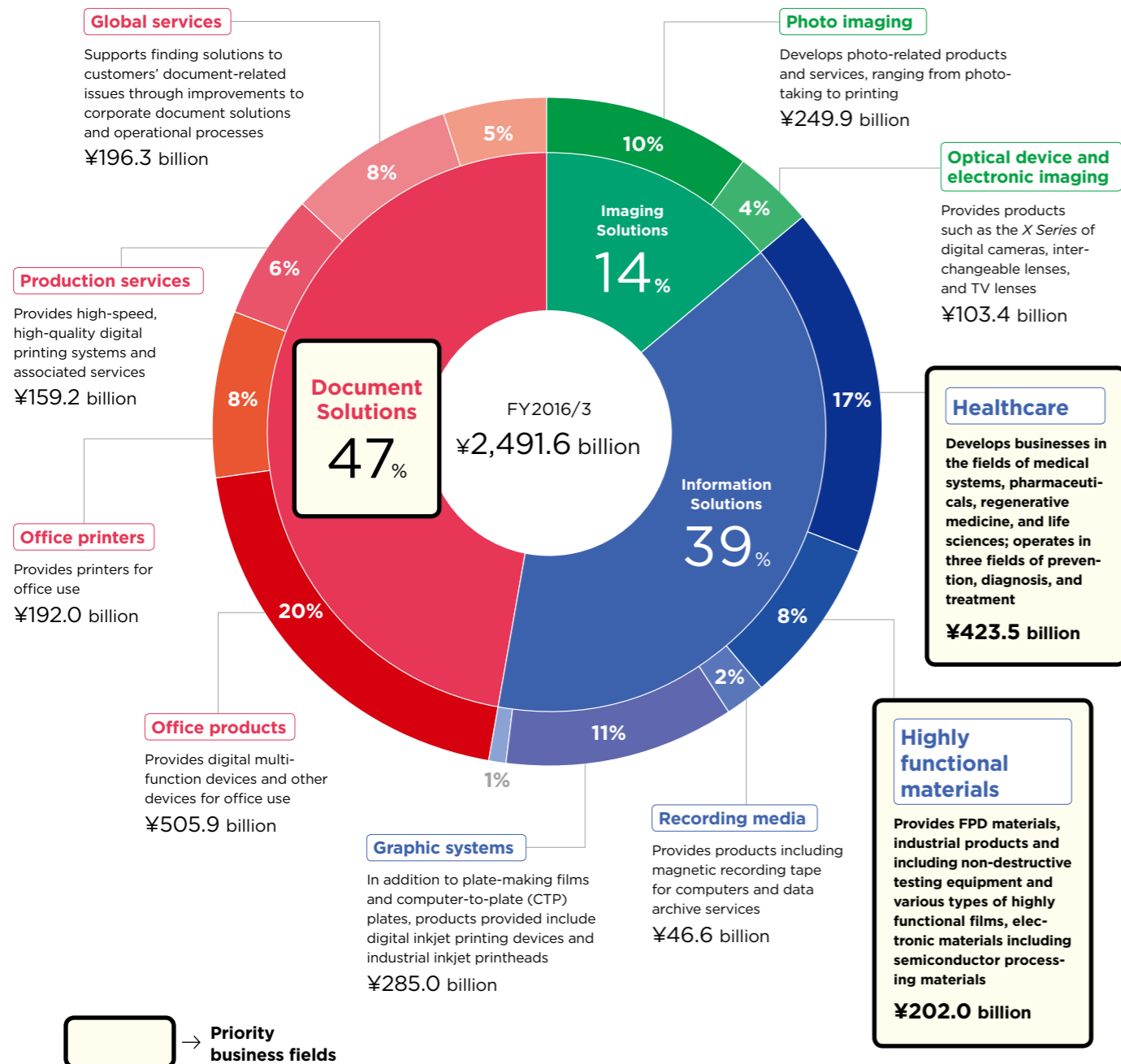


# Business Portfolio and Competitive Advantages

We created our current business portfolio by leveraging the advanced and unique technological capabilities developed through our photographic business and overcoming the risk of disappearing incurred in our core business due to digitization.

We are now pursuing a growth strategy centered on the three business fields of healthcare and highly functional materials, included in Information Solutions, and Document Solutions.



## Imaging Solutions' Competitive Advantages

### Photo imaging

- A wide range of technologies and knowhow related to photographs cultivated in photographic film development
- Strong market position as a leading company in the imaging field
- Collective strength capable of providing services from photo-taking to printing

### Optical device and electronic imaging

- Superior descriptive capability and color reproducibility of a digital camera based on its unique imaging design technology cultivated in the development of high-performance lenses and photographic film
- Advanced optical technologies and high-precision processing and assembly technologies required in lens manufacturing that accommodate the high-definition digital age

instax instant camera

Annual worldwide sales volume  
**Exceeded 5 million units**



Broadcast zoom lens compatible with 4K cameras

**World First\***

\* A portable broadcast zoom lens with optical performance compatible with broadcast 4K cameras equipped with 2/3 inch sensor



## Information Solutions' Competitive Advantages

### Healthcare

- Proprietary image processing technologies capable of providing optimal images in diagnosis
- Advanced chemical compounds, design capabilities, and technologies that enable development of pharmaceuticals that respond to unmet medical needs
- Extensive technologies and patent portfolio related to regenerative medicine, such as iPSC cell-related technologies
- Extensive chemical compound library of 200,000 types

### Highly functional materials

- Advanced technologies, such as functional materials for imparting high functionality to film
- Advanced film forming and coating technologies capable of meeting market requirements for thinness and largeness
- Market position backed by cost competitiveness and stable supply
- Rapid and accurate product formulation and development capabilities based on customer needs

Medical-Use Picture Archiving and Communications Systems

**No. 1**  
domestic market share  
**No. 2**  
global market share



FUJITAC protective film for polarizers

**No. 1**  
global market share



Image sensor-use COLOR MOSAIC

**No. 1**  
global market share

Approval and launch of regenerative medicine products

**Japan First**

## Document Solutions' Competitive Advantages

- Excellent customer base leveraging a powerful direct sales structure in Japan and the regions of Asia and Oceania
- Diverse product lineups that meet customers' wide-ranging needs
- Consistent service provided globally in cooperation with Xerox Corporation in the United States

A3 multifunction device

**Sales volume market share in Asia-Pacific region**

**No. 1**

