

The Fujifilm Group's Value Creation History

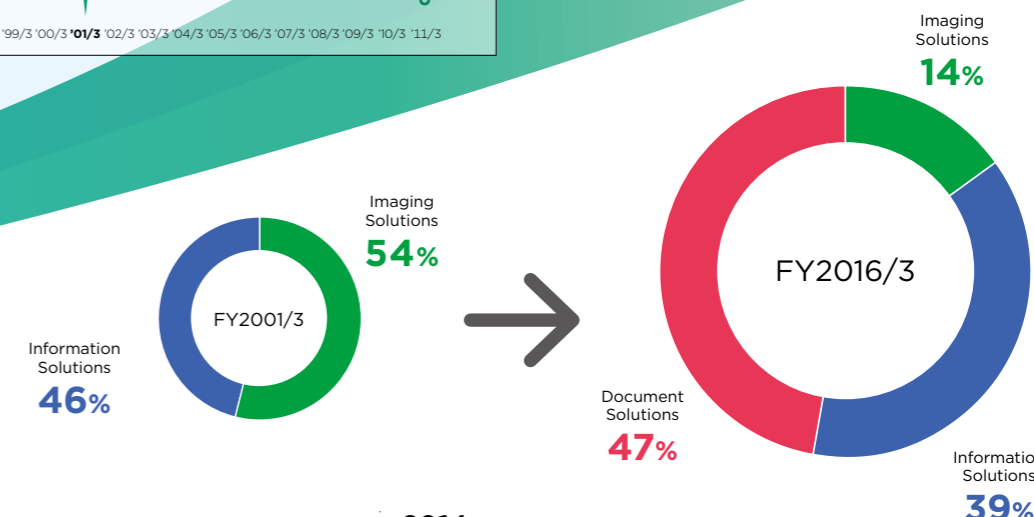
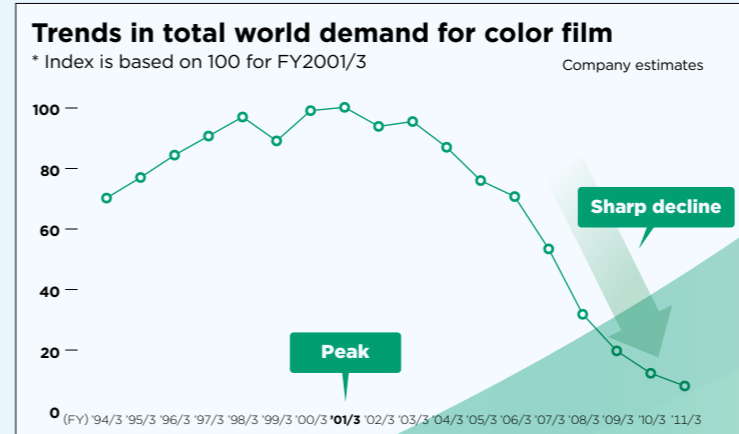
The history of the Fujifilm Group is a history of innovation.

The Fujifilm Group was established in 1934 to produce photographic film in Japan. Since its founding, Fujifilm has consistently anticipated the future during times of change, has amassed a wide range of technologies, and provided innovative products and services.

Since 2000, demand for photographic film, our mainstay, has declined sharply due to digitization. Putting the Company's future at risk, we undertook drastic business restructuring. The key, at that time, was the advanced and various technological

capabilities of our photographic business. Fujifilm established businesses with a competitive advantage based on a variety of technologies such as optics, chemicals, and electronics, which are needed to develop and produce photo-related products.

The Fujifilm Group, which had overcome a turbulent "second foundation" and gotten back on a growth track, has even more developed products, services, and solutions unique to the Fujifilm Group with the aim of further growth.



1934 - 1950s

Engaging in the Domestic Production of Photographic Film / Establishing a Sales Network in Japan

- Forged a robust position as a manufacturer of comprehensive photosensitive materials
- Expanded into the lens and optical equipment fields
- Diversified business operations into the medical, graphic systems, magnetic materials, and related fields



Ashigara factory at time of establishment

1960 - 1970s

Expanding Business / Improvement of Technologies

- Commenced the development of a global network by establishing local overseas subsidiaries and offices
- Established Fuji Xerox Co., Ltd., as a joint venture between Rank Xerox Ltd., in the United Kingdom, and entered into the copy machine business field
- Pioneered the successful research, development, and commercialization of color negative films



High-performance color negative film *Fuji Color FII 400*

1980 - 1990s

Digitization / Accelerating Globalization

- Accelerating the pace of globalization by increasing the number of overseas production bases in a bid to forge a widely recognized global presence
- Pioneered efforts to digitize the photography, medical, and graphic systems fields
- Introduced a host of world-first products, including the *FCR* line of digital X-ray imaging diagnostic systems and digital cameras



The world's first digital X-ray imaging diagnostic system *FCR*

2000 - 2013

Second Foundation

- Converted Fuji Xerox to a consolidated subsidiary
- Implemented business structural reform in response to rapid digitization
- Established FUJIFILM Advanced Research Laboratories
- Transitioned to a holding company structure as FUJIFILM Holdings Corporation
- Expanded into the healthcare field, including the pharmaceuticals business



FUJIFILM Advanced Research Laboratories, based on the concept of "Intellectual Fusion, Innovation and Value Creation"

2014 -

Aiming for further growth

- Announced medium-term CSR plan Sustainable Value Plan 2016 and medium-term management plan VISION 2016 in 2014
- Formulated "Value from Innovation" as the Company's new corporate slogan to mark 80th anniversary
- Launched Open Innovation Hubs in Japan, the United States, and Europe



Open Innovation Hub, a place for new value co-creation with business partners

Groundbreaking product portfolio created by Fujifilm Group

● Japan First ● World First

- 1934 ● Motion picture film
- Plate-making film
- 1936 ● Photographic film
- X-ray film
- 1948 ● Still cameras
- 1954 ● Industrial X-ray film
- 1958 ● *FUJITAC* (TAC film)
- 1959 ● Videotapes for broadcasting

- 1962 ● Plain paper copier
- 1965 ● PS plates
- Magnetic recording tape for computers
- 1969 ● Filtration filter
- 1971 ● Home videotapes
- 1975 ● Full-color copy machine
- 1976 ● High-performance color negative film *Fuji Color FII 400*

- 1983 ● Digital X-ray imaging diagnostic system *FCR*
- 1986 ● *QuickSnap*, a one-time-use recyclable camera
- 1988 ● Digital still camera (development)
- 1993 ● High-speed production publisher
- 1996 ● Digital minilab
- *WV film*
- Computer-to-plate (CTP) plates
- 1999 ● Medical-use picture archiving and communications systems *SYNAPSE*

- 2003 ● Double-balloon endoscope
- 2004 ● Full digital endoscope
- 2006 ● Functional cosmetics
- 2011 ● Magnetic recording tape for computers that utilizes barium ferrite (BaFe) particles
- 2011 ● Next-generation inkjet digital printer *Jet Press 720*
- 2012 ● Endoscope with a laser light source system *LASEREO*

- 2014 ● Production printer *Color 1000i Press*
- 2014 ● Data archive service *d.ternity*
- 2015 ● Broadcast zoom lens compatible with 4K cameras
- 2016 ● Integrated archive system *SYNAPSE VNA*