

The Fujifilm Group's Value Creation Process

We aim to achieve sustainable growth and increase the corporate value of the Fujifilm Group while contributing to the sustainable development of society by conducting sincere and fair business activities guided by the following corporate philosophy and vision.

Value from Innovation

At Fujifilm, we are continuously innovating — creating new technologies, products and services that inspire and excite people everywhere. Our goal is to empower the potential and expand the horizons of tomorrow's businesses and lifestyles.

Corporate Governance

→ Please refer to page 38 for details.

Management Strategy

Medium-Term Management Plan VISION 2016

(April 1, 2014, through March 31, 2017)

→ Please refer to page 10 for details.

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

- Accelerate growth centered on healthcare, highly functional materials and document as priority business fields
- Profitability improvement in all businesses

2. Enhancement of shareholder returns



Achieve record-high profit, improve ROE

Medium-Term CSR Plan Sustainable Value Plan 2016

(April 1, 2014, through March 31, 2017)

→ Please refer to page 47 for details.

1. Solving social issues through business activities

2. Conscious on environmental and social impact within business processes

Business Activities

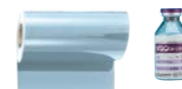
Imaging Solutions

Providing photo-related products and services ranging from photo-taking to printing



Information Solutions

Engaging in a wide range of activities focusing mainly on B2B businesses including healthcare and highly functional materials, both of which are priority business fields identified under VISION 2016



Document Solutions

Undertaking document-related business activities including the provision of digital multifunction devices for offices and related services



Proprietary products and services

Promoting the Company's sustainable growth and increasing corporate value

Contributing to the sustainable development of society

Local communities and society

Customers

Shareholders

Business partners

Employees

Sources of Corporate Value

Technological Strength

A wealth of leading-edge proprietary technologies developed in the course of the Company's photograph and wide-ranging business activities

Corporate Culture

An open, fair and clear corporate culture that allows the Company to discern objective facts in a sincere and straightforward manner and make rational decisions

Human Resources

Human resources with the ability to think and act on their own and to oversee the transformation and growth of the Group's business

Brand Strength

The FUJIFILM brand that has been nurtured through a continuous process of innovation since the Company's foundation

Global Network

A worldwide network that encompasses every facet of business including research and development, manufacturing and sales

Vision

Anchored by an open, fair and clear corporate culture and with leading-edge, proprietary technologies, Fujifilm is determined to remain a leading company by boldly taking up the challenge of developing new products and creating new value.

Corporate Philosophy

We will use leading-edge, proprietary technologies to provide top-quality products and services that contribute to the advancement of culture, science, technology and industry, as well as improved health and environmental protection in society. Our overarching aim is to help enhance the quality of life of people worldwide.