

Priority Issue 3

Contribute to Identifying Diseases at an Early Stage

<p>Target for 2030</p>	<p>Reduce the physical burden through widespread and expanded use of medical diagnostic systems.</p>
	<p>To maintain our health, it is important to detect diseases at an early stage even if there are no recognized symptoms, or take countermeasures for unpleasant symptoms before they have reached the level of disease. However, one in three Japanese people still do not take a regular health check* regardless of the seemingly wide understanding of the necessity for such proactive health checks. The Fujifilm Group contributes to the early detection and treatment of diseases through making easy-to-use self-health check systems widely available across society.</p> <p>* The FY2014 National Health and Nutrition Survey by the Ministry of Health, Labour and Welfare reported that among people of ages 20 and above in Japan, 27.8% of males and 37.1% of females had not undergone a health check (general health check, health examination or complete medical examination) within the last year.</p>
<p>Outline of Activities in FY2017</p>	<ul style="list-style-type: none"> Promoting the blood test service, CureSign, mainly for health insurance association members' family members who are not legally obligated to take regular health checks (FF) <p>* CureSign: A service in which a user collects a small sample of their own blood using a blood collection kit and sends the sample to the test center by post. Within a week or two, the blood test results will be sent back by post. Currently, available check items are stomach cancer, stomach ulcer, duodenal ulcer, and 14 items related to lifestyle diseases, including metabolic syndrome. The average number of annual users of the service as of FY2017 was 12,000.</p>
<p>Future Activities and Targets</p>	<ul style="list-style-type: none"> Accelerate CureSign test service adoption by health insurance association, and as a part of the health check scheme prior to life insurance subscription. Assess market expansion overseas. Continue business preparations in Thailand, as a part of the JETRO Project. The project is expected to be completed in September 2018 (see Page 28).



Priority Issue 4

Contribute to Health Promotion and Beauty

<p>Target for 2030</p>	<p>(1) Prolong healthy lives. (2) Support for women empowerment.</p>
	<p>As the aging society progresses, increasing healthy life expectancy* is a significant social issue in order to minimize increasing medical costs and elderly care issues. At the same time, the elderly are expected to remain an active part of society. The Fujifilm Group is contributing to realize "The older you get, the more enjoyable life is. A society with laughter regardless of age." We do this by offering anti-aging care cosmetics and foods with functional claims which we have taken salacia and astaxanthin in and developed using our exclusive technologies.</p> <p>* Healthy life expectancy: Formally, Healthy Average Life Expectancy (HALE). Average number of years that a person can expect to live in "full health" by taking into account years lived in less than full health due to illness and/or injury. The first international report was made by the World Health Organization (WHO) in 2000. In 2016, the HALE for Japan was 72.14 years for males and 74.79 for females. The difference between the HALE and average biological life expectancy was 8.84 years for males and 12.35 years for females.</p>
<p>Outline of Activities in FY2017</p>	<p>[Target] Prolong healthy lives and support a positive state in everyday life</p> <ul style="list-style-type: none"> Launched foods with function claims, such as those that help to reduce body fat, reduce triglycerides, and lower blood pressure to support improvement of lifestyle related diseases. Supported the "Happy at one hundred." project that promotes extension of healthy life expectancy through media advertisements, a dedicated website, and various events. The advertisements won the Excellence Prize in the Newspaper Advertising category under the 70th Dentsu Advertising Awards, and the Excellence Prize in the Signboard category under the Transit Advertisement Grand Prize 2017. <p>[Target] Support women in staying healthy, beautiful, and attractive</p> <ul style="list-style-type: none"> Launched a new lineup of ASTALIFT, our anti-aging skincare cosmetic range Launched a new lineup of ASTALIFT Inner Care series and supplements that make us beautiful from inside our body Held the ASTALIFT skincare trial events.
<p>Future Activities and Targets</p>	<ul style="list-style-type: none"> Increase number of trial sessions of highly-functional and scientifically-proven anti-aging care products. (Aim at a total of 10 million people who have experienced our products by 2030.) Increase the number of people's SNS postings on our healthcare products, such as experience reports. (Aim at a total of 100,000 postings by 2030.)

