



# Daily Life

Support the tangible and intangible aspects of infrastructure in people's lives through various products, services and technologies.



## Social Issues

As industrial and economic development proceed urbanization, our lives have become more convenient and comfortable. At the same time, however, stress and a sense of isolation from society have surfaced as serious issues. In particular, the breakneck speed in the spread of information has created new sources of entertainment and services, but at the same time has generated anxiety and risk as well. To build a society that is both sound and sustainable, we must build an infrastructure and environment will enable everyone to live with a feeling of security and safety and develop communication methods that provide mental support and a sense of fulfillment in life.




## Fujifilm Group's Goals under SVP 2030

1. Contribute to creating a safe and secure society.
2. Contribute to enriching humanity and relationships between people.

Photography, the original business of the Fujifilm Group, has the power to preserve memories of events and help us to lead fulfilling lives. The Fujifilm Group contributes to preserving culture and history, as well as information that is vital to society, and to developing a society that is safe, with less crime and fewer accidents through infrastructure development utilizing technologies that were created from photographic film manufacturing. We have also renewed our awareness into the power of photography to enrich lives and we are developing and disseminating new products and services that lead to strengthening relationships between people and to enriching everyday life.

## The Key Points in FY2017 Activities

OUTPUT		OUTCOME
Support for the maintenance and management of the infrastructure		Contribution to creating a safe and sustainable urban life
Safe, long-term storage of big data		Improvement in the quality of life through diverse data applications
Create opportunities to enjoy photography around the world		Greater communication through photography