

Contribute to Enriching Humanity and Relationships between People

<p>Target for 2030</p>	<p>Contribute to enriching and making people's lives peaceful through records of photos and videos, and photographic products that give form to memories.</p>
	<p>The wide-spread use of smartphones and SNSs has made photographs an important and indispensable daily communication tool, enabling people to express themselves and share their feelings with each other. As a leading company of photographs, the Fujifilm Group connects people heart-to-heart, disseminating the value of photographs to enrich their lives. By providing a various way to enjoy photography, including shooting, preserving, displaying, and gifting, we always aim to expand the potential of photography keeping up with the times, and contribute to the development of photographic and imaging culture and realization of enriching lives in society.</p>
<p>Outline of Activities in FY2017</p>	<p>[Target] Offering opportunities to enjoy photos that give forms to memories</p> <ul style="list-style-type: none"> ● Held a series of FUJIFILM SQUARE 10th Opening Anniversary Photo Exhibitions under the themes of History, Now, and Tomorrow that feature photography based upon each respective theme. ● An exhibition that displays all the participants' photographs was held with 50,000 participants, the largest number in its history. The exhibition was also held overseas. ● WONDER PHOTO SHOPS that offer a new way to enjoy photographs expanded overseas to a total of 61 stores in 25 countries (as of the end of FY2017). ● A hybrid instant camera, the square format instax SQUARE SQ10, which includes various image editing functions, was chosen as one of the GOOD DESIGN BEST 100 under the Good Design Award 2017.
<p>Future Activities and Targets</p>	<ul style="list-style-type: none"> ● Aim to further expand The Heart to Heart Communication—"PHOTO IS" 50,000—Person Photo Exhibition inside and outside Japan toward 100,000 participants by 2020. ● Offer products, services, and opportunities that disseminate the various ways to enjoy photography, across the world, including shooting, preserving, and displaying, and gifting photographs.

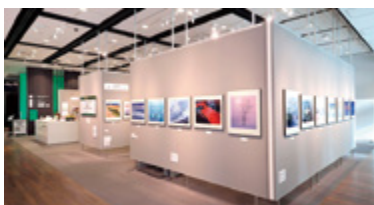


To develop photographic culture, since its foundation the Fujifilm Group has been promoting the wonderful nature of photography, along with its enjoyment, emotions, and the importance of passing down photographs over the generations. As a part of this promotion, we opened FUJIFILM SQUARE, which proudly marked its 10th anniversary in 2017. The SQUARE has held a remarkable 1,300 photo exhibitions and we have welcomed some six million visitors. In FY2017, we organized 86 photo exhibitions, including the 10th anniversary exhibitions, attracting more than 580,000 people. In recognition of such efforts, FUJIFILM Photo Salon

and Photo History Museum in the FUJIFILM SQUARE were awarded "This is MECENAT 2017" by the Association for Corporate Support of the Arts as a socially creative activity through artistic and cultural promotion. This is the third consecutive year that we have received this award, following 2015 and 2016.

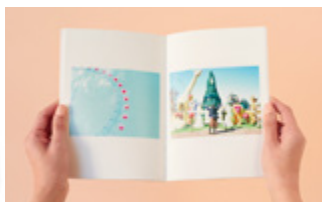
A photo exhibition is a place of communication to connect people through photographs by transmitting the feelings of the photo taker to the photo viewer. The participation-based photo exhibition, The Heart to Heart Communication—"PHOTO IS" 50,000—Person Photo Exhibition started as a place of communication for the general public to pass their thoughts through photographs. In 2017, it marked both the largest ever number of applied works and number of venues, as well as expanding overseas for the first time in its history (see Page 34). Also in 2017, we launched a new hybrid instant camera, instax SQUARE SQ10, which offers much higher photographic definition and a function to edit the photo before printing. It adopts the square format—as popularized

by Instagram—to expand the means of photographic expression.



10th
ANNIVERSARY

FUJIFILM SQUARE marked 10th anniversary.



New products and service to enjoy photos were offered. Hybrid instant camera instax SQUARE SQ10 adopts the square-format (left) and the PhotoZINE service through which people can make stylish photo books easily (right)

WONDER PHOTO SHOPS that offer a new photographic experience of the smartphone age expand overseas, now reaching 61 stores in 25 countries (as of the end of FY2017). The photos are in the U.S.A. (left) and Thailand (right).