



Stakeholders

The Fujifilm Group's communications with stakeholders

★: Further details are included in the Sustainability Report.

Main Stakeholders	Main Issues and Areas of Responsibility	Methods of Communication
<p>Customers</p> <p>We have a diverse range of customers, from individuals, businesses, corporations to government offices, etc., since we have business deployed all over the world, and we offer such a wide lineup of products, ranging from digital cameras and cosmetics to office printers, medical systems, medicine, highly functional materials and equipment and materials for graphic arts.</p>	<ul style="list-style-type: none"> Securing the safety and quality of products Design for Environment ★page 18 Provision of appropriate information on services & products Improvement of customer satisfaction levels ★page 51 Customer response & support ★page 51 	<ul style="list-style-type: none"> Customer Center (liaison office for responding to inquiries) Usability evaluation meetings and monitor surveys Customer satisfaction surveys Questionnaires at product purchase Showrooms, exhibitions Holding seminars Websites and social media
<p>Employees</p> <p>Employees working for the Fujifilm Group total approx. 80,000 people in 283 companies. They are active all over the world and their composition by country is Japan 51%, the U.S. 8%, Europe 6% and Asia 35% (as of end-March 2018).</p>	<ul style="list-style-type: none"> Ensuring occupational health and safety ★page 30 Respect for human rights ★page 45 Utilization and training of human resources ★page 39 Respect for diversity ★page 39 	<ul style="list-style-type: none"> Providing opportunities for dialogue with top management Personnel management division liaison & interviews Compliance & Sexual Harassment Helpline Regular meetings between the company and labor unions/Health & Safety Committee Intranet; in-house magazines
<p>Shareholders & investors</p> <p>FUJIFILM Holdings has 117,386 shareholders, characterized by a high proportion of overseas and institutional investors. Japanese financial institutions account for 33.4% of our shareholders, while foreign companies constitute 31.9% (as of end-March 2018).</p>	<ul style="list-style-type: none"> Maintenance and expansion of corporate value Appropriate redistribution of profits Timely & appropriate information disclosure Measures for Socially Responsible Investment (SRI) ★page 69 	<ul style="list-style-type: none"> General shareholders meetings/Business report briefings/Briefings for investors IR conferences/Individual meetings Integrated reports/Shareholder communications IR information website Liaison office for responding to inquiries (Corporate Communication Office)
<p>Transaction partners</p> <p>The Fujifilm Group conducts transactions worldwide with suppliers of raw materials and components and retailers of our products, etc.</p>	<ul style="list-style-type: none"> Thorough implementation of fairness & transparency in transactions Promotion of CSR issues in the supply chain, such as human rights and the environment ★page 42 	<ul style="list-style-type: none"> Briefings to suppliers (on CSR procurement including green supply, management of chemical substances contained, etc.) CSR Self-Check (self-audited) Website for exclusive use of transaction partners Regular discussions with partners Liaison office for responding to inquiries (in each procurement and sales division)
<p>Future generations & local societies</p> <p>The Fujifilm Group has bases in approx. 40 countries across the world and conducts its activities by treating the local culture and customs with respect, as well as putting efforts into educational support for future generations.</p>	<ul style="list-style-type: none"> Contribution activities which make use of our main business strengths ★page 53 Respecting local culture & customs and environmental conservation ★page 53 Prevention of fires and accidents in the workplace Educational support for future generations ★page 53 	<ul style="list-style-type: none"> Environmental communication meetings/Factory tours Community volunteer activities Regular discussions with local governments (city hall, mayor, community association presidents, etc.) Liaison offices (at each factory & office) Dispatch of lecturers to the academic organization & endowed chairs Environmental education activities in cooperation with NGOs & NPOs
<p>Government organizations & industrial associations</p> <p>The Fujifilm Group has businesses in countries all over the world. Each of these businesses belongs to several industrial associations and has active relations with the respective government organizations, including participating in collaborations and information exchanges, etc.</p>	<ul style="list-style-type: none"> Legal compliance ★page 49 Joint research & development and cooperation in public policy aimed at the resolution of social issues ★pages 10, 23 	<ul style="list-style-type: none"> Participation in various industrial committees Participation in the development of industry guidelines Announcement of public comments through industry associations Joint research & development of government or industry association Proposals aimed at the resolution of social issues
<p>NGOs & NPOs</p> <p>We are conducting dialogues with NGOs & NPOs who are actively aiming for a sustainable society, for the resolution of social issues and environmental conservation.</p>	<ul style="list-style-type: none"> Dialogue, collaboration and support aimed at the resolution of social and environmental issues ★page 10 	<ul style="list-style-type: none"> Obtain views on the Sustainability Report Participate in stakeholder dialogue Administration committee of Public Trust Fujifilm Green Fund Review meetings on various CSR issues Afflicted area support activities with NPO



A brand showroom for imaging products, FUJIFILM Imaging Plaza, opened in Marunouchi, Tokyo



In-house magazines for internal communication



IR information on the web



Communication with local residents (FUJIFILM Kyushu participated in Suiden-Otasuke-Tai)