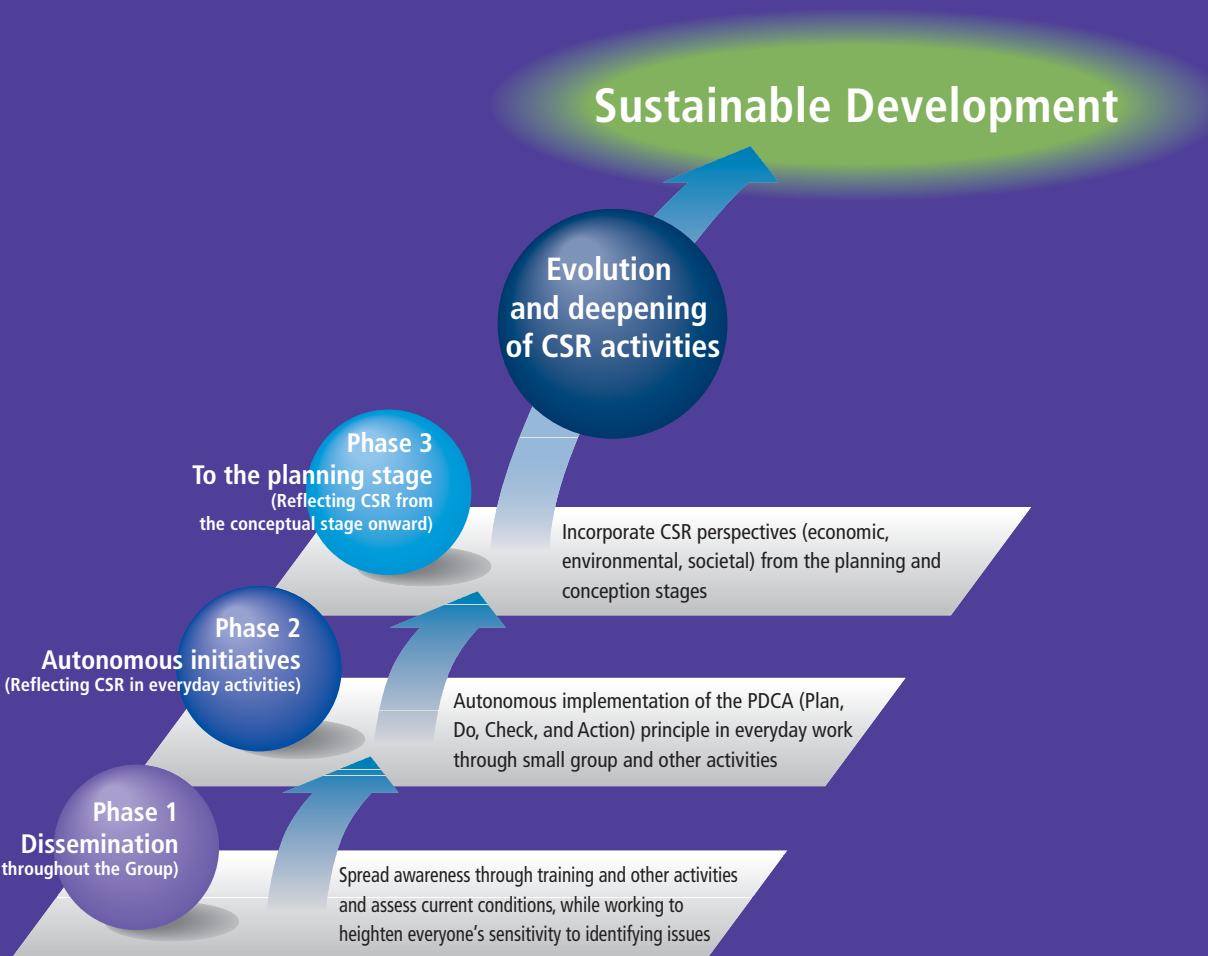


# CSR Management

The Fujifilm Group has positioned the objectives of CSR activities as being the improvement of corporate brand and corporate value, and sees these activities as continuing forever into the future. With the transition to a holding company structure, we are further strengthening consolidated corporate governance, compliance and risk management, together with environmental and quality management systems serving as the driving force behind these activities.



## We aim for CSR to be carried out through our main business with the objectives of a transparent, sincere and good company.

### Evolution and deepening of CSR activities for becoming a company that thinks on its own

Since Fujifilm established the CSR Division in April 2004 as an organizational unit dedicated to implementing CSR activities, we have endeavored to improve CSR awareness and behavior through the phases shown in the diagram to the left. We believe that we have achieved Phase 3: The planning stage (reflecting CSR from the conceptual stage onward) in fiscal 2006. We will further proceed to promote the evolution and deepening of CSR activities in the future. As the first step, we shared the Fujifilm Group Code of Conduct throughout the group companies. The Code of Conduct incorporates the spirit behind the new Corporate Philosophy and Vision, and we will work to disseminate it to every employee in the Fujifilm Group centered on FUJIFILM Holdings.

The Fujifilm Group operates businesses in 14 fields. Through these businesses, we need to improve the quality of all aspects of human activity. We will contribute to the enhancement of the quality of life of people by utilizing advanced and proprietary technology to respond to customer needs that change with the times and to universal customer needs. Meanwhile, the issues we face have increased as the fields of our business expand. Quality of life does not only cover people, but also includes elements such as the adoption of a procurement policy that does not threaten the ecosystem. The expansion of the pharmaceutical and medical business has led to an increased need to conduct experiments and R&D with bioethical ramifications. We will pay careful attention to such issues and proceed with caution.

The CSR Group in FUJIFILM Holdings plays the important roles of promoting the CSR activities of the Fujifilm Group and promoting communication with stakeholders. Another important role is the collection of information related to legal matters. Laws that must be observed are reflections of the perceptions and thoughts prevalent at the time, and enactment as law brings about global change underpinned by changes in social trends. I believe that it is important to be attuned to these changes and absorb them before they are enacted as law, and to not only obey the law, but also seize upon social trends and consider what needs to be done as a company. The FUJIFILM Holdings CSR Group also serves as a powerful supporter and leader that can be relied upon in the implementation of CSR activities. For example, FUJIFILM Kyushu Co., Ltd. is already conducting affiliate-led CSR activities with support from the CSR Group, establishing a model case for site-led CSR with the people on-site thinking autonomously and implementing CSR activities.

A company is a collective of employees, with the combination of the strength of each employee making up the strength of the company. I believe that establishing solid standards on "what a company should do" and "how decisions should be made" and acting in accordance with these in every situation faced by each person will bring us closer to becoming a better company and a stronger company. We will raise the overall level of CSR throughout the Fujifilm Group by seeking to advance and deepen CSR activities by conducting them continuously and working to train core personnel.

### Kazuyoshi Yamate

General Manager of CSR Group,  
Corporate Support Division  
FUJIFILM Holdings Corporation



The Fujifilm Group recognizes the enhancement of corporate value as its most important mission, positions the enhancement and improvement of corporate governance as the most important issue for achieving this, and aims to become a company trusted by all stakeholders through the implementation of a variety of measures.

Basic Approach to Corporate Governance

As of October 1, 2006, Fuji Photo Film became FUJIFILM Holdings, and Fujifilm—the wholly-owned subsidiary that was established through a corporate divestiture— took over all operations after the transition to a holding company structure. In the new organization, we are working to improve the transparency and well-being of group management by strengthening consolidated governance including Fuji Xerox.

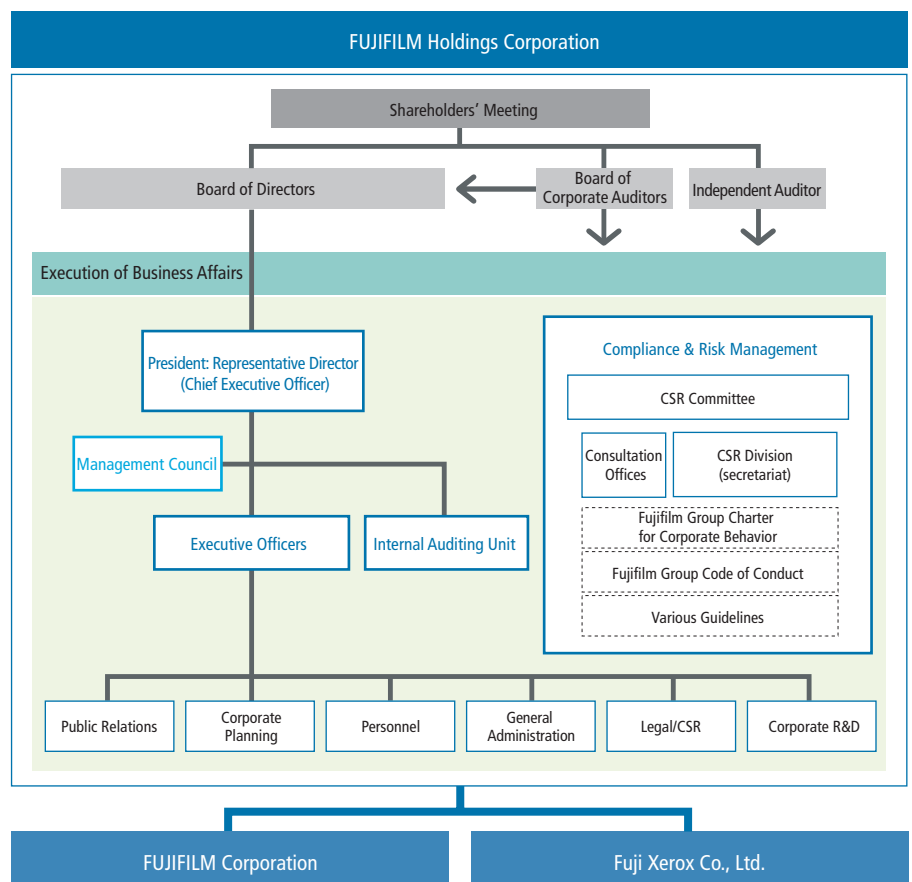
Periodic meetings of the Board of Directors are held to decide upon the basic direction and strategy of group management, and important matters concerning the execution of business operations, as well as oversee its execution. There are currently 8 directors and one of them is an outside director. The executive officer management system has been adopted to speed up the execution of business operations, and executive officers are responsible for the execution of business operations in accordance with the basic policies determined by the Board of Directors. The terms of directors and executive officers are 1 year in order to clarify their missions and responsibilities, and to quickly respond to changes in the management environment.

The Management Council has been established as an organ in which relevant executive officers deliberate matters that should be brought before the Board of Directors in addition to other matters. Meetings are held flexibly to efficiently conduct business affairs and make decisions.

There are currently four auditors on the Board of Corporate Auditors and two of these are outside auditors. Each corporate auditor attends the meetings of the Board of Directors, and full-time auditors attend meetings of the Management Council on a regular basis, in addition to periodically exchanging opinions with the representative directors and conducting audits extending to the overall execution of business affairs. An Auditor’s Office currently made up of nine staff members has also been established as an Internal Auditing Unit independent from the executive unit of the company in order to audit business processes in the various divisions within the company, and to evaluate and verify whether these are appropriate. The Auditor’s Office works with corporate auditors to conduct periodic audits of major companies within the group, to establish internal controls and to check the status of their operation.

In the future, we will increase the number and capability of internal auditing staff to improve internal auditing functions.

▼ The Fujifilm Group’s Corporate Governance Structure



## CSR Management

### Compliance and Risk Management

The most fundamental CSR activities are compliance and risk management. It is important to understand that compliance is interpreted as "proper behavior of individuals and companies based on ethics and common sense." In the Fujifilm Group, we aim to build a corporate culture in which each employee actively engages in compliance and risk management.

#### The Fujifilm Group's Compliance Statement

In all aspects of our corporate activities, we emphasize compliance and endeavor to create new value. If compliance requirements conflict with business profits or the demands of third parties, we give priority to compliance. An open, fair and clear corporate culture is the basis for all our activities.

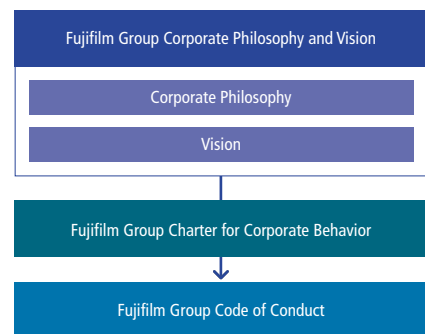
## Sharing Details of the "Code of Conduct" throughout the Group

With the establishment of FUJIFILM Holdings in October 2006, the Fujifilm Group Charter for Corporate Behavior and the Code of Conduct incorporating the Fujifilm Group Corporate Philosophy and Vision were established in April 2007 to strengthen consolidated management in the Fujifilm Group and to further promote compliance.

Fujifilm Group Charter for Corporate Behavior summarizes the "behavior and attitude that should be observed by the company and the entire group," while the Code of Conduct stipulates the "behavior and attitude that should be observed by each employee."

Originally, only the Fujifilm Group Charter for Corporate Behavior extended to the entire group, and each company in the Group created their own Code of Conduct based on the Code used by Fujifilm, resulting in different content from company to company. However, in order to strengthen consolidated management of the entire Fujifilm Group including Fuji Xerox and create further synergies in the group under the new Corporate Philosophy and Vision, we revised the Code of Conduct based on the thinking that this reference for our everyday conduct should be uniform throughout the entire group. The Compliance & Risk Management Division in the CSR Division played a central role in the revision, creating a new Fujifilm Group Charter for Corporate Behavior incorporating the thinking behind the group's Corporate Philosophy and Vision established in April 2006, and conducting repeated discussions for establishing a common Code of Conduct throughout group companies such as Fuji Xerox.

▼ Relationship between the Corporate Philosophy and Vision and the Fujifilm Group Charter for Corporate Behavior and Code of Conduct



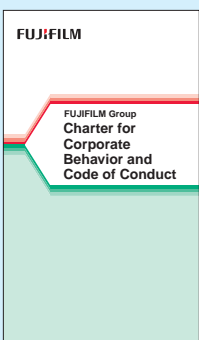
## A Portable Handbook-sized Booklet

The four main points of the revision to the new Code of Conduct are indicated below.

The size of the Code of Conduct booklet has been changed from the original B5 size to a handbook size to make it more portable. Employees can keep it on hand at all times for use as a reference in their everyday activities. A guidebook providing simple explanations of relevant laws and notable cases was also prepared according to the items in the Code of Conduct.

In future, we will work to disseminate the Fujifilm Group Charter for Corporate Behavior and the Code of Conduct throughout the affiliates of Fujifilm and the affiliates of Fuji Xerox.

## Topic The Changes Made in the Fujifilm Group's New Code of Conduct are Shown Below.



A Handbook-sized Booklet Containing the Fujifilm Group Charter for Corporate Behavior and the Code of Conduct

### 1. Same content inside and outside Japan.

The same content is applied to all group companies inside and outside Japan. We incorporated items considering global perspectives such as the prohibition of forced labor and child labor. Employees all over the world need to act in accordance with this Code of Conduct.

### 2. "We" is used as the subject in the body of the document.

The wording was made more subjective to make it easily understood by all employees and enable them to feel this to be a more familiar basis for their conduct.

### 3. We established the group's "Compliance Statement" for the first time.

We clarified the company's stance that "compliance takes precedence (over business interests) when in doubt about a decision." At present, very few companies clearly state such a stance, and it is also revolutionary for a group.

### 4. All employees must sign a written proclamation.

In the past, written pledges were only collected from managerial personnel, but now written proclamations are signed by all employees. Based on these written proclamations, individuals must take responsibility for their actions in accordance with the Code of Conduct.

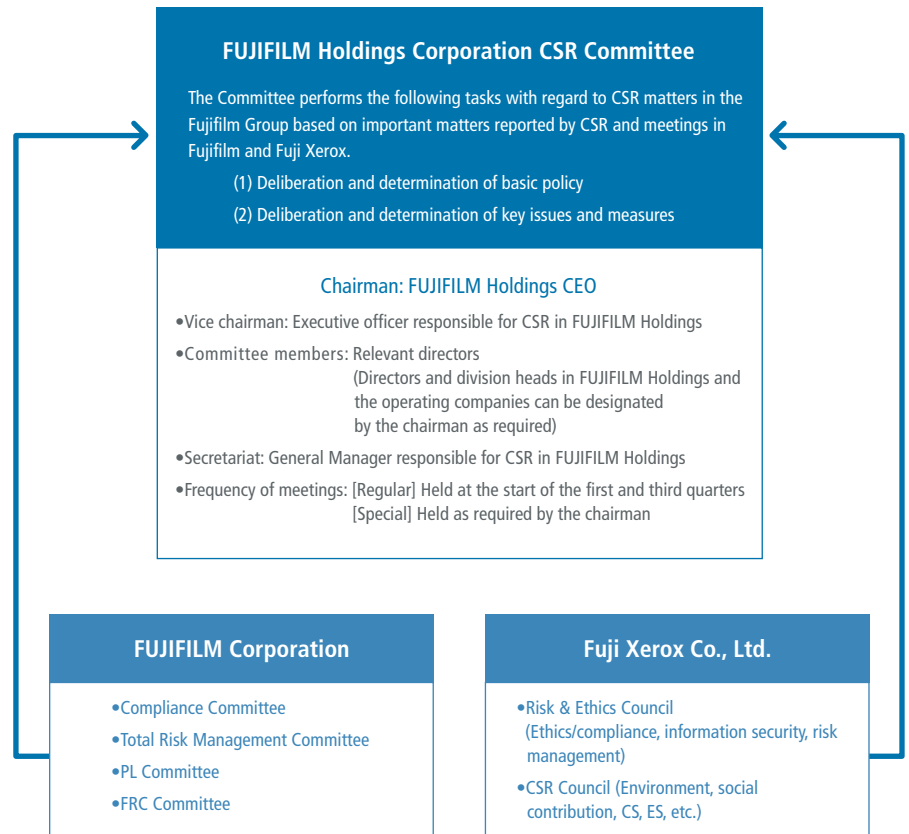
## Compliance and Risk Management Promotional Organization and Milestones

### ▼ Promotional Organization

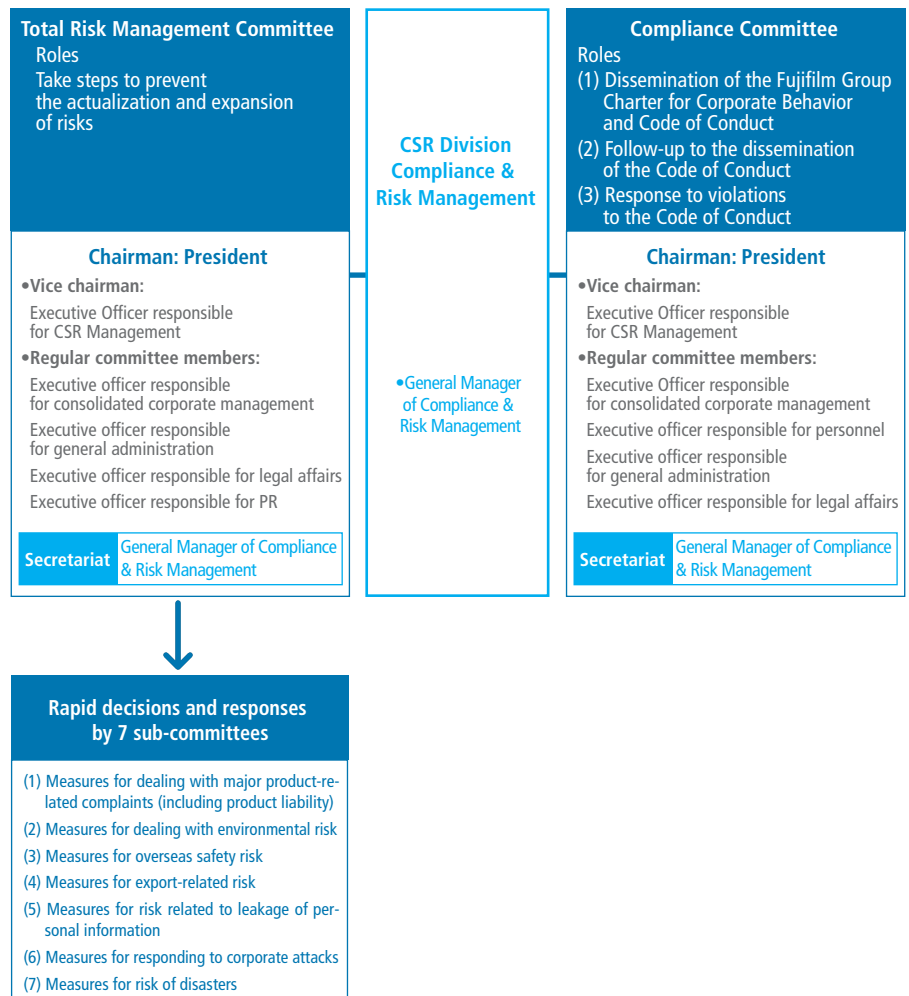
On October 1, 2006, the Fujifilm Group underwent a transition to a holding company structure with the launch of FUJIFILM Holdings Corporation overseeing the operating companies FUJIFILM Corporation and Fuji Xerox Co., Ltd. Figure (1) on the right shows the organization to implement CSR under the new organization. The FUJIFILM Holdings CSR Committee chaired by the President of FUJIFILM Holdings deliberates and decides the basic policies, strategies, preferred form and important measures related to CSR matters common throughout the group. The operating companies implement specific measures based on these decisions. Matters deliberated in CSR meetings in operating companies are periodically reported to the CSR Committee in FUJIFILM Holdings.

Figure (2) on the right shows the roles of the Total Risk Management Committee and the Compliance Committee in Fujifilm and the respective compositions of their members. Please refer to the Fuji Xerox Sustainability Report for details on the framework adopted by Fuji Xerox.

### ▼ (1) FUJIFILM Holdings CSR Committee



### ▼ (2) Roles and compositions of the Total Risk Management Committee and Compliance Committee (Fujifilm and affiliates)



**Web** <http://www.fujixerox.co.jp/company/sr/corporation/organization/index.html>  
(Available in Japanese only)

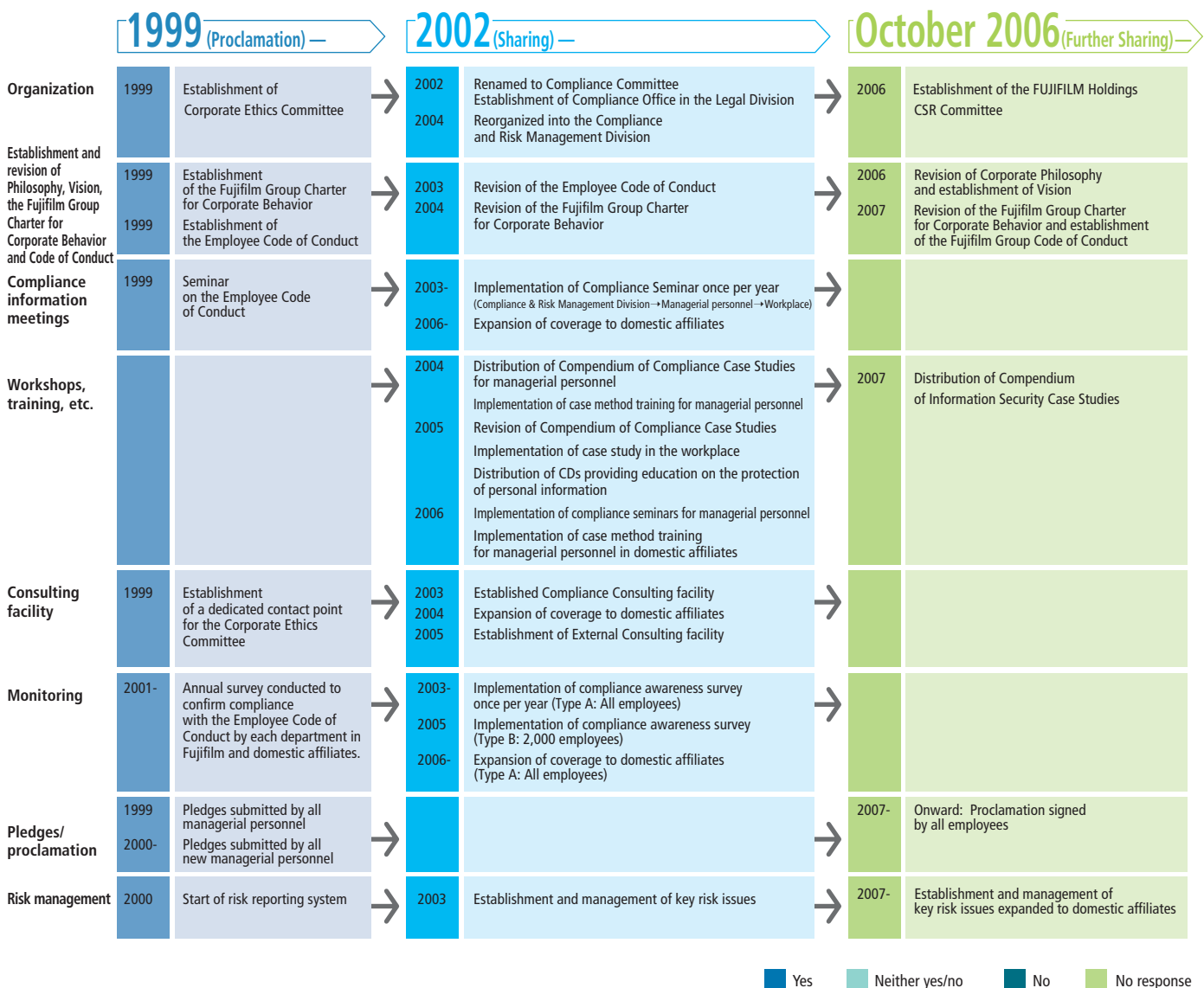
### ▼ Milestones

Fujifilm's milestones in compliance and risk management are introduced on P.40. The Corporate Ethics Committee (forerunner to the current Compliance Committee) chaired by the President was formed in 1999, and the Fujifilm Group Charter for Corporate Behavior and the Employee Code of Conduct were established at the same time.

In 2002, the Compliance Office was established in the Legal Division as an organization dedicated to further promotion of compliance activities. In 2004, the internal controls were reorganized with the Compliance and Risk Management Division acting as the central organization dedicated to the overall and central management and operation, where the General Manager of the Compliance and Risk Management Division serves as the secretariat for the Total Risk Management Committee and the Compliance Committee.

The FUJIFILM Holdings CSR Committee chaired by the President of FUJIFILM Holdings was established in 2006.

▼ Fujifilm's milestones in compliance and risk management (Fujifilm and affiliates)



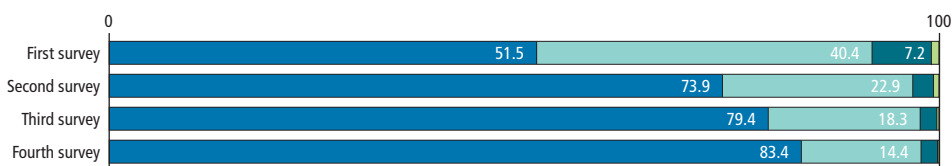
▼ Compliance Awareness Survey

In order to check whether initiatives to promote compliance lead to an increase in the awareness of employees, Compliance Awareness Surveys covering employees are conducted every year. The fourth survey was conducted for Fujifilm and its domestic affiliates in fiscal 2006.

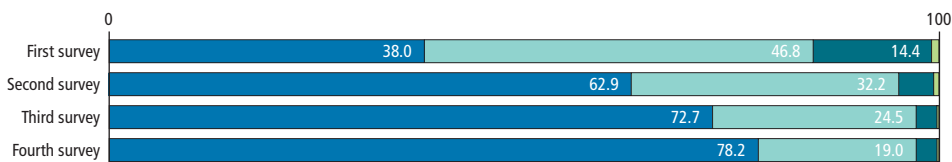
The graphs show changes in survey results in Fujifilm, and they show that the compliance awareness of employees is steadily rising as a result of practice in the workplace became more productive.

Meanwhile, there is a stagnating trend of positive responses to the questions "Would you report to the company if you discovered improprieties on the part of your colleagues, superiors or subordinates," and "Would you contact the Compliance Consulting Facility if you face problems with laws, rules or ethics in everyday operations?," and we will endeavor to further raise awareness to prevent hesitation in reporting when a problem arises.

▼ Do your superiors place emphasis on compliance?



▼ Has the awareness that compliance is important spread throughout the workplace?



▼ Would you report to the company if you discovered improprieties on the part of your colleagues, superiors or subordinates?



▼ Would you contact the Compliance Consulting facility if you face problems with laws, rules or ethics in everyday operations?



Survey sample 9,913 Fujifilm employees 12,347 employees of domestic affiliates  
 Respondents 8,101 Fujifilm employees (82% response rate) 11,004 employees of domestic affiliates (89% response rate)

## Spreading Compliance Education among Fujifilm Affiliates

At Fujifilm, the Compliance and Risk Management Division (CP&RM) plays a central role in conducting compliance education programs for Fujifilm and its affiliates. Seminars on compliance have been held for all Fujifilm managerial personnel since 2003 and expanded to all managerial personnel of affiliates

since 2006. After the seminars on compliance, managerial personnel play a central role in providing explanations in workplaces and repeatedly perform educational activities such as discussion using tools like compliance case study sheets, in addition to reporting to CP&RM Div. on the measures implemented in each

workplace.

Main activities in 2006 included inviting Toin University of Yokohama Law School Professor Nobuo Gohara to conduct compliance seminars for Fujifilm managerial personnel and inviting Keio University Associate Professor Mitsuhiro Umetsu to conduct case method training for managerial personnel in the domestic affiliates, with both of these being well received by participants. In the creation of tools used in compliance training, we work for further understanding by reflecting the opinions of personnel in the workplace and making the content in accordance with actual conditions. In order to prevent the recurrence of acts requiring punitive action, notification of the acts leading up to the punitive action with the details are sent throughout the company via the Intranet, and the scope of disclosure was extended to domestic affiliates in fiscal 2007.

### Data Compliance Education by Intended Audience (Fujifilm and its affiliates)

| Intended Audience                     | Details                                                                                                                                                          | Frequency                           |
|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| Top Management                        | Lectures by outside instructors                                                                                                                                  | As appropriate                      |
| New managerial personnel              | Lectures by corporate executive officers in charge of CSR                                                                                                        | Once a year                         |
| New employees                         | Training by the CP&RM                                                                                                                                            | Once a year                         |
| Executive officers of Group companies | Lectures by external instructors                                                                                                                                 | Once a year                         |
| Managerial personnel                  | Case-method instruction (led by external instructors and CP & RM to all managerial personnel)<br>Seminars on compliance (from CP&RM to all managerial personnel) | Once every two years<br>Once a year |
| All employees                         | Managerial personnel hold meetings to train employees; discussions are based on Compliance Case Study Survey Sheets                                              | Once a year                         |

### Data Tools for Discussion at the Workplace

|                                     | Intended Audience    | Content                                                                                                    | Method of Instruction                                           |
|-------------------------------------|----------------------|------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|
| Notification of Punitive Action     | All employees        | Type of punishment applied in actual cases and the preventive measure.                                     | Explanations to the employees at weekly workplace meetings etc. |
| Compliance News                     | All employees        | Appeals for caution based on actual examples from other companies and general trends. Published as needed. | Explanations to the employees at weekly workplace meetings etc. |
| Compendium of Compliance Case Study | All employees        | Explanations through Q&As based on 72 examples which suits the Code of Conduct.                            | Used at weekly meetings etc., self-study is possible            |
| Compliance Case Study Sheets        | All employees        | Introduction of real-life examples in story form.                                                          | Discussion at the workplace, self-study is possible             |
| Case Method                         | Managerial personnel | Discussions based on examples causing hesitant judgement.                                                  | Discussion in small groups                                      |



Discussion in the Workplace

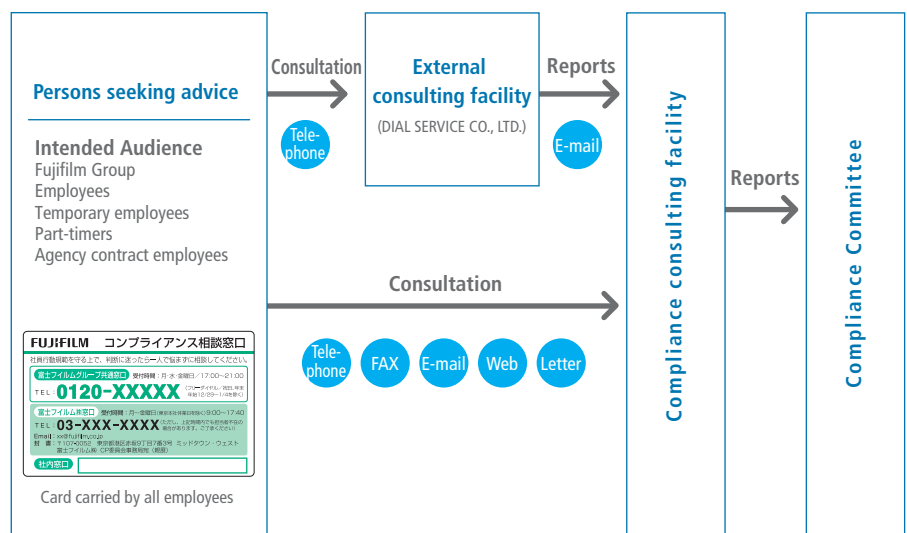
## Compliance Consulting Facility

To prevent what are initially small internal issues developing into major incidents, we have established and operate a compliance consulting facility within the CP&RM to provide consulting and liaison functions and receive reports from employees of Group companies related to compliance and violations of the Code of Conduct. An external consulting facility has also been established to receive inquiries to make consultation easier.

It is written in the Code of Conduct that the privacy of employees seeking advice is protected, unfair treatment is prohibited, and consultation should be conducted using real name in principle, and the Rules for Operation of Compliance Consulting Facilities state clearly the policy and the flow after consultation including action taken by the facility.

Recently, issues brought to the facilities have averaged between seven and eight a month and include principally such matters as interpretations of the Code of Conduct, problems arising in the workplace, and morale in the workplace. The number of issues for consultation has increased from 61 in fiscal 2005 (including 17 from Group companies) to 94 in fiscal 2006 (including 30 from Group companies). To resolve these issues, we work closely with the Personnel Division and other related divisions.

### ▼ Outline of Consulting Facilities

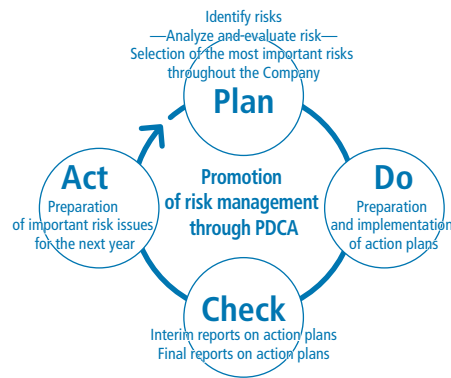


## Promotion of Risk Management

### ▼ Risk Prevention Activities

Risk managers have been appointed in the various divisions of Fujifilm and domestic affiliates, and they have principal responsibility for “early detection and forecasting of risks and working to prevent or averting the emergence and spread of risks” as well as for promoting autonomous activities to fulfill these activities.

Important risk issues have been identified in each division and company, and we will create a basic plan summing up the responses to these, implementing them according to the PDCA cycle. In fiscal 2007, these have been narrowed down to 24 items handled by 11 divisions in Fujifilm as risks extending across the entire company that are subject to priority management.



### ▼ Risk Management Organization



### ▼ Reporting of Risks

In the event a risk or potential risk arises, appropriate responses are made according to the process shown below. In fiscal 2006, 66 incidents including 23 incidents from affiliates were reported, and 4 of these were passed on to sub-committees.

- In the event a risk occurs, the division (or company) in which the risk arises must promptly report to the secretariat (General manager of the Compliance & Risk Management Division).
- The secretariat determines whether the reported risk falls into the category of a committee incident, a sub-committee incident or an incident to be handled within the division, reports to the Total Risk Management Committee, and then responds to the division (company) in which the risk arose.
- The division (company) in which the risk arose then implements measures to counter the risk in accordance with instructions from the secretariat.

### ▼ Risk Reporting System



### ▼ Export Control Activities

The basic elements of export control are whether export cargoes or the technologies meet export regulations and the credit-worthiness of the counterpart in the transaction. Exports of items sold by Fujifilm and its affiliates and all cargo exporting and provision of technology are subject to control and regulation, and inspections as well as evaluations are performed to satisfy U.S. Export Administration Regulations. Individuals responsible for export control have been appointed in all internal divisions to improve the understanding and awareness of export control through education and training as well as on-the-job guidance. For example, the preparation of a compendium of case studies and other information, and in addition to that, we are considering to improve the internal website to increase understanding and enable better implementation of export control.

### ▼ Information Security Measures

Due to the recent increase in incidents related to security information risks, security measures against PCs and USB memory being removed from the company have been reinforced, while antivirus rules have also been strengthened.

Furthermore, a Compendium of Information Security Case Studies was issued based on cases occurring mainly in Fujifilm and its domestic affiliates, and this was distributed to the employees of domestic affiliates in April 2007 to be utilized in education on risk management in the workplace.



Compendium of Information Security Case Studies

### ▼ Initiatives to Protect Personal Information

In response to an incident potentially leaking personal information that occurred in a Fujifilm affiliate's subcontractor in 2006, the management of subcontractors handling personal information was reassessed. Incidents of personal information being leaked were also covered in seminars on compliance and compliance news, disseminating information requiring the attention of Fujifilm throughout the company.

### Data Acquisition of P-Mark and ISMS (Fujifilm Affiliates)

| Type                 | Affiliates Acquiring Certification |
|----------------------|------------------------------------|
| P-Mark <sup>*1</sup> | FUJIFILM MEDICAL CO., LTD.         |
|                      | FUJIFILM IMAGING Co., Ltd.         |
|                      | FUJIFILM LOGISTICS CO., LTD.       |
|                      | FUJIFILM Techno Service Co., Ltd.  |
| ISMS <sup>*2</sup>   | FUJIFILM Graphic Systems Co., Ltd. |
|                      | FUJIFILM Software Co., Ltd.        |

<sup>\*1</sup> Privacy Mark: A mark granted by the Japan Information Processing Development Corporation (JIPDEC) to companies in which personal information is handled appropriately.

<sup>\*2</sup> ISMS: Certification regarding the overall management framework for information including personal information (Information Security Management System).



Privacy Mark License



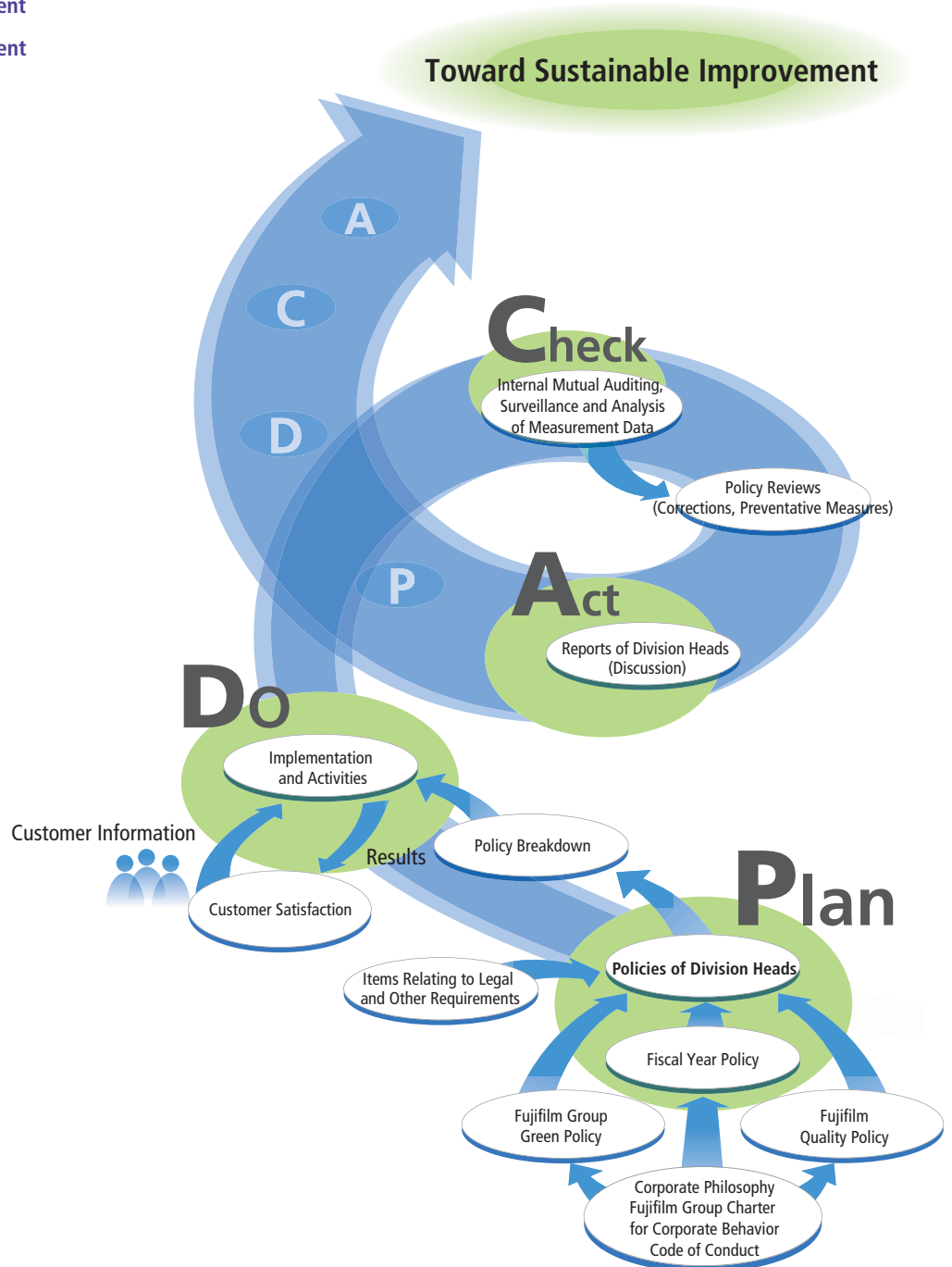
Fujifilm and its affiliates are currently aiming to secure a high level of customer satisfaction and confidence by carrying out structural reforms utilizing management systems based on the new management organization.

**Building an Organization to Promote Integrated Management Systems**

Fujifilm is ambitiously working to utilize management systems to promote thorough structural reforms. In order to achieve these structural reforms we are building and implementing an IMS (Integrated Management System) which incorporates both EMS (Environmental Management System) and QMS (Quality Management System).

1. Consistent operation of management systems encompassing the R&D, manufacturing and head office/marketing divisions has been made possible through the implementation of not only EMS, but also QMS in the head office and marketing divisions.
2. The Fujifilm Group has established a Corporate Philosophy, a Charter for Corporate Behavior, a Code of Conduct, an Environmental Policy and a Quality Policy, and by directly linking these to operating issues in each division and applying the PDCA Cycle, we will establish them as companywide mechanisms and tools for making sustainable improvements to operating issues.

▼ The PDCA Cycle in Management Systems



## IMS Activities Centered on FUJIFILM Holdings and the Fujifilm Head Office

IMS Activities centered on FUJIFILM Holdings and the Fujifilm head office included the integration of EMS and QMS in October 2006, and certification as an Integrated Management System by the ISO Examining Authority, resulting in the acquisition of operating certification.

### ▼ Scope of IMS Application

IMS Activities centered on FUJIFILM Holdings and the Fujifilm head office comprise a management system extending to 6,400 personnel including the staff of FUJIFILM Holdings and the Fujifilm head office and operating divisions, in addition to sales companies and affiliates in the Fujifilm Group.

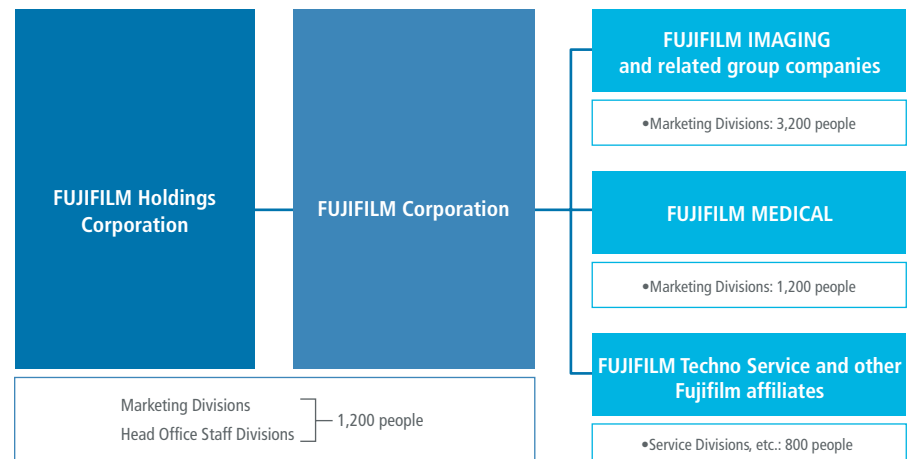
### ▼ Goals and Results of IMS Activities

The goal of IMS activities is to aim for the common issue of "improved customer satisfaction" shared throughout all divisions, and initiatives are being taken to improve product quality, be environmentally friendly, improve efficiency of business systems and make sustained improvements to communication inside and outside the company. Although the quality and environment was sometimes contrary to the tasks, with the creation of a balance, the result was a continuous improvement, and it was highly-acclaimed by the ISO Examining Authority.

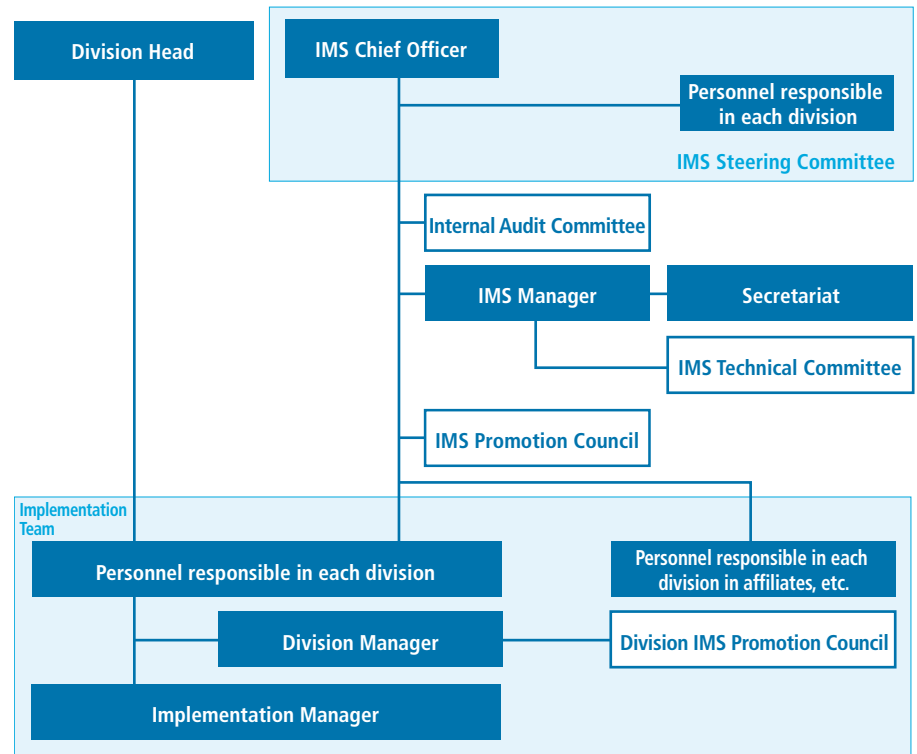
### ▼ Future Issues

One issue to be addressed in the future is the expansion of IMS from head office and marketing divisions to include manufacturing and R&D in order to develop a management system consistent with our business, and also to expand the scope to apply not only in Japan but also to overseas affiliates. We are also examining ways to integrate risk management, internal controls and compliance requirements into IMS.

### ▼ Scope of IMS Application (Companies, Divisions, and Personnel)



### ▼ IMS Organization



## Topic Implementation of IMS in Affiliates

Fujifilm's Ecology and Quality Management Division is providing backup for the creation of management systems in FUJIFILM Kyushu (P.25) that began in December 2006. With the aim of operating management systems in day-to-day business, the company is seeking IMS certification combining environmental, quality and labor safety standards. Internal auditing was completed in February 2007, and certification was acquired for "environmental," "quality," and "health and safety" stan-

dards in July. Fujifilm Electronic Materials Taiwan (Hsin-chu City, Taiwan) is also integrating EMS and QMS, and has started IMS operation. Work began in spring 2006, and ISO certification was obtained in May 2007. Based on these cases, we will expand integration of management systems to other locations and work to develop a management system consistent with our business.



Fujifilm Kyushu

## message from overseas offices

# CSR Activities at Overseas Sites

As a corporation with bases worldwide, the Fujifilm Group is focusing on development of social contribution activities, education support and regionally-based, proactive communication projects that respond to diverse cultural and social issues in each country and region, especially at its overseas subsidiaries. At FUJIFILM Holdings, regular communication with overseas sites is being carried out in order to deepen understanding and knowledge of country and region-specific circumstances of legal regulations, value concepts and other concerns, and to promote CSR activities with a global perspective.

## Australia

### Funding Support for Sudden Infant Death Syndrome (SIDS) Research

As FUJIFILM Australia Pty Ltd. focuses primarily on marketing activities and is not a production base, there are no large-scale results with regard to environmental burden reduction. However, we are maintaining our certification under ISO 14001, which was received in 2001, and through the formulation and execution of environmental management operation plans, we have realized packaging material reuse and recycling projects, made proactive contributions in the local community environment, and established company-internal reuse and recycling programs. Furthermore, the Occupational Health and Safety (OH&S) committee was set up, and through its activities over an extended period of time, has ensured the health and safety of all employees and company visitors and played a guiding role in the company.

Our social contribution work includes making contributions to fund organizations and supporting research activities in areas such as Sudden Infant Death Syndrome (SIDS) and leukemia. Recently, we have made disaster relief donations in response to the bombings in Bali and the tsunami in Indonesia.

### Activities with regard to Scenery-Related Issues

Australia is a country graced with great natural beauty. FUJIFILM Australia Pty Ltd. has produced four million nature conservation-themed posters and distributed them to schools throughout the country.

With our leadership position in the photography industry, we have developed the "PURE" code of conduct and established clear guidelines for liquid waste disposal, and requested our customers to cooperate in these efforts as well.



**Christine Warner**  
FUJIFILM Australia Pty Ltd.

In 1999, we signed the National Packaging Covenant (an environmental conservation agreement initiated cooperatively by the Australian government and packaging industry associations and signed by companies cognizant of the obligations of participation), and we are moving forward with a five-year action plan from 2005 to 2010 to actualize projects for packaging material reduction.



**Erik Lucis**  
FUJIFILM Australia Pty Ltd.

## Canada

### Donation of Partial Sales of QuickSnap and Social Contribution Activities Oriented Toward Teenagers and Young Adults

At FUJIFILM Canada Inc., with the cooperation of local retail chains, we have introduced "Cause-Marketing" (social contribution-style marketing) into our film and film-with-a-lens businesses, thus allowing for partial donations of profits via consumer sales. Through this initiative, we have been able to collect \$0.50 from the profits of each *QuickSnap* film-with-a-lens and donate a total of \$257,120 to The Children's Miracle Network, a charitable institution. The donated funds were distributed to children's hospitals across North America. We are working with other retailers on the film-with-a-lens and continuing the recycling program for this product. In the fiscal year 2006, 1,600,000 of them were sent to FUJIFILM Manufacturing U.S.A., Inc. for recycling. We are aiming for a recycling rate of 75%, which is the target of ISO 14001: 2004 standard. We consider photography to be one of the most important elements of our everyday lives, and a valuable asset for all humanity. We hope to continue contributing to the development of the culture of photography in the future.

For our teenager and young adult-oriented social contribution activities, we organize a special support program in collaboration with local universities, the "Professional Film, Digital and Motion Picture Project" and we are also holding annual scholarship assistance programs, workshops and training forums. Furthermore, we have set up a business internship program with McMaster University which is a long term activity. We have been offering this internship program for the past ten years, combining business and training, and arranging full-time work for the interns in the head office marketing division so that they may gain experience of strategic planning, sales promotion support, branding, advertising and market research and analysis. In the future, we hope to develop new social contribution activities that coordinate with our core business and to continue contributing to the local community.



**Kent Hatton**  
FUJIFILM Canada Inc.

## Singapore

### Promoting Customer Education and Consciousness-Raising



**Bernard Ng**  
FUJIFILM Hunt Chemicals  
Singapore Pte. Ltd.

On making visits to business locations that handle photographic processing chemicals such as medical facilities at hospitals and mini-labs, we were faced with the fact that the disposal of the chemicals used in photographic processing is not always in adequate compliance with local environmental protection ordinances. In order to rectify this situation, we held a three-day seminar in October 2005 to deepen understanding of ordinances concerned with chemical material disposal and correct methods of disposal, including training sessions for retailer staff. Furthermore, we have been distributing CDs containing essential information on ordinances and procedural requirements to continually raise consciousness with regard to these issues.

## China

### Nurturing China's Youth and Promoting Environmentally Friendly Manufacturing Processes

At FUJIFILM (China) Investment Co., Ltd., in cooperation with a state-run educational support project that aims to raise the level of education in China's western regions, we are providing books and cameras to promising students in twenty middle schools who are living in economically difficult conditions. We are also maintaining communication with teachers and students in order to support the development of individual talent.



**Xu Ruifu**  
FUJIFILM (China)  
Investment Co., Ltd.



High School Class Hongzhi Book  
Donation Activity

Furthermore, in fiscal 2006, we undertook various activities for the advancement of the culture of photography. We have organized events such as the "Photography Culture on Campus" activities (featuring lectures and photo sessions with well-known photographers) at the main universities in Guangdong, and the Fujifilm Cup "Harmonious Shanghai" a photography contest featuring foreign investment corporation employees in Shanghai. The money raised from the photographic works in this contest was donated to charities in Shanghai and used to support economically disadvantaged children. In May 2006, we participated in the volunteer tree-planting program sponsored by the Fujifilm labor union and carried out the planting of trees in Mongolia. With regard to activities at manufacturing sites in China, FUJIFILM Imaging Systems (Suzhou) Co., Ltd., which is primarily concerned with digital camera production, has carried out implementation of 3R (reduce, reuse and recycle) operations for the recycling of rosin, tin and other raw materials. Advancements are being made toward the consolidation of environmental protection systems and the realization of environmentally friendly manufacturing processes, with the reclamation of forests on factory sites in urban areas and in Suzhou Industrial Development Zone. These activities were appreciated, and commendation as an "Industrial Enterprise with Environmental Activities" was received from the Suzhou Environmental Protection Bureau.

Furthermore, FUJIFILM Starlight Co., Ltd., primarily a manufacturer of PS plates for printing plate-making materials, has received commendation from the regional people's government as a "Gentle Company that Saves Energy and Resources" as a result of its achievements in implementing environmentally friendly manufacturing processes and developing greenspace earlier than required.

### Fuji Xerox Taiwan Corporation Achievement of Zero Waste at Taoyuan Factory

Mainly a producer of consumable goods such as toners and toner cartridges, Fuji Xerox Taiwan's Taoyuan Factory has made the "zero waste" concept familiar to all employees and has endeavored to reduce the amount of solid waste sent to landfill sites. Through operations such as the use of end-of-life toner by paint manufacturers as an auxiliary material, and the sending of general



**Chung-Cheng Chen**  
Fuji Xerox Taiwan

waste to reuse facilities for the thermal recycling process used in power generation, 82 tons of waste destined for landfills or incineration in the fiscal year 2005 was diverted and recycled, thereby achieving "zero waste."

### Implementation of Employee Assistance Program (EAP)

Fuji Xerox of Shenzhen Ltd. takes good care of its employees and is engaged proactively in the provision of safe, high-quality products, environmental management and social contribution activities. Starting in the fiscal year 2006, with the cooperation of Shenzhen Modern Society Observation Institute, a nonprofit organization, we have been implementing employee ability development programs on a monthly basis to assist and encourage the personal growth and spiritual and psychological health of our employees in order to enable them to engage in their work with a greater sense of security. Furthermore, with the cooperation of SHENZHEN EAST PSYCHOLOGICAL COUNSELING CO. LTD, a nongovernmental organization, we have started a Mental Health Hotline to allow work-related or personal consultations to be done by telephone. We have also set up a CSR Opinion Box for raising internal company issues, and we are attempting to create an environment for employees to be able to work in a secure manner through better communication.



**Liu Mi Ka**  
Fuji Xerox of Shenzhen Ltd.



Employee ability development training

## Belgium

### Main Issues: Compliance with REACH and GHS

The main issues concerning FUJIFILM Electronic Materials (Europe) N.V. are compliance with REACH regulation and GHS. With GHS in particular, there are many products exported to the Japanese market, so preparations are being made for Japanese time limits. But the issue is how indications should be noted, as no multilingual, international rules have been established for GHS labeling.



**Linda Heughebaert**  
FUJIFILM Electronic  
Materials (Europe) N.V.



**Nico Van Elzen**  
FUJIFILM Europe N.V.

### Drainage Recycling System

At the Sint-Niklaas site of the manufacturing company FUJIFILM Hunt Chemicals Europe N.V. (Belgium), which produces chemicals that are sold by FUJIFILM Europe N.V., a recycling system for rinse water and drainage has been constructed. As a result, we have been able to reduce the total annual drainage amount of 22,000m<sup>3</sup> to 10,000m<sup>3</sup> and have attained a zero waste emission level.

# CSR Activities at Overseas Sites

## United States of America

### Contributing to the Lives of People Everywhere through Activities in Cultural and Medical Fields

In New York City, there is an elevated rail structure, built in the 1930s, that overlooks the Hudson River and traverses an area of 22 city blocks. Known as the High Line, this railway fell into disuse in the 1980s, and there are sections of it that have already been dismantled. FUJIFILM U.S.A., Inc. is a sponsor of Friends of the High Line (FHL), a nonprofit organization dedicated to the protection and reuse of this elevated railway. The elevated parts of the structure are being preserved so that it may be utilized as a railway again, should it become necessary at some time in the future. Various proposals for enabling reuse by the local residents have been made and are now being scheduled for execution. We have provided FHL with photo printers for their activities, and assisted in the realization of a unique photography exhibition, which featured photographs of local people and project supporters, on sections of construction fencing throughout the site.



Judy Z. Matson  
FUJIFILM U.S.A., Inc.



Greenway creation on an elevated railway in Manhattan

Furthermore, with the goal of encouraging 1,000,000 women to receive mammography screenings, we have developed the "Mammograms for a Million Moms" campaign in collaboration with the National Breast Cancer Foundation (NBCF), and we are continuing to raise awareness with regard to breast cancer. We are donating a portion of the sales of *QuickSnap* and the *FinePix* digital cameras for this activity, and we have launched a website for the promulgation and promotion of mammography screening. We are engaging in other unique activities on the internet as well, such as collecting submissions from educators for lesson ideas that make use of Fujifilm products and providing products to the most promising proposals. We are also engaging in numerous other social contributions through our core businesses, such as the donation to Westchester County of an ultraviolet and infrared-capable S3Pro UVIR digital camera, which is useful for crime scene investigation, and the providing of support for the Giant Panda Project at the Smithsonian National Zoological Park. Fujifilm employees are involved in various volunteer projects on their own as well, participating in activities such as cleaning parks, joining the activities for fighting to end breast cancer, and joining



Mammography screening public awareness website  
<http://www.imagesofhealth.com/>



Youth education support website  
<http://www.ProductsforLearning.com>

walking events to support patients with heart disease and autism. Our activities are carried out with the belief that, while the contributions of each individual may seem small, they grow bigger when a whole group joins in, and if we go beyond the differences of our businesses and expand our circles, the earth we live on will become a better place.

Continuing our efforts to comply with the Green Policy of our main office, we have attained a recycling rate of 76.5% at our plant facilities, and taking 2002 as a standard year, an environmental efficiency of over 41%.

### Large-Scale Reduction of Waste via Conversion of Aluminum Sludge

At FUJIFILM Manufacturing U.S.A., Inc., a manufacturing base, we have succeeded in recovering valuable materials and reducing annual waste by 3,000 tons, thus lowering processing costs by 89,000 dollars through conversion of the aluminum sludge generated when manufacturing the PS plates used in printing plate-making. Moreover, we are selling this material as a product for use in wastewater treatment. As a supporter of the Saluda-Reedy Watershed Consortium, we have been active in regional water source protection and preservation through our donations, which had totaled 500,000 dollars by the beginning of fiscal 2007. We are continually carrying out activities that contribute to the development of a local culture of photography, including photography contests, exhibitions and seminars.



Maresa Thompson  
FUJIFILM Manufacturing U.S.A., Inc.

## Spain

### Supporting Our Arts and Culture and Protecting Our Rare Animals



Victor Zurita  
FUJIFILM Espana, S.A.

FUJIFILM Espana, S.A. advocates CSR activities that put emphasis on supporting Spain's distinctive cultural events and protecting its unique natural environment. Our cultural event support efforts include activities held in close cooperation with important museums such as the Picasso Museum and the Joan Miró Foundation, sponsorship support of the Gaudí masterpieces including La Sagrada Familia, Casa Museu Gaudí (Gaudi House Museum), and Casa Milà (La Pedrera), and sponsorship support of the Gran Teatre del Liceu Barcelona Opera House. We are also actively involved in the providing of aid and protection for rare animals such as the lesser panda and the Angola lion. Other activities include sponsorship support of the Madrid Zoo Aquarium and the Barcelona Zoo. Furthermore, as part of our work to preserve the culture of photography, we are carrying out the annual international award program titled the "Lux Award for Photography" in collaboration with Spain's largest photographer's association. Our future plans include a joint effort with the Spanish Cancer Association, to provide breast cancer screening programs and to dispatch a breast cancer examination bus outfitted with mammography equipment.

## United Kingdom

### Main Issues: Compliance with RoHS Directive and REACH

FUJIFILM UK Ltd. is committed to the promotion of supply chain management for compliance with the RoHS Directive and REACH. We have completed supplier surveys and database input of survey results, and we are starting to carry out reinforcements to maintain our management level.

As the Waste Electrical and Electronic Equipment Regulations (WEEE) took effect in 2007, we have participated in the multi-company cooperative launch of the Photo Imaging Council Compliance Scheme (PICCS), aiming for effective compliance with regard to the recovery and processing of waste material.



**Chris Pearce**  
FUJIFILM UK Ltd.

## Germany

### Friendship, Mutual Understanding and Respect of Values

Fujifilm Deutschland, a branch of FUJIFILM Europe GmbH, is proactively working to build friendly relations with regional communities. For example, as soccer is very popular in Germany and the training of young athletes is regarded highly, we are making contributions to galvanize local activity by donating uniforms to VfL1899, a boys and girls soccer club in Cologne, and providing other support. As there are over 25 countries in Europe, and there are differences of culture and values with regard to the observance of laws and ordinances, we are dedicated to respecting all viewpoints in the development of our activities.



**Johann Zauner**  
FUJIFILM Europe GmbH



Boys and girls soccer club  
"VfL1899"

On November 20, 2006, Shigetaka Komori, President and CEO of FUJIFILM Holdings Corporation, was awarded the Grand Cross of the Order of Merit of the Federal Republic of Germany by Horst Koehler, the President of the Federal Republic of Germany. This order was conferred to President Komori in recognition of his contributions as part of the "Deutschland in Japan" yearlong event held from April 2005 to March 2006, and his promotion of friendship and mutual understanding between Japan and Germany.

## The Netherlands

### Further Reduction of Carbon Dioxide Emissions Activities Grounded in Regional Coexistence

While the maximum level of carbon dioxide emissions specified under government regulations in the fiscal year 2006 was 57,000 tons, FUJIFILM Manufacturing Europe B.V. succeeded in keeping levels down to 47,000 tons. As the maximum limit is expected to be lowered in the future, it will be necessary to target further reductions of carbon dioxide emissions in order to maintain compliance. Also, as part of employment diversification in the fiscal year 2006, we have started experimenting with the temporary employment of Tilburg citizens with medical and social disadvantages. Furthermore, we are communicating proactively with the local residents of Tilburg, through our cultural and sports event sponsorship and our support of the development of footpaths and viewing spots in nature recreation areas within the city.



**Dick Notenboom**  
FUJIFILM Manufacturing  
Europe B.V.

## France

### An Educational Photo-Book for AIDS Prevention

A narrative photo-book for disseminating knowledge to prevent the spread of AIDS, LA MENACE was first planned in 2003 and has been distributed free-of-charge to African immigrant residential neighborhoods and related organizations and facilities in France since December 2004. Our project received a great deal of attention due to being selected as a feature section in the 2005 Sustainability Report, and this has led to the expansion of support for our work. We would like to continue with this work in the future sharing ideas with French corporations and aid organizations involved in a wide variety of support activities for Africa, not only in AIDS prevention consciousness-raising activities.



**Eric C Morel**  
FUJIFILM Holdings  
France S.A.S.



Photo-book LA MENACE