



# Social Contribution Activities

## Basic Approach

The Fujifilm Group is committed sincerely to contributing to the sustainable development of society in aspects of working together with local communities as a good corporate citizen and responding sincerely to the demands and expectations of those communities. In 2008 we formulated the Fujifilm Group Social Contribution Policy, based on which we are conducting activities focusing on the fields of research and education, culture, arts and sports, health and environmental conservation through cooperation and collaboration with NGOs/NPOs, local communities and others and in active support of volunteer activities conducted by employees.

[Fujifilm Group Social Contribution Policy](http://www.fujifilmholdings.com/en/sustainability/vision/society.html)  
<http://www.fujifilmholdings.com/en/sustainability/vision/society.html>



Pink Ribbon Movement spreads all over the world.  
 (Photo: Campaign in the US)

## Outline of Activities in FY2014

The Fujifilm Group contributes to society through its business operations while interacting proactively with local communities as a corporate citizen, thereby contributing to the sustainable development of society. In addition to distinctive activities utilizing the unique characteristics of the Group, such as creation of archives of cultural assets and artistic works (record storage), education aid in emerging nations, restoration of historical manuscripts and production support in publishing of large-font textbooks, we continuously implemented various activities in an environmental and other education assistance and in promoting coexistence with local communities. There are workshops for children to learn



\*Cost for future generations, communities, international communities, and NPOs and NGOs

	(million yen)
Education for future generations	3
Harmony with the local community	62
Promote culture and the arts in society (in Japan)	813
Consideration for the international community and international cultures	8
Cooperation with NGOs and NPOs	19
<b>Total</b>	<b>905</b>

### ▼ Social Contribution Activities Continued by the Fujifilm Group

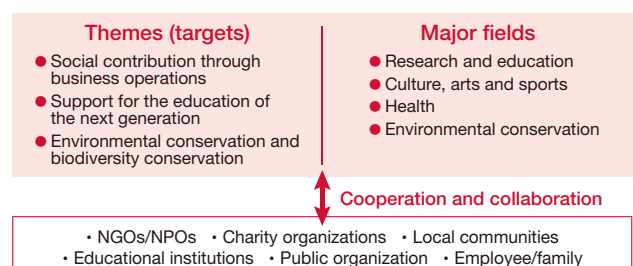
Social contribution through business operations	<ul style="list-style-type: none"> <li>● Connecting Photo Project (Fujifilm)</li> <li>● Creating digital archives of cultural assets (Fujifilm)</li> <li>● "PHOTO IS"—30,000 person Photo Exhibition (Fujifilm)</li> <li>● Album Café (Fujifilm)</li> <li>● Restoring Ancient Manuscripts (Fuji Xerox)</li> <li>● Pink Ribbon Campaign (Fujifilm)</li> </ul>
Support for the education of the future generation	<ul style="list-style-type: none"> <li>● Photo class for young people (Fujifilm)</li> <li>● Support for the publication of large-font textbooks (Fuji Xerox)</li> <li>● Support for the education in emerging countries (Fuji Xerox)</li> </ul>
Environmental conservation and biodiversity conservation	<ul style="list-style-type: none"> <li>● Fuji Xerox Co., Ltd. Setsutarō Kobayashi Memorial Fund (Fuji Xerox)</li> <li>● Fuji Xerox Print Collection (Fuji Xerox)</li> <li>● Special Olympics (Fuji Xerox)</li> </ul>
	<ul style="list-style-type: none"> <li>● Kikigaki Koshien (Fujifilm)</li> <li>● Midori-no-komichi Kankyo Nikki (environmental diary) (Fujifilm)</li> <li>● "Kids' ISO 14000" program (Fuji Xerox)</li> </ul>
	<ul style="list-style-type: none"> <li>● Charitable Trust Fujifilm Green Fund (Fujifilm)</li> <li>● Minamiaso Suiden Otasuke-tai (planting rice project) (Fujifilm)</li> <li>● Volunteer tree planting activity in China (Fujifilm's labor union)</li> <li>● Training sessions for nature guides (Fuji Xerox)</li> </ul>

the pleasures of taking photo and photography, Pink Ribbon Movement to raise awareness of the importance of early detection, diagnosis and treatment of breast cancer and others being organized in Asia, Europe, the United States and other parts of the world.

Moreover, internal schemes have been developed, such as volunteer leave, to create an environment and systems for raising the volunteer spirit among each and every employee.

We also continued these activities in FY2014. In addition, Fuji Xerox began providing educational materials in the Philippines to help correct disparities in child education in emerging countries. We will expand this activity to the Asia-Pacific region, including Myanmar, aiming to distribute educational materials to a total of 100,000 children over 10 years (see page 54). Also, to support recovery from the Great East Japan Earthquake, the Fujifilm Group held the Marche for Tohoku Recovery (see page 55) to encourage the revival of Tohoku, the Tono Mirai Zukuri College (see pages 22, 55), and other innovative activities. We will continue to conduct activities to contribute to solve social issues through our business operations, attributing importance to communications and partnerships with a range of our stakeholders.

### ▼ Social Contribution Activities Continued by the Fujifilm Group







Germany [Culture, Arts, and Sports]

Support in activities to record testimonies on historic tragedies for the future

FUJIFILM Recording Media Germany GmbH supports the activities of Gedachtnis der Nation, a German organization recording testimonies of historic tragedies in Germany and other European nations.



Korea [Research and Education]

Starting education for future generations through industrial & academic sector collaboration utilizing business activities

In partnership with Seoul Technical High School, the only high school in South Korea with a Graphic Arts Course, Fuji Xerox Korea Co., Ltd. has become involved in educating young people through its production service business.



China [Environmental Conservation]

Joint efforts of Chinese and Japanese staff in tree planting in Chinese deserts

Fujifilm Labor Union first started greening activities in the Horqin Desert of the Inner Mongolia Autonomous Region of China in 1998.



Japan [Research and Education]

Education on "what it means to work" through cooperation with government authorities, schools and local businesses

Fuji Xerox Osaka is involved in a program to educate young people through examining "what it means to work," in cooperation with Nishinari Ward Office, local elementary schools and customers.



U.S.A. [Health]

Support for military veterans transitioning back into civilian life, as sponsor of Warrior Hike and its "Walk Off the War" program

The Fujifilm Group companies in the US sponsor Warrior Hike, a non-profit organization and its "Walk Off the War" program supporting combat veterans transitioning from their military service back into civilian life.

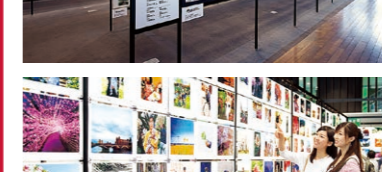


Japan [Culture, Arts, and Sports]

Japan's largest participative photo exhibition held for the 10th year in 2015

Fujifilm's "PHOTO IS," a 30,000 person Photo Exhibition held with the scale being expanded since 2006, is a participation-based exhibition to present the thoughts and emotions of the participants through their photos.

This photo exhibition was authorized as one of the corporate mécénat activities in "This is MECENAT 2014" by the Association for Corporate Support of the Arts.



Activities to Support Recovery from the Great East Japan Earthquake

Marché for Tohoku Recovery supports disaster-struck areas through merchandise sales

The Marché (market) for Disaster Recovery is organized as a part of support activities for disaster areas, through the presentation and sale of local merchandise at company offices in Japan.

In FY2014, this support was expanded beyond Ishinomaki to include Tohoku as a whole, through partnerships with seven organizations in the three Tohoku prefectures of Iwate, Miyagi, and Fukushima.

The market was also opened at the Tokyo Midtown head offices jointly by FUJIFILM Holdings, Fujifilm, and Fuji Xerox.



Addressing regional community issues through the "Tono Mirai Zukuri College," created as part of disaster recovery support activities

Fuji Xerox has organized various support activities in cooperation with the city of Tono, providing lateral support to areas struck by the Great East Japan Earthquake.

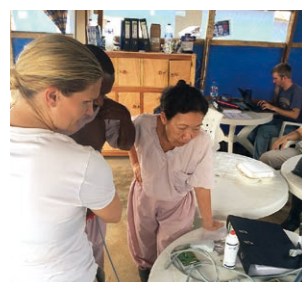
In FY2014, various programs were undertaken, such as the "Research Program on Emergency Logistical Support Bases" (photo at top) and the "Joint Future Creation Program" (photo at bottom).



Liberia [Health]

Donation of portable diagnostic ultrasound system for improved medical care in Africa

FUJIFILM SonoSite, Inc., donates portable diagnostic ultrasound systems to the non-profit organization PURE for its diagnostic ultrasound training program in Rwanda, Uganda, Kenya, and other African nations.



Malaysia [Culture, Arts, and Sports]

Workshop for developing the talents of autistic children through photography

FUJIFILM (Malaysia) Sdn. Bhd. is participating in workshops for the "Through the Eyes of the Autistic" project aimed at uncovering and nurturing the latent talents and creativity of autistic children through photography.



Philippines and Myanmar [Research and Education]

Educational material supply project aimed at supporting the correction of the education gap for children in impoverished regions

Fuji Xerox started an educational material supply program aimed at supporting the correction of the education gap for children in emerging nations in 2014, beginning with the Philippines.







# Products and Services which Reflect Our Customers' Views

## Basic Approach

As we declare in our corporate philosophy, the Fujifilm Group aims to provide the best quality products and services which are safe, appealing to customers and provide them with peace of mind, by basing our management on "Customer Satisfaction (CS)." In order to achieve customer satisfaction, it is important to obtain the views of a wide range of customers and to have a mechanism in place for effectively reflecting these in our products and services. For this purpose, we pay special attention to communicating with our customers at customer centers which are our point of contact with them. We aim to correctly grasp their views, as well as seek to respond in a speedy, kind, accurate and fair manner, and we are constructing a system to link these views to improvements in product development and our work processes.



ASTALIFT GINZA reopened after renovation in February 2015

## Outline of Activities in FY2014

### Efforts to Raise Customer Satisfaction (CS)

#### Fujifilm

Since Fujifilm deploys its businesses in a wide range of fields, it has a wide variety of customers, from companies and hospitals to regular consumers, and it responds to their views according to the special characteristics of each product respectively. Each customer center reports our customers' proposals and requests to the respective product departments, and they appraise the contents and consider them in the development and planning of new products and in improvements to existing products and services.\* Fujifilm also conducts a CS survey targeting customers who made inquiries to the Customers Communication Center, Net Print Service Support Center, and FinePix Support Center, and in the survey conducted in FY2014 received about 1,300 replies. The company will make serious efforts to resolve the problems identified through the survey.

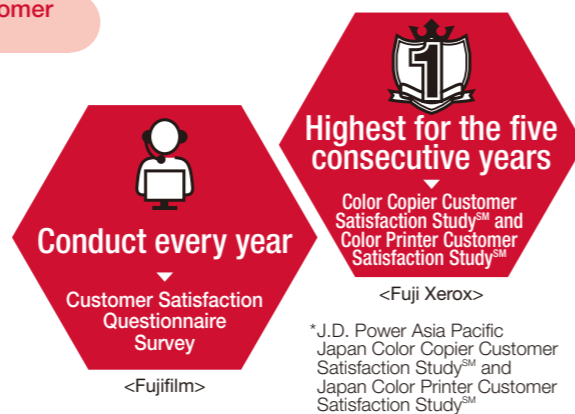
In FY2014, Fujifilm relocated its Tokyo Service Station from Ikebukuro to Roppongi as a part of enhancements to the service (page 58), and also relocated ASTALIFT Ginza, the flagship store for its skincare series, ASTALIFT. The freshly reopened store provides customers with a new counseling service based on a 3-D skin image diagnosis system to meet more customer needs. Fujifilm is thus improving direct contact points with customers to communicate with them more deeply.

\* Efforts on usability

<http://www.fujifilm.co.jp/corporate/environment/preservation/design/healthcare.html>

#### Fuji Xerox

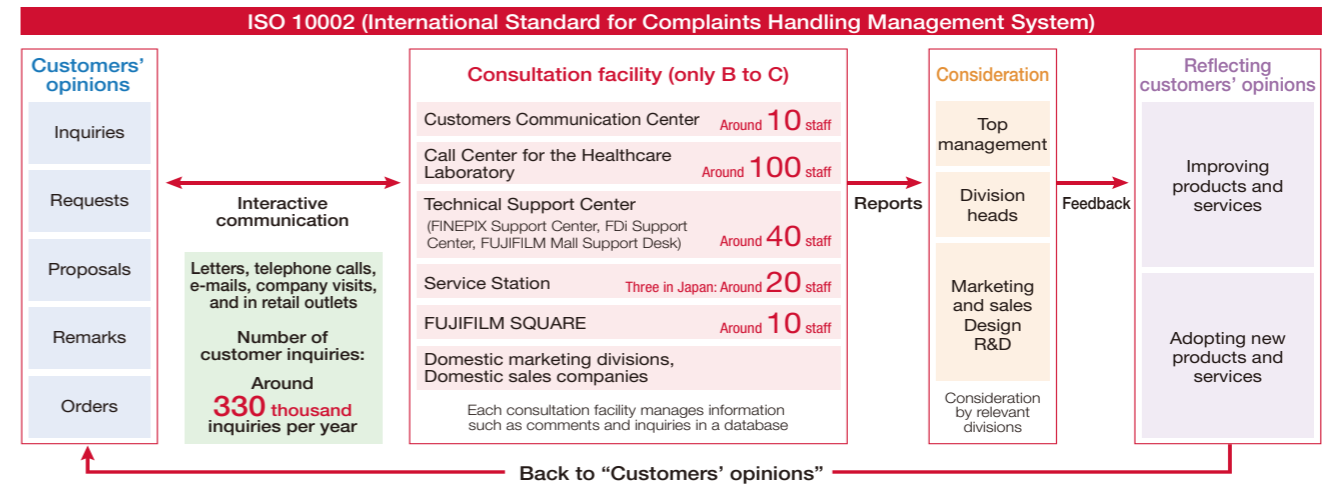
At Fuji Xerox, we believe that customer satisfaction (CS) is fundamental to all our corporate activities. It is important to know the demands and expectations of customers in order to enhance customer satisfaction. For this reason, we place emphasis on creating opportunities and points for communication with customers, and centrally manage the direct opinions of customers through the iVOC system, which collects, analyzes, and stores communications from customers (All VOC) provided through the following five sources: (1) the



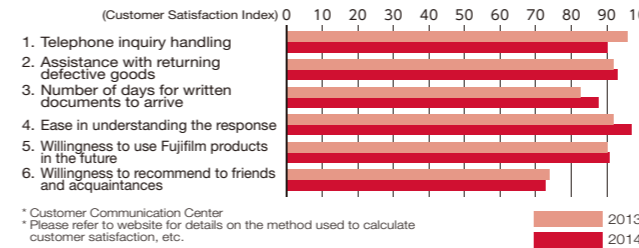
integrated customer support center (the main contact point for customers); (2) the Voice of Customer (VOC) collection system; (3) official website; (4) various market researches; and (5) the CS programs to make improvements based on the CS survey results. Fuji Xerox also collects customer opinions through the Customer Co-creation Laboratory, which provides the company with many opportunities to listen to the opinions of customers' executives on their management challenges. Furthermore, within the company, we have organized a 3-layer CS system comprising 'CS improvement committee,' 'CS Improvement at Customer Contact Points Committee' and 'CS Executive Meeting,' to promote our CS activities and incorporate the opinions of customers in the design of products and services and in marketing activities.

In FY2014, Fuji Xerox machine-translated overseas' CS information stored in the iVOC system into Japanese to help the marketing and development departments in Japan deepen their understanding of the needs and requests of their overseas customers, while increasing the convenience of the system by making it possible to search for both domestic and overseas data regardless of the date of creation. In addition, as a result of making a concerted effort across the company to earn even greater trust from customers, the company received high evaluations from major external rating organizations.

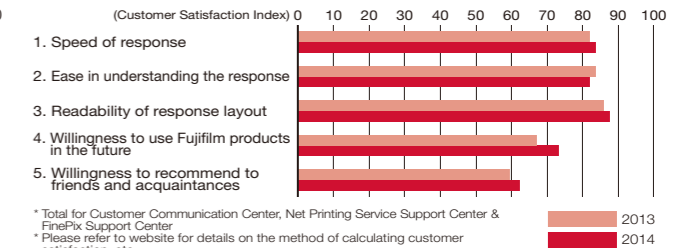
## System for Responding to Customers (FUJIFILM Corporation and its domestic affiliates)



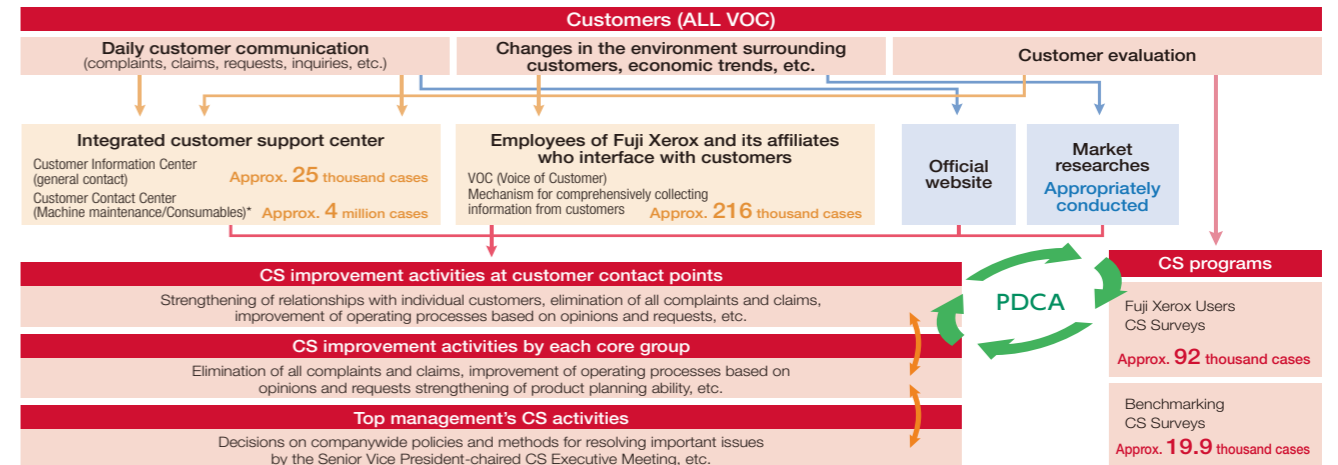
## Customer Satisfaction Questionnaire Survey Results (based on telephone & written questionnaires\*)



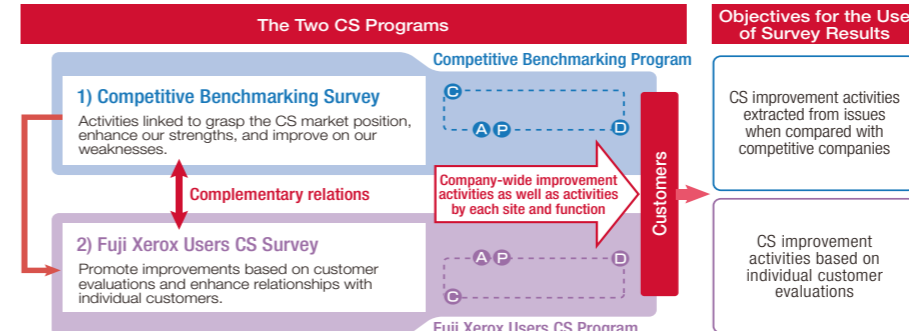
## Customer Satisfaction Questionnaire Survey Results (based on email questionnaires\*)



## Mechanisms for Communicating with Customers (Fuji Xerox and its affiliates)



## Fuji Xerox's CS Program (Improvement activities based on the CS surveys)



## FY2014 External Appraisals (Fuji Xerox)

Appraisal Organization	Category	Result
J.D. Power Asia Pacific	The document equipment service provider segment of the 2014 Japan IT Solution Provider Customer Satisfaction Study <sup>SM</sup>	Highest for the three consecutive years
J.D. Power Asia Pacific	The 2014 Japan Color Copier Customer Satisfaction Study <sup>SM</sup> and the 2014 Japan Color Printer Customer Satisfaction Study <sup>SM</sup>	Highest for the five consecutive years
Nikkei Computer	The IT Consulting/Upstream Design Services category of Customer Satisfaction Survey 2014-2015 (August 21, 2014 issue)	Top ranking



Outline of Activities in FY2014

Manufacturing Which Responds to the Needs to a Wide Variety of Customers

Fujifilm

In order to provide easier products to the customers, the Usability Design Group which is responsible for product design has been assessing products based on their usability, from the perspective of "ease of use" since 2001. As well as selecting multiple assessments by users based on consideration of the target and intended usage, etc. of the product, this group also conducts verification, etc. in the workplace of use. In cases of products which we plan to deploy globally, we conduct verification by country based on the differences in culture and environment, etc. and use the results of this analysis in product design. In 2014 too, we conducted usability evaluation centered on medical systems, such as X-ray diagnostic imaging systems, etc. We intend to continue to pursue "ease-of-use" for customers and are proceeding with product development.

Fuji Xerox

For us, "accessibility" refers to putting something that cannot be used in a state so that it can be used, while "usability" refers to making a part that is difficult to use more usable. We think of expanding the target customers to enable "user diversity" as being "universal design," and we are currently developing products that aim to enable "anyone and everyone to use them by themselves." For example, when copying, it is important that a customer can conduct a series of operations such as authentication, setting the manuscript to be copied, selecting functions, output, and replacement of paper. If someone is unable to do even just one of these, they will have to give up or ask someone else for help. In developing our products, we have collected information from listening to and visiting customers, etc. We design, develop and conduct evaluations in operability testing of products based on various internal guidelines that reflect or are in collaboration with JIS or the ISO, and enabling designers to experience for themselves simulations of operating a product from a wheelchair or with poor eyesight.

Stakeholder Communication

The Fujifilm Tokyo Service Station meets customer needs in both of before and after purchasing digital camera products.

In response to the opinion of customers, "far from the station," we moved the Fujifilm Tokyo Service Station operated in Ikebukuro to the second floor of the Fujifilm head office building located in Tokyo Midtown (Roppongi). On the first floor of the building is the FUJIFILM SQUARE, which comprises the Photo History Museum, a photo salon, and a "hands-on" space where visitors can experience the company's latest products. We provide customers with a wide range of services at this facility.

In the relocated Tokyo Service Station, we provide customers with repair/maintenance services, consulting services, seminars on how to use our products, and a rental service for camera bodies and lenses. More than 1,000 people visit the place each month. In particular the rental service is very popular as it provides customers with the opportunity to use high-end lenses on a trial basis, and some users who enjoyed the service have later purchased the lenses they tried. The Service Station is thus helping us find new customer needs and increase their satisfaction.



Consulting services by our special staff (free of charge), and delivering guidebooks made by the staff



Upper: The Open Innovation Hub opened in the U.S.A. Lower: The Chicago Technology Center introducing innovative products and solutions

Fostering stakeholder communication in the United States

In January 2014, Fujifilm opened the Open Innovation Hub in its head office building in Tokyo, where visitors can gain hands-on experience for a range of products and research themes of the Fujifilm Group. We use this facility as an interactive communication forum to identify the various types of problems faced by our stakeholders and to understand their ideas for the application of our technologies to meet their needs. In April 2015 we opened a similar facility in Santa Clara, California, located in the center of Silicon Valley, which is beginning to function as a hub for creating new businesses and partnerships.

In October 2014, FUJIFILM North America Corporation substantially refurbished its Chicago Technology Center located in Hanover Park, Illinois, where innovative products and solutions in the field of printing are presented to visitors to foster communications with customers.