

Notice of Launch of the New CSR Plan "Sustainable Value Plan 2030"

FUJIFILM Holdings Corporation ("the Company") has drawn up the "Sustainable Value Plan 2030 ("SVP2030")", a new CSR plan specifying targets for the fiscal year ending March 2031 (FY2031/3). The Company has been creating new value to resolve social issues through the Sustainable Value Plan 2016, a medium-term CSR plan for FY2015/3 through FY2017/3. In "SVP2030", Fujifilm Group is aiming to contribute further to the realization of a sustainable society, with increased efforts to resolve social issues through its business activities by providing innovative technologies, products and services.

In the global society, a number of long-term goals have been published recently with the aim of resolving social issues. The Sustainable Development Goals (SDGs*), which were adopted by the United Nations in September 2015, identified 17 goals for the global society to make efforts to resolve these social issues by 2030. In addition, the global decision was made over the Paris Agreement, which entered into force in November 2016. The agreement aims to strengthen the global response to the threat of climate change to keep a global temperature rise well below 2 degrees Celsius above pre-industrial levels.

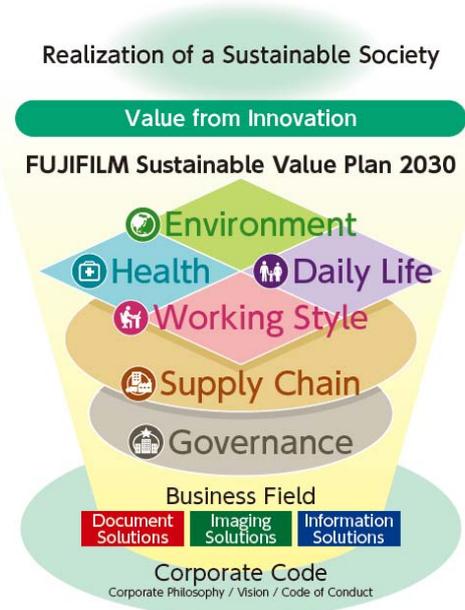
"SVP2030" is a new CSR plan targeting FY2031/3 which aims to contribute to the achievement of goals related to the resolution of social issues identified by international initiatives such as the SDGs and the Paris Agreement. "SVP2030" defines the "environment," "health," "daily life" and "working style" as four key areas, which will be addressed from the perspectives of both "resolving social issues through business activities" and "considering environmental and social impacts through business processes." Furthermore, as a global company, "SVP2030" specifies the stronger CSR foundations, in terms of environmental, ethical and human rights issues affecting the whole supply chain and also refer to the stronger governance required to achieve the further penetration of an open, fair and clear corporate culture.

In the area of the "environment", the plan identifies the numerical targets for CO₂ emissions and water usage to be achieved by FY2031/3. The targets for CO₂ emissions are to "achieve a 30% reduction in the volume of CO₂ emitted across the entire product lifecycle compared to FY2014/3," and "contribute to a 50 million ton reduction in the volume of CO₂ emitted in a society by encouraging wider use of the company's products and services". This reduction offsets the equivalent volume of CO₂ emitted by the company between FY2018/3 and FY2031/3.

Fujifilm group is committed to reduce water usage of the entire group by 30% in comparison to FY2014/3, keeping overall usage below 35 million tons in FY 2031/3. In addition, Fujifilm group is aiming to contribute to the processing of 35 million tons of water per year in FY2031/3 through the provision of highly functional materials and services used for water processing. It aims to achieve the environmental contribution that is equal to or greater than the environmental impact of the company's business activities.

In the area of "health," Fujifilm group is aiming to "create a healthy society through the process of prevention, diagnosis and treatment in healthcare." The group's aims in the area of "daily life" are to "support the tangible and intangible aspects of social infrastructure in people's lives through various products, services and technologies." In the area of "working style," Fujifilm group is aiming to "extend in-house work-style reforms to change society so that everyone can be satisfied with his/her job". By focusing on these areas, the corporate group aims to resolve these various social issues through its business activities.

Fujifilm Group will work to contribute to the resolution of social issues and raise the company's corporate value by promoting activities along with "SVP2030" and creating new value through the development of products, services and



["SVP2030" Philosophy]

technologies.

*SDGs are new sustainable development goals adopted by the United Nations General Assembly in September 2015 in order to follow on from the Millennium Development Goals (MDGs) which were established in 2001. SDGs states “no one will be left behind” as its slogan, and has 17 sustainable development goals and 169 targets for global society to tackle with as social issues.

[“SVP2030” Priority Issues]

(1) Four key areas which will be addressed from the perspectives of both "resolving social issues through business activities" and "considering environmental and social impacts through business processes"

[1] Environment: Reduce the group's own environmental impact and contribute to the resolution of environmental issues through company's products and services

Key Issues

1. Address climate change
2. Promote recycling of resources
3. Address energy issues towards a non-carbon society
4. Ensure product and chemical safety

Examples of measures for resolving these issues: encouraging the use of highly energy-efficient magnetic tape for data archiving and filtration materials for water processing

[2] Health: Create a healthy society through the process of prevention, diagnosis and treatment in healthcare

Key Issues

1. Fulfill unmet medical needs
2. Improve accessibilities to medical services
3. Contribute to identifying diseases at an early stage
4. Contribute to health promotion and beauty
5. Promote management of a healthy workplace

Examples of measures for resolving these issues: develop methods for preventing, diagnosing and treating Alzheimer's disease, and develop therapeutic medicines for cancer and infectious diseases

[3] Daily Life: Support the tangible and intangible aspects of social infrastructure in people's lives through various products, services and technologies

Key Issues

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

Examples of measures for resolving these issues: providing image diagnosis services in the field of social infrastructure to improve the efficiency of inspection work for bridges, tunnels and other structures, and provision of photographic products that help people preserve their precious memories in concrete ways

[4] Working style: Extend in-house work-style reforms to change society so that everyone can be satisfied with his/her job

Key Issues

1. Create environments that lead to job satisfaction
2. Develop and utilize diverse human resources

Examples of measures for resolving these issues: providing solutions services with the aim of achieving the new concept "Smart Work Gateway", which will support reform in working practices

(2) Key Issues Related to the Supply Chain

Strengthen CSR foundations across the entire supply chain including factors of the environment, ethics and human rights

(3) Key Issues Related to Governance

Improve and maintain stronger governance structures by penetrating an open, fair and clear corporate culture