

Contribute to Enriching Humanity and Relationships between People

Target for 2030

Contribute to enriching and making people's lives peaceful through records of photos and videos, and photographic products that give form to memories.

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.

Outline of Activities in FY2018

[Target] Offering opportunities to enjoy photos that give forms to memories

- Launched various smartphone services, including *Kazoku no Kiroku* (Family Record) app, FUJIFILM Prints & Gifts service, as well as a photo book service, PhotoZINE Slim-Type.
- Launched the Premium Print Service through which customers can easily order professional-level high-quality silver prints on the Internet.
- Held the 20th anniversary campaign to commemorate sales of instax and enhanced the product lineup.
- Hosted photo exhibitions in Japan, the US and Europe to display works, aiming at participation by 100,000 people by 2020. Exhibited 100,000 photographs worldwide and achieved this target ahead of schedule in FY2018.
- Started the *Homesha* (Praise with Photos) Project as a main partner to establish a new child-raising practice that improves children's self-esteem by displaying their photographs at home.



FUJIFILM Global Photo Exhibition held in overseas countries. A scene from the exhibition in South Africa.

[Other major activities]

- Providing high image quality mirrorless cameras that respond to a wide range of demands from entry models to medium format models.
- Received the Award for Excellence "Art of Moment Award" at Japan Mécénat Awards 2018, in recognition of FUJIFILM SQUARE activities.
- FinePix 4700Z, the world's first digital camera with honeycomb-structured CCD, was registered as Essential Historical Materials for Science and Technology by the National Museum of Nature and Science, Tokyo.

Future Activities and Targets

- Offer products, services, and opportunities that disseminate the various ways to enjoy photography across the world, including shooting, preserving, displaying and gifting photographs.
- Launch a cloud photo archive service which uses AI to manage the uploaded digital photographs or scanned analog data.
- Further dissemination of open participation photo exhibitions worldwide.

The Fujifilm Group has been developing photographic culture since its foundation by promoting photographic entertainment, beauty, and emotion, as well as the importance of archiving photographs. In FY2018, we released various apps and services for smartphones, and they have now become important photographic tools. We suggest and offer new means to enjoy photographs in the era of smartphones. We also started our Premium Print Service to deliver high-quality silver prints from photographs taken by high-quality mirrorless and other digital cameras as "works of art." A silver print provides an image with depth, rich tone, and a highly-defined gradation, a more sophisticated way to enjoy photographs than looking at them on the screen of a PC or smartphone. We are keen to utilize

our expertise in photographic empowerment in various projects, including by being a main partner in the *Homesha* (Praise with Photo) project, to establish new child-raising practices that improve the self-esteem of children by displaying their photographs at home (see Page 32).



Received the Award for Excellence "Art of Moment Award" at Japan Mécénat Awards 2018 in recognition of our photographic activities over the years.