

Fundamental activities that support SVP 2030

## Social Contribution Activities

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. Utilizing the unique characteristics of our business operations, the Fujifilm Group implements distinctive activities that include creating archives of cultural assets and artistic works (record storage), reproducing historical documents, providing medical devices for use at disaster sites and by emerging nations and support through photography. In addition to these activities, we participate in various other activities to support education and foster coexistence with communities. Continued involvement in these activities makes up an important foundation for the Group's business activities and for achieving the goals of SVP 2030.

Fujifilm Group Social Contribution Policy

<https://www.fujifilmholdings.com/en/sustainability/vision/society.html>

► **Related Data and Information:**

**Management Performance** Page 82 *Corporate Citizenship*



### Helping people living on the streets

#### Photo exhibition with QuickSnap



Fujifilm UK Ltd. supports the photo exhibition by homeless people in London that is organized by Café Art, with the aim of connecting homeless people with society through photography. QuickSnaps were distributed among the homeless to take pictures on the theme "MyLondon." More than 200 photographs gathered were displayed. Twenty of the best photographs were selected by the judges and those photographs voted for by more than 5,000 members of the public will be featured in the 2019 MyLondon calendar.



These activities are spread to Sydney, Toronto, etc., and the Fujifilm Group is supporting them across the borders. The calendar has sold more than 30,000 copies since 2013, raising money for rough sleepers.



Turkey

### Support for a project to build libraries at schools

FUJIFILM Dis Ticaret A.S. (FFTR) members participate as volunteers in support of the One Child One Hope Association that establishes libraries for schools. FFTR members collected approximately 1,000 books and in November 2018, established a library in the name of FFTR as a part of the Association's "One child, one hope, one book, a thousand dreams" project. The Association has reached 142 village schools in 62 cities with thousands of volunteers during the eight years since its foundation. On the day the library was opened, FFTR members visited to celebrate the opening together with the children.



China, Vietnam

### Continued reforestation activities in China and Vietnam

Since 1998, the Fujifilm Workers' Union has been engaged in reforestation activities in the Inner Mongolia Autonomous Region of China. In 2017, as the reforestation activities in China supported by Fujifilm (China) Investment Co., Ltd. are now well established, the Union shifted its focus to Vietnam and restoration of the Can Gio mangrove forest. In 2018, the activities in China and Vietnam drew a large number of participants, spreading the scope of the areas covered. The activities are expected to continue into the future, carrying on the reforestation spirit.



South Africa

### Giving away photographs of themselves to children who have never taken photographs

July 18 marks an important event in South Africa—Mandela Day. The day celebrates the birthday of Mr. Nelson Mandela, former president of the Republic of South Africa, by asking people from across the globe to donate 67 minutes of their time to a charitable cause to mark his 67 years as a politician. Members from FUJIFILM South Africa (Pty) Ltd. (FFZA) visited the Rankelonyane Primary School in Rustenburg on this day to take pictures of all 467 pupils and staff, with the photos printed instantly. Large-sized prints of educational materials were also made for classroom use. Many of the pupils come from poor backgrounds and have never had photographs of themselves. This experience was an invaluable opportunity for the children to experience the joys of photography.



The Philippines, Myanmar, Thailand, Vietnam, Indonesia, Malaysia

### Offering learning materials in emerging countries to contribute to narrowing educational gaps

In FY2014, Fuji Xerox started with other group companies, offering learning materials in the Philippines to contribute to narrowing educational gaps among children in the emerging countries of the Asia-Pacific. Since then, the activity has expanded into Myanmar, Thailand, Vietnam, Indonesia and Malaysia. To date, assistance has been provided to some 90,000 children, and the number of employees participating in the activity now exceeds 600. In Vietnam, where educational disparity is an issue, activities have been organized jointly with the international NGO Save the Children. In FY2018, 7,500 books and picture books for preschool children were supplied to kindergartens and primary schools in remote areas to create an environment



accessible to 3,000 children. Fostering cooperation with NGOs and businesses, the goal of the entire project is to help 100,000 children by 2023.



### Reproducing and utilizing historical documents to support conservation of diminishing cultures and information

As part of its social contribution activities, Fuji Xerox Kyoto Co., Ltd. is engaged in the conservation of cultural inheritance through reproduction of historical documents since 2008. To date, the company has provided reproductions for more than 250 items. In 2018, reproductions were created for *Maeda Gen'i Sadamegaki*, a historical document from the Toyotomi reign, and *Nariaiji Sankei Mandara* owned by Nariaiji Temple. In approximating the traditional Japanese shades of gold, white and vermillion, the originals were examined repeatedly. Also, our developers brainstormed to create faithful reproductions. With the theme of "timeless communication," our reproductions will help conserve diminishing cultures and irreplaceable historical documents for the future and make them fully accessible to a wider community.

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### Support for the prevention of heart disease, a major health issue for American women

Heart disease is the leading cause of death for women in the United States. As a result, Fujifilm Group companies in North America support the American Heart Association (AHA) and the Canadian Heart & Stroke Foundation. During National Heart Month (February) in the U.S., FUJIFILM Holdings America Corporation (HLUS) launched a national employee fundraising event. The total for employee donations and Fujifilm Matching Funds was \$17,000 in the U.S and over \$6,500 in Canada. The fundraiser raised more money than any of Fujifilm's past campaigns in the U.S. On National Wear Red Day®, an event furthering heart disease awareness by wearing red to work, employees of Fujifilm Group companies across the country wore red and hosted heart-healthy events at their locations.



### Various events held for citizens to foster the development and widespread application of regenerative medicine



Japan Tissue Engineering Co., Ltd. organizes various events to foster a greater understanding and wider acceptance of regenerative medicine. In Gamagori City where the company is located and is working on promoting city development through regenerative medicine, workshops for elementary school children and civic courses in the field are being held each year. In March 2019, the company participated in Health Future Expo 2019, an exposition for local citizens organized as a medical theme park. It has also held workshops for elementary school students. [Photo shows hands-on experiences "To future researchers, Waku-Waku Regenerative Medicine Workshop" held in Gamagori City (left); the Waku-Waku Regenerative Medicine Lab "Cell Culture Workshop" held at Health Future Expo 2019 (right).]



### Global health program for reducing the medical care divide around the world

FUJIFILM SonoSite, Inc. (FFSS) is conducting a global health program with FFSS's diagnostic ultrasound system for areas that cannot access medical care imaging due to social conditions, distance or shortage of funds. One such area is Cuenca, located in the Andes in southern Ecuador. Esperanza (meaning "hope" in Spanish) 2018, a team of more than 60 medical specialists, used the portable diagnostic ultrasound system SonoSite M-Turbo for medical examinations and treatment of adults and children in the poverty-stricken area.



### Contributing to the conservation of diverse marine ecosystems



PT. FUJIFILM INDONESIA (FFID) took part in a mangrove planting project on the Seribu Islands, a chain of 108 islands located north of Jakarta that are home to mangroves, sea animals and corals. Participants from FFID planted more than 100 mangrove seedlings and corals. According to local divers, waste from land carried by the floods in Jakarta last year triggered destruction of parts of the mangrove forests. Diligent efforts to help restoration have become vitally important. Through such activities, FFID will continue to contribute to the recovery and conservation of Indonesia's diverse marine ecosystems.

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## Supporting recovery from the disasters

### ● Volunteer activities to restore windbreak forest

Organized by the Fujifilm Group Workers' Union's Federation, volunteer activities aimed at restoring windbreak forests is organized each year to aid in recovery from the Great East Japan Earthquake. In 2018, 81 persons from 12 organizations participated in the volunteer program that took place in Yotsukura Town, Iwaki City, Fukushima Prefecture. Volunteers weeded the area and planted black pine trees to restore the windbreak forest along the coast.

### ● Rikuzen-takata Memento Return and Photo Exhibition

In March 2019, an event by Sanriku Archive Disaster Reduction Center to return

photographs and other mementos whose owners could not be identified in the Great East Japan Earthquake took place at Fujifilm Wonder Photo Shop, a store located in Harajuku, Tokyo and managed directly by Fujifilm. The Rikuzen-takata Memento Return and Photo Exhibition was held at the same time, displaying more than 140 photographs of the Center's activities and the festivities and landscape of Rikuzen-takata before the earthquake disaster.

### ● Disaster recovery support through purchasing local goods

FUJIFILM Holdings held its annual mail order sales and food tasting event, organized under a labor-management cooperation project across Fujifilm Group companies in Japan (supported by FUJIFILM COOP), for

the sale of local products from the Tohoku and Kumamoto regions to Fujifilm Group employees nationwide.

### ● Launch of a donation website for Group employees

To facilitate social contributions by employees of the Fujifilm Group, the FUJIFILM Holdings Donation Website was launched in November 2018. Fuji Xerox introduced it in FY2013 to accelerate contributions for disaster recovery support in the event of a large-scale natural disaster, and we have now expanded this website on a Group-wide scale. The disaster recovery fund for the Hokkaido Eastern Iburi Earthquake collected ¥1,400,000.



Coastal windbreaker forest restoration activities



Mini-event for the return of mementos and photo exhibition



Tasting events for produce from the disaster-stricken areas



Expand disaster recovery donations across the Group after the Hokkaido Eastern Iburi Earthquake