

QUALITY POLICY

FUJIFILM Australia Pty Limited's (FUJIFILM) is committed to achieving total customer satisfaction, loyalty & confidence by providing consistently high quality products and services.

We will do this by continuously adapting the range and content of our products and services in response to:

- customer needs identified from interaction and feedback
- developments in theory and practice arising from our own and others research
- developments in new technologies with the potential to significantly add value for our customers

FUJIFILM Australia principle activities focus on the

Sales and servicing of imaging equipment, consumables, and integrated solutions to consumer, health, printing and industrial customers.

Specifically, FUJIFILM Australia activities focus on:

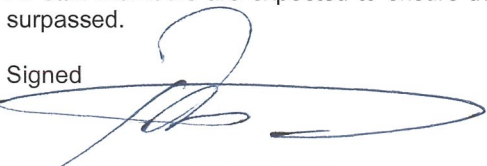
- The sale, repair, and technical support of cameras, consumables and accessories to the public consumer, via 3rd party retail outlets, its own retail outlet and its own E-Commerce platform
- The sale, installation, servicing and repair of photograph producing hardware to retail outlets, together with consumable paper and processing chemicals
- The development, sale, servicing and technical support of software solutions used with photograph producing hardware
- The sale, installation servicing, repair and technical support of imaging software and hardware to medical and veterinary professions, together with consumables and processing chemicals. This is also achieved through 3rd Party partnerships
- The sale, installation servicing, repair and technical support of litho plate pre-press processing software and hardware to the printing industry, and pre-press consumables & processing chemicals
- The manufacture, sale, and technical support of chemicals, coatings and post-press products for use in the offset lithographic and flexographic printing industries
- The sale, installation servicing, repair and technical support of digital printing software and hardware to the printing industry, together with inks and other consumables
- The sale and repair of lenses, binoculars and projectors to the entertainment and security industries
- The sale of recording media products to system integrators, data centres, etc
- The sale of industrial products to the micrographic, NDT and manufacturing industries
- The sale, installation, support, and data management of digital signage software and hardware to retail outlets

Through continual improvement FUJIFILM commits to improving the effectiveness of the Quality Management System, thus ensuring that we strive to achieve quality, reliability, service and efficiency as modelled in the standard: Quality Management Systems – Requirements ISO9001:2015 Australian Standard.

The Board of Directors fully support the FUJIFILM Quality Management System and will review the objectives and resources at the annual Management Review Meeting to ensure compliance and customer satisfaction and update if necessary. Specific measureable objectives will be set annually at the Management Review Meeting and reviewed as the objectives develop.

All staff members are expected to ensure that the customer's quality requirements and expectations are achieved and surpassed.

Signed



Ryuichi Matoba
CHIEF EXECUTIVE OFFICER
FUJIFILM Australia Pty Ltd

For and on behalf of the Board of Directors

