



Value from Innovation

COMPANY PROFILE



**FUJIFILM
SOUTH AFRICA**



*About FUJIFILM Holdings Corporation

FUJIFILM Holdings Corporation, located in Tokyo, Japan, brings cutting edge solutions to a broad range of global industries by leveraging its depth of knowledge and fundamental technologies developed in its relentless pursuit of innovation. Its proprietary core technologies contribute to the various fields including healthcare, graphic systems, highly functional materials, optical devices, digital imaging and document products. These products and services are based on its extensive portfolio of chemical, mechanical, optical, electronic and imaging technologies. For the fiscal year ended March 31, 2021, the company had global revenues of Euro 16,7 billion, at an exchange rate of 131,6 yen to the Euro. Fujifilm is committed to responsible environmental stewardship and good corporate citizenship.





1,205.1b ¥¹
(2,192.5³)
March 2021

1934
Established

73.1k²
(73,275⁴)
March 2021

Chairman, Director and Board Chairman:
Kenji Sukeno

President and CEO
Teiichi Goto

*1 This figure represents the revenue of FUJIFILM Holdings Corporation's "Imaging Solutions" and "Healthcare & Material Solutions" segment for fiscal year ended March 31, 2021, which is equivalent to FUJIFILM Corporation (consolidated).

*2 This figure represents the total number of employees of FUJIFILM Corporation and its affiliates.

*3 This figure represents the revenue of FUJIFILM Holdings Corporation (including Fujifilm Business Innovation Corp.) for fiscal year ended March 31, 2021.

*4 This figure represents the total number of employees under FUJIFILM Holdings Corporation.

<https://global.fujifilm.com/en/>



*About Fujifilm South Africa

FUJIFILM South Africa (Pty) Ltd is a proud subsidiary of FUJIFILM Holdings Corporation. With offices located in Woodlands, Johannesburg, and Milnerton, Cape Town, FUJIFILM South Africa proudly serves the Sub-Saharan region in Africa. It does so through a multitude of award-winning products, including Photographic Film and Paper, Film and Digital Cameras, Photofinishing Products, Medical Systems, Graphic Systems and Data Management Systems.

The Fujifilm Group's overarching aim is to help enhance the quality of life of people worldwide, and the same holds true of its commitment to South Africa and the rest of the Sub-Saharan region. Fujifilm is determined to remain a leading company by boldly taking up the challenge of developing new products and creating new value. It does so under its Green Policy, which in addition to reducing the environmental impact of production activities, also focuses on cutting CO₂ emissions and making effective use of water and other resources across the entire product lifecycle.



Managing Director:

Taro Kawano

Director: Corporate:

Wessel Visser

General Manager Medical Solutions:

Santosh Nagarajarao

General Manager Graphics:

Grant Potgieter

General Manager Imaging Solutions:

Deon Brits



2



69

Sept 2021



FUJIFILM
Value from Innovation

FUJIFILM

2006



FUJIFILM

1992



1960

FUJI FILM



1934

Corporate Logo

To further enhance the Fujifilm corporate brand, we have introduced a new corporate logo. The new corporate logo came into use when the Fujifilm Group made the transition to its new management structure on October 1, 2006.

The new logo portrays the Fujifilm corporate brand simply and powerfully. The center of the logo features an innovative design feature that points to our commitment to cutting-edge technology.

Corporate Slogan

To celebrate the 80th anniversary of its original founding, Fujifilm has created a new corporate slogan, “Value from Innovation” in 2014.

Along with expressing Fujifilm’s commitment to continuously creating innovative technologies, products and services that empower the potential and expand the horizons of tomorrow’s businesses and lifestyles, the corporate slogan also encapsulates the company’s desire to combine our own original technology with human resources, expertise and technology from around the world both internally and externally to create innovation.



Corporate Philosophy

We will use leading-edge, proprietary technologies to provide top-quality products and services that contribute to the advancement of culture, science, technology and industry, as well as improved health and environmental protection in society. Our overarching aim is to help enhance the quality of life of people worldwide.

Brand Statement

At Fujifilm, we are continuously innovating — creating new technologies, products and services that inspire and excite people everywhere.

Our goal is to empower the potential and expand the horizons of tomorrow's businesses and lifestyles.

We take an open and flexible attitude to innovation, combining our own original technology with human resources, expertise and technology from around the world.

Through this powerful synergy, we rapidly and nimbly develop new solutions that address the true needs of our global customers

Corporate Vision

Anchored by an open, fair and clear corporate culture and with leading-edge, proprietary technologies, Fujifilm is determined to remain a leading company by boldly taking up the challenge of developing new products and creating new value.

**“Open Innovation is about
listening to the customer and
innovating together.”
Naoto Yanagihara**



Fujifilm

Medical Systems
Graphic Systems
Imaging Solutions
Recording Media
Industrial Products
Optical Devices

Facts and figures

We have leveraged our imaging and information technology to become a global player known for innovation in a wide range of industries. Nowadays, our entities operate in 46 group companies in Europe and beyond. More than 4,500 people are engaged in a strong sales and support network of our seven business domains throughout the EMEA region.

South Africa Business Fields

- Medical Solutions
- Graphic Systems
- Imaging Solutions
- Recording Media

As a total healthcare company, we develop a wide range of businesses in the three areas of "Prevention", "Diagnosis", and "Treatment". We are contributing to the health of people around the world by responding to unmet medical needs, early detection of diseases, and support for the development and manufacture of innovative vaccines and pharmaceuticals.

Medical Systems



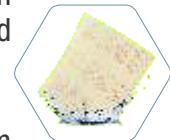
Fujifilm Graphic Communication South Africa is a leading supplier of innovative, sustainable and award winning equipment, consumables, technology, service & support to the print industry.

We serve as a stable, long-term partner focussed on delivering high quality, technically advanced print solutions to help printers and converters develop a competitive advantage and grow their businesses.

In order to provide sustainable practices on the African continent, Fujifilm is pushing towards greener solutions. This is reflected in our GREENGUARD certified UV Inkjet inks and UV LED technologies in Wide Format and Packaging solutions.

Furthermore, our range of Superia CTP Offset Plates focuses on reducing chemical usage as well as resource savings, including lower energy and water consumption for commercial, newspaper and packaging printers.

With a comprehensive range of inks, equipment and associated products, Fujifilm has much to offer the print industry, including:



Graphic Systems



Imaging Solutions



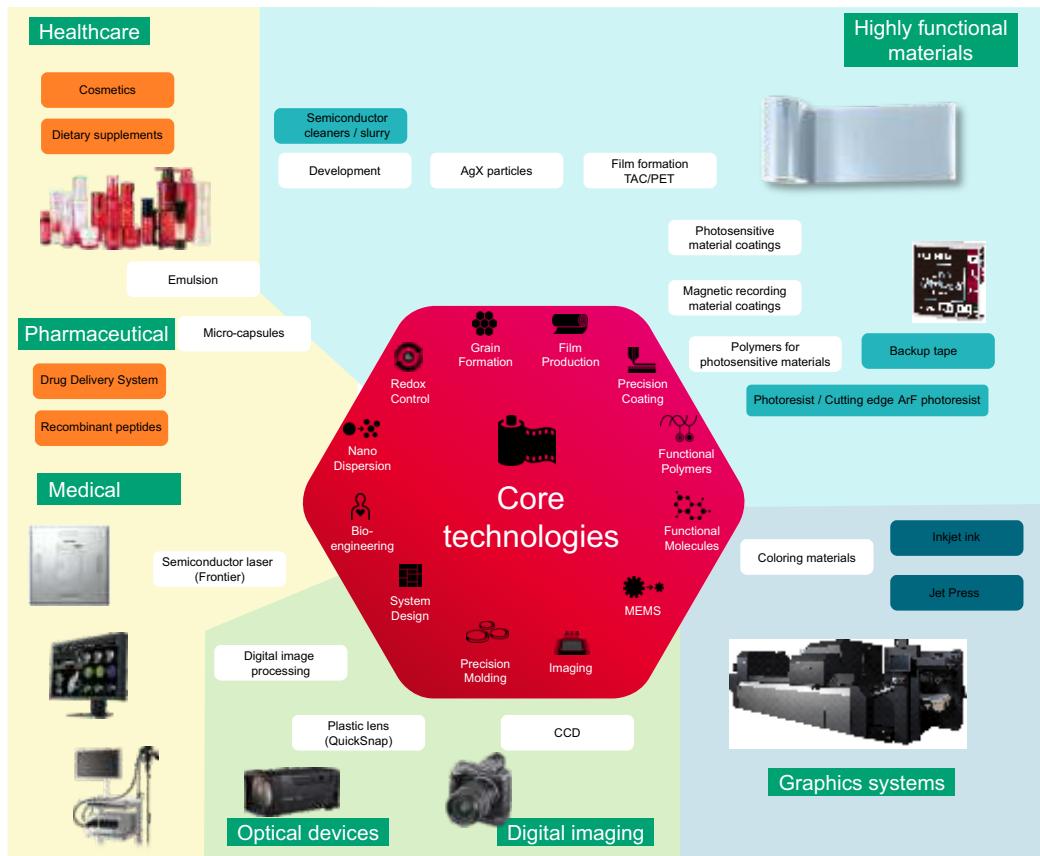
In the field of Imaging, we give form to a wide range of memories and events through film and photographs, and contribute to enrich emotional lives and stronger human connections.

Recording Media



In tandem with the advance of digital technology and IT, we provide storage media and archiving services for the storage and management of the digital data that society constantly accumulates in a variety of fields. We help build the societal infrastructure required to safeguard critical digital data like personal information, and ensure the efficient use of this data.

Core Technologies Essential for Development of Products and Their Application



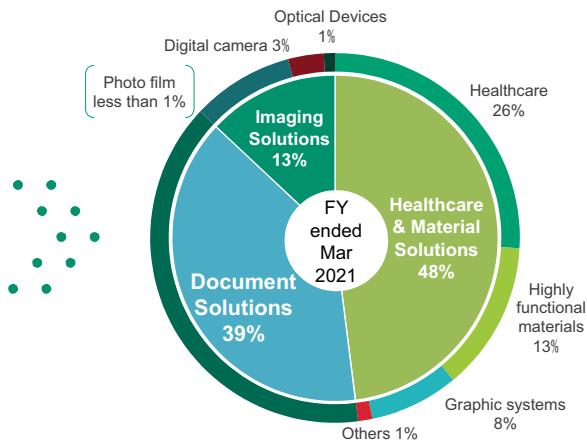
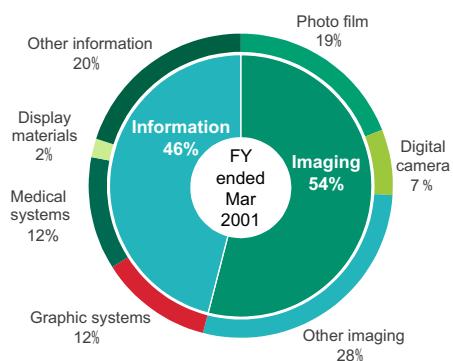
**NEVER
STOP**

TRANSFORMING OURSELVES AND THE WORLD

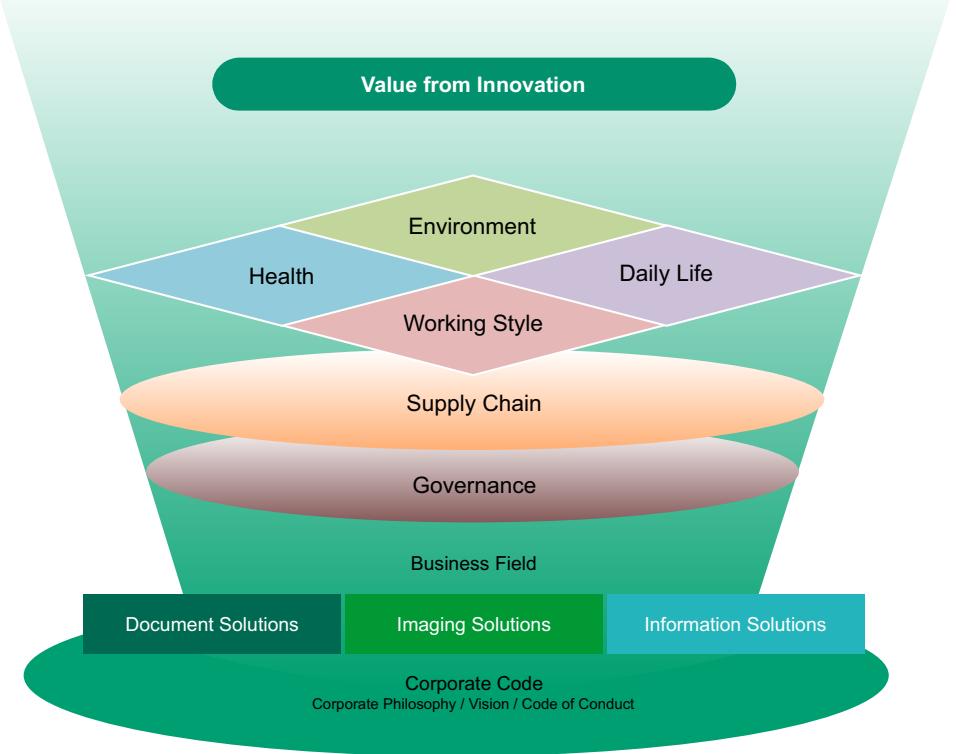
With each industry we enter, we've learned to leverage and adapt our knowledge, expertise and resources to make the world a better place.

When it comes to innovating for a healthier world and a more sustainable society, we'll NEVER STOP.

Fujifilm will contribute to the social challenges by creating new value in a wide range of business domains through innovation in products, services, and technological development.



FUJIFILM Sustainable Value Plan 2030

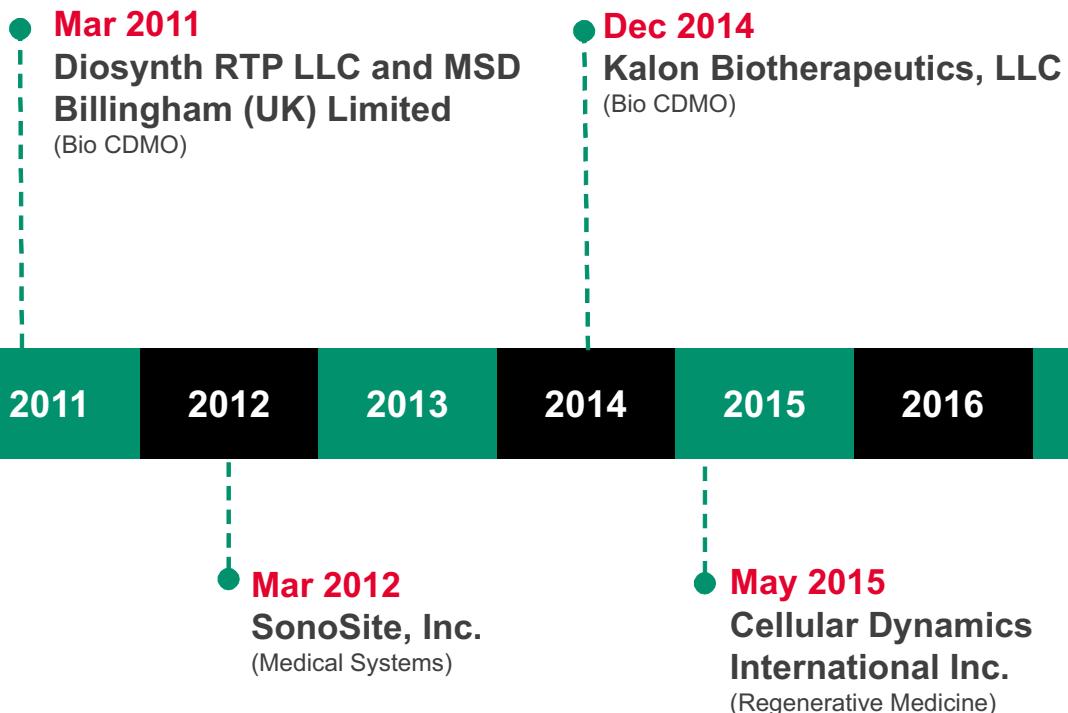


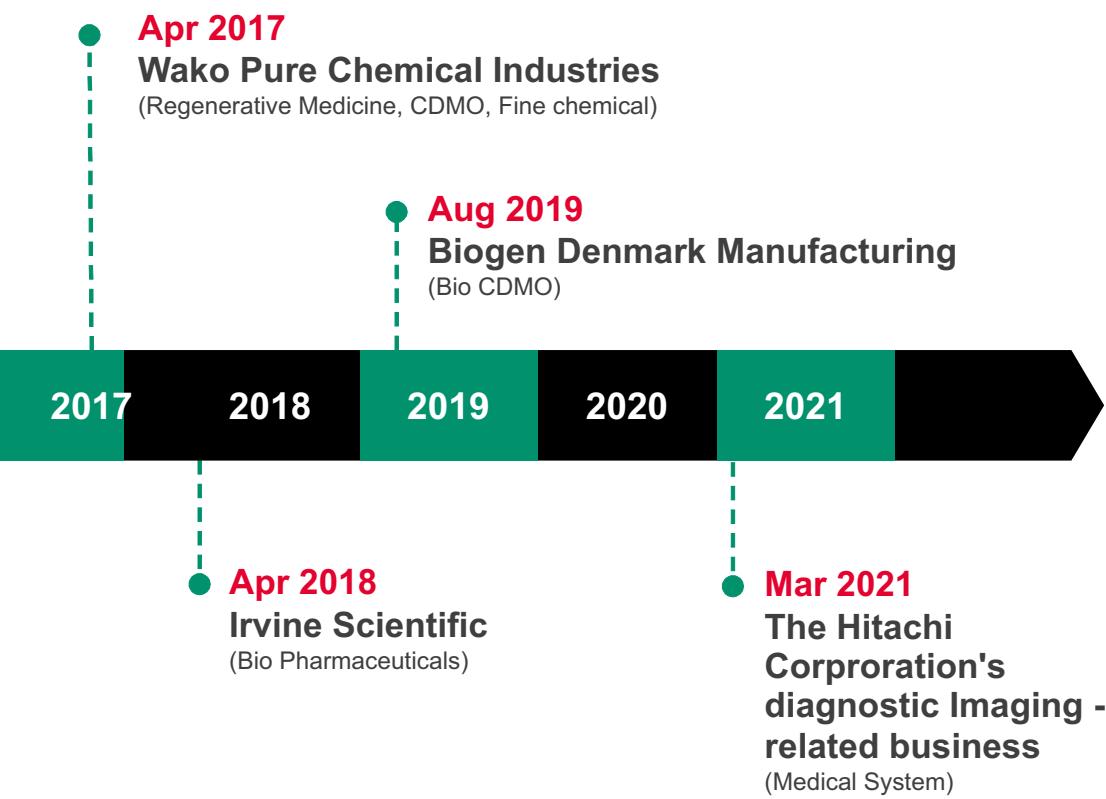


NEVER STOP
TRANSFORMING
OURSELVES
AND THE WORLD



*About FUJIFILM Holdings Corporation





FUJIFILM

Value from Innovation

FUJIFILM South Africa (Pty) Ltd
18 Holt Street, Glenadrienne,
Sandton, 2196, South Africa

+27 (0)11 430 5400
www.fujifilm.co.za