

To celebrate the 80th anniversary of its original founding, Fujifilm Holdings has created a new corporate slogan, "Value from Innovation." The new corporate slogan has been created to demonstrate the new direction Fujifilm is taking, and its future objectives. The slogan expresses Fujifilm's commitment to deepening communications with its customers and all other stakeholders, and to further enhancing the value of the Fujifilm corporate brand.

In response to the dramatic decline in the demand for photographic film since year 2000, Fujifilm Holdings has carried out a series of structural reforms. The company has moved away from its core business of photographic film and has been reborn as a company that is now involved in a diverse array of business operations. The Fujifilm Group is currently focused on and investing management resources in the following six business fields: Healthcare, including medical equipment, pharmaceuticals and cosmetics; Graphic Systems, developing a wide range of printing equipment; Highly Functional Materials, such as optical film for liquid crystal displays and components for touch panels; Optical Devices, including television lenses and components for satellite optical systems; Digital Imaging, with the development of digital cameras and Photo book albums; and Document Solutions, including Fuji Xerox's extensive lineup of composite equipment and devices, and solution services.