

Fuji Xerox's Philosophy and the goal of CSR medium- to long-term plan

Fuji Xerox will contribute to the development of a sustainable society by fulfilling the Fuji Xerox Mission Statement. Operating at all times on the principle that "CSR is synonymous with corporate management," we aim to help our customers create value by ensuring the unity of words and deeds and to become a company trusted and cherished by all stakeholders.

In the long term, to help achieve Sustainable Development Goal (SDG) 8 "decent work and economic growth," we will promote the provision of solutions and services which improve productivity and creativity of workers, and establish ecosystem to improve productivity of society. Furthermore, we will contribute to the creation of a society where people can engage in fulfilling work.

► Xerox Philosophy

CSR Management at Fuji Xerox has its origins in the business philosophy of Joseph C. Wilson, founder of Xerox Corporation, who anticipated today's concept of corporate social responsibility. Since then business philosophy of Fuji Xerox has evolved into the Good Company Concept and the Mission Statement.



Better Communications

Our business goal is to achieve better understanding among men through better communications.

"Our business goal is to achieve better understanding among men through better communications."

Joseph C. Wilson

► The Good Company Concept

A "strong" company delivers excellent products and services that satisfy customers and is able to reward its shareholders continuously. A "kind" company contributes to local and global communities in terms of environmental conservation, ethical behavior, and social contribution. Employees find their life and work fulfilling at an "interesting" company. Fuji Xerox aims to be a company with a good balance of all three attributes.



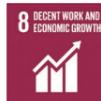
Goal of Fuji Xerox CSR medium- to long-term plan

Mission Statement

- Build an environment for the creation and effective utilization of knowledge.
- Contribute to the advancement of the global community by continuously fostering mutual trust and enriching diverse cultures.
- Achieve growth and fulfillment in both our professional and personal lives.

Realize our Mission Statement

Make a valuable contribution to the promotion of decent work and to the realization of sustained economic growth



Our Long-term Goals (for 2030)

Contribute to economic growth by helping our customers to promote new work styles



Leverage innovative communication technologies to help transform the way society works and reduce environmental impact



Enable employees to experience personal and professional growth and fulfillment by boosting motivation



The mid-term management plan (fiscal 2019)

Revenue: **1,100 billion yen** Operating income: **95 billion yen**

Operating income ratio: **8.6%** CO₂ Emissions **0** (30% reduction from fiscal 2013 level by 2030)
Increase amount compared with fiscal 2013

Customers

Local Communities

Employees

Suppliers

Global Environment

Shareholders/Investors

Fuji Xerox's Medium- to Long-term Aims and Business Activities

Fuji Xerox has declared its intention to make a major contribution to the United Nations Sustainable Development Goal (SDG) 8, which calls for the promotion of decent — that is, fulfilling and humane — work and the realization of sustainable economic growth. Having set this as a goal to target over the long term, we will expedite efforts to accomplish one of the pillars of our Mission Statement: “Build an environment for the creation and effective utilization of knowledge.” In specific terms, we aim to create a society where people can demonstrate creativity and engage in fulfilling work by providing a communication environment in which they can safely and easily use the information and knowledge they need in the optimal format and share it with anybody, anytime and anywhere.

To achieve that aim we need to free people from the simple, repetitive tasks and the burgeoning range of information that impede creative work. We must also create an environment in which anybody can make use of the knowledge and expertise of specialists. Fuji Xerox will draw on the technologies it has cultivated to date, including know-how relating to text analysis, natural language processing, and remote monitoring to automate work processes and systematize specialist knowledge relating to our customers' operations. In this way, we

will dramatically improve our customers' productivity and facilitate the usage and continuity of specialist know-how. We will, moreover, transform our multifunction devices from machines that simply scan and print document-based information as so far into portals that use sensors to collect all kinds of data about people, objects, and the environment within a workplace and converting it into valuable information. Thus our multifunction devices will automatically provide information that supports decision-making in line with the individual's working situation, guiding people toward more creative ways of working.

Fuji Xerox has cultivated a range of competitive strengths. These include an excellent customer base and relationships of trust forged by our ability to solve customers' issues, knowledge and experience in business operations gained in the process of transforming customers' operations, and sales and support systems that respond to a wide range of their needs. In addition to these strengths, we intend to further bolster our advanced technology business, including artificial intelligence (AI) and, the Internet of Things (IoT), to respond to new needs, thereby contributing to our customers' businesses and to sustained development of society.

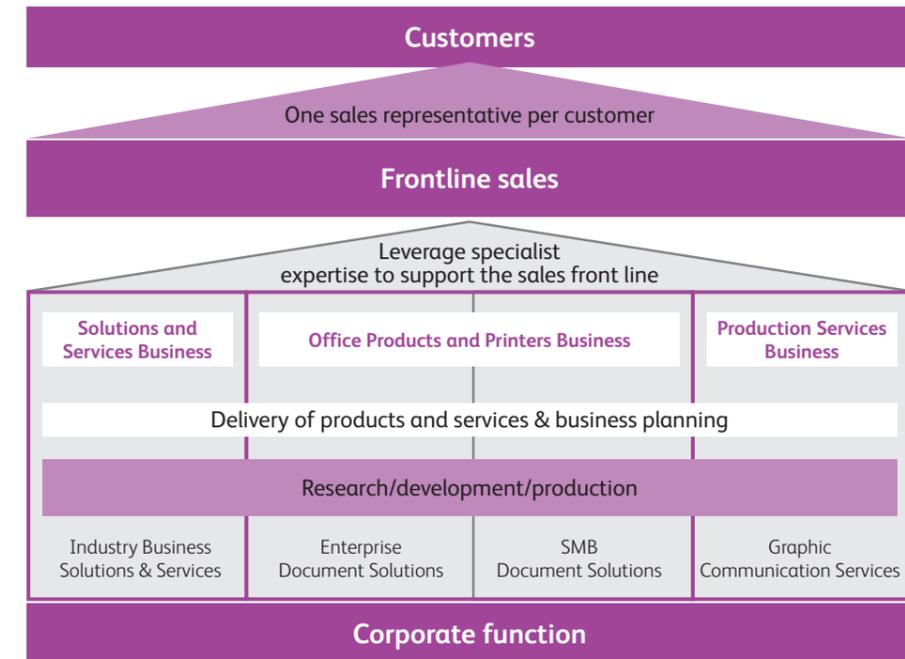
Fuji Xerox's Medium- to Long-term Aims



Business Activities

To help solve the customers' business issues as well as social issues, Fuji Xerox will build up its sales front line so that a single, dedicated sales representative can broadly handle each individual customer's management issues, which are becoming increasingly complex and challenging. At the same time, our highly specialized operating units will support the front line, thereby bolstering the capacity of our operational structure to offer solutions rapidly.

Operational Structure



► Solutions and Services Business

In this business Fuji Xerox provides solutions-oriented document services tailored to the characteristics of a range of industries and businesses. We endeavor to resolve our customers' issues by providing high-value-added solutions employing systems integration and cloud services, as well as business process outsourcing (BPO) for multifunction device monitoring and mission-critical work processes. Thus we contribute to reinforcing and improving our customers' business efficiency and reforming the way their employees work. We intend to introduce advanced technologies such as AI and IoT in providing solutions and BPO services to address our customers' challenges. Our aim in so doing is to reinforce our document services that make use of information and knowledge, thereby creating an environment in which customers can demonstrate creativity and experience a tangible sense of achievement.

► Office Products and Printers Business

Fuji Xerox contributes to solving its customers' issues relating to documents and communication by supplying office equipment including multifunction devices and printers both to large companies and to the SMB market, and by developing solutions geared specifically to input/output operations, as well as solutions and services leveraging cloud and mobile environments.

Guided by our Smart Work Gateway concept, we will create a communication environment suited to individual customers by further expanding our ecosystem based on links between our own multifunction devices and services, and other companies' business cloud services. Thus we will help companies in their efforts to reform work styles by improving workers' productivity and enhancing work efficiency.

► Production Services Business

We target the graphic communications field, which covers the entire process from content creation to processing and delivery, to provide digital (production) printers and printing work flow solutions for commercial printing. Keeping up-to-date with the esthetic sensibilities and preferences of a diverse range of people, we will employ on-demand printing and variable printing technology to seamlessly combine digital media with paper media that convey meaning and information more effectively and efficiently than before. Sometimes collaborating with external partners, we will establish a structure to deliver the content required by individuals in the appropriate format for each person. Thus, we will support our customers as a worldwide partner that works with them to create rich communication facilitating empathy and understanding among people, and between people and companies.