



FUJIFILM
Value from Innovation

90th
Toward Tomorrow **100**

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Fujifilm Unveils Global Purpose: 'Giving Our World More Smiles'

Overview of Our Businesses

The Fujifilm Group's current business portfolio was established through the evolution of innovation with our leading-edge, proprietary and advanced technologies honing the photographic film business. We aim to build a portfolio that enables us to continue innovating even if our business environment changes.



Imaging

Various products and services related to photographs and videos from shooting to printing

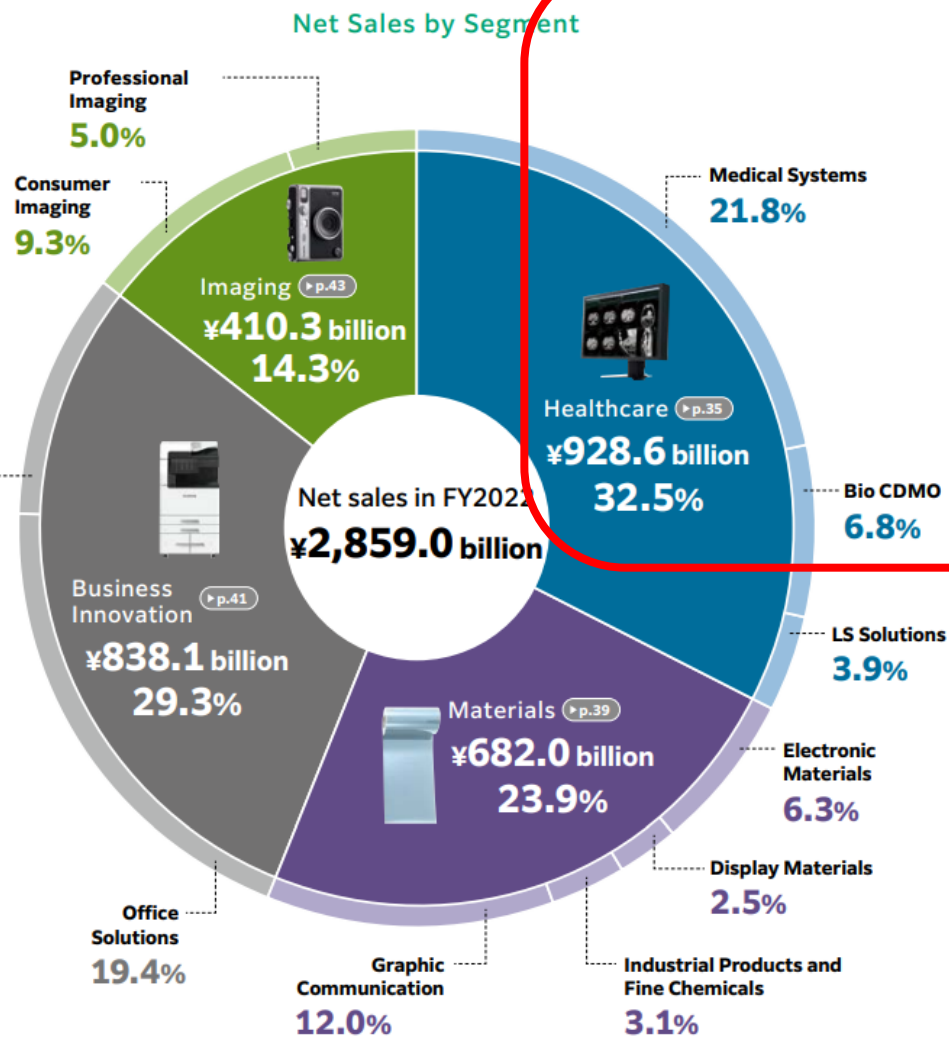
- **Consumer Imaging**
INSTAX, color films, color paper for photo printing, developing and printing systems, photo printing services and more
- **Professional Imaging**
Mirrorless digital cameras featuring high picture quality enabled by our proprietary color reproduction technology, TV and cine lenses, industrial lenses including security lenses and machine vision lenses, projectors, digital signage and more



Business Innovation

Products and solution services that bring about new changes in work styles, improving productivity and inspiring creativity

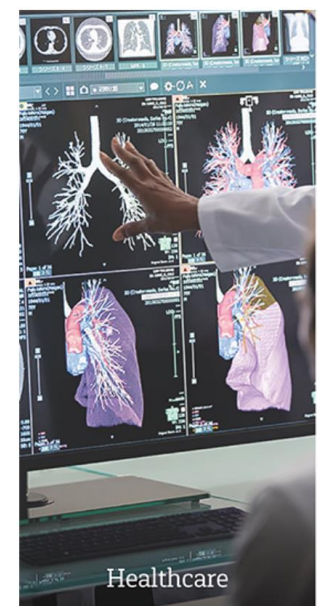
- **Office Solutions**
Document-related office solutions provided through multifunction devices, printers, consumables and maintenance services
- **Business Solutions**
Solution-oriented document services tailored to various industries and operations, including system integration, cloud services, management of multifunction devices and business process outsourcing



Healthcare

Providing a wide range of businesses in the fields of prevention, diagnosis and treatment as a total healthcare company

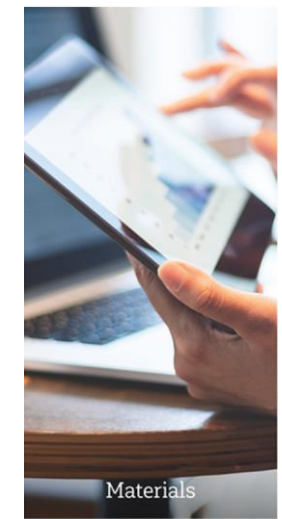
- **Medical Systems**
Various diagnostic equipment such as X-ray diagnostic imaging, endoscopes, ultrasound, in vitro diagnostic (IVD), and medical IT systems for centralized management of diagnostic images and other data
- **Bio CDMO**
Process development and manufacturing services for high-quality biopharmaceuticals, demand for which is growing, and in the advanced medical fields of cell therapy drugs and gene therapy drugs
- **LS Solutions**
Life Sciences
Total solutions in the fields of cells, culture media and reagents for drug discovery support
- **Consumer Healthcare**
Functional cosmetics such as the ASTALIFT brand and supplement products
- **Pharmaceuticals**
Process development and manufacturing services for next-generation drugs and mRNA vaccines



Materials

Various advanced materials and graphic communication solutions for communication equipment, sensors, next-generation displays and other equipment that support lifestyles in the era of AI and IoT

- **Electronic Materials**
Various materials (e.g., photoresists, CMP slurries) used to manufacture semiconductors
- **Display Materials**
Materials for LCD panels, OLED panels and other products
- **Industrial Products and Fine Chemicals**
Industrial Products (e.g., sensor films for touch panels, recording media) and Fine Chemicals (e.g., advanced chemicals, reagents for research use)
- **Graphic Communication**
Graphic communication solutions (e.g., offset printing equipment, digital printing systems) and inkjet solutions such as industrial printheads





1934

Global top share

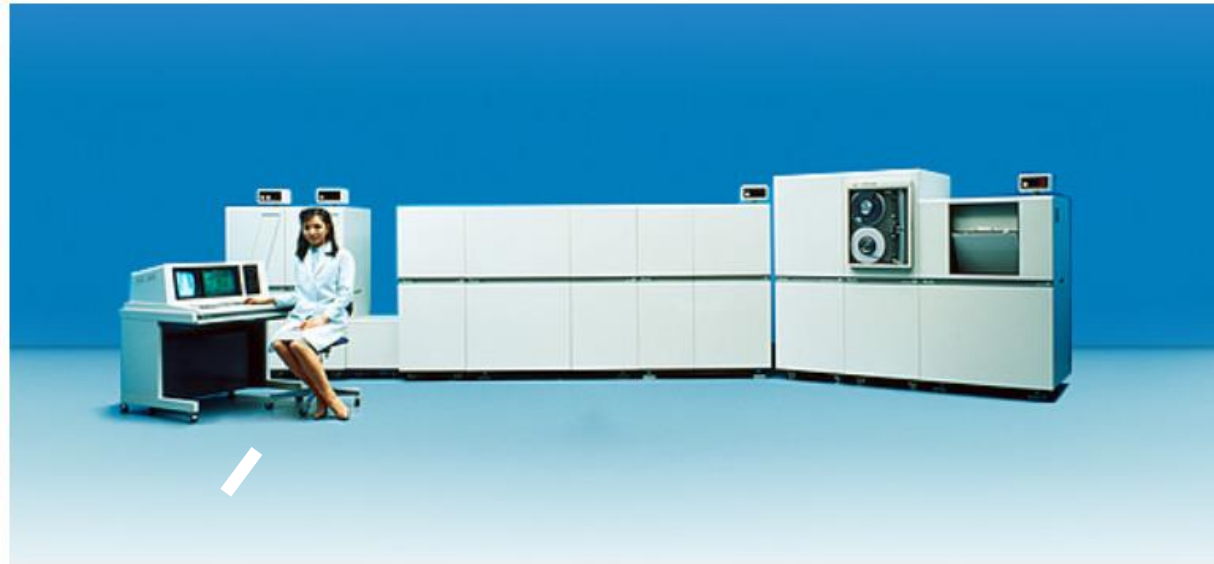


1936

First steps in the development of X-ray.
Global top share

Global first, Xray Image digitizer

Analogue Film



CR: 150,000units (#1)



DR: 10,000units/year (#1)



FDR D-EVOII



1983 World's First FCR
FCR101

PACS: 7,000 sites (#1)

SYNAPSE[®]
PACS



USA

Army/Navy/Air force
30 Major Hospitals
Asian pacific region remote connection



UK



Global #2 biggest site for VNA



All Welsh hospitals are connected
18 Major Hospitals
2.5 Million Procedures

Australia



Global #1 biggest site for VNA



32% population
3 Million procedure
200 sites are connected



NEVER STOP

私たちは、立ち止まらない。

AIと画像処理の技術で、
医療画像診断を革新していく。



Global top share

FUJIFILM
Value from Innovation



HITACHI
Inspire the Next

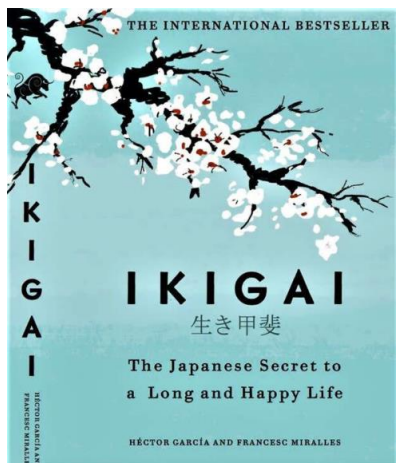
Biggest Medical equipment
company in Japan

H E L L O .



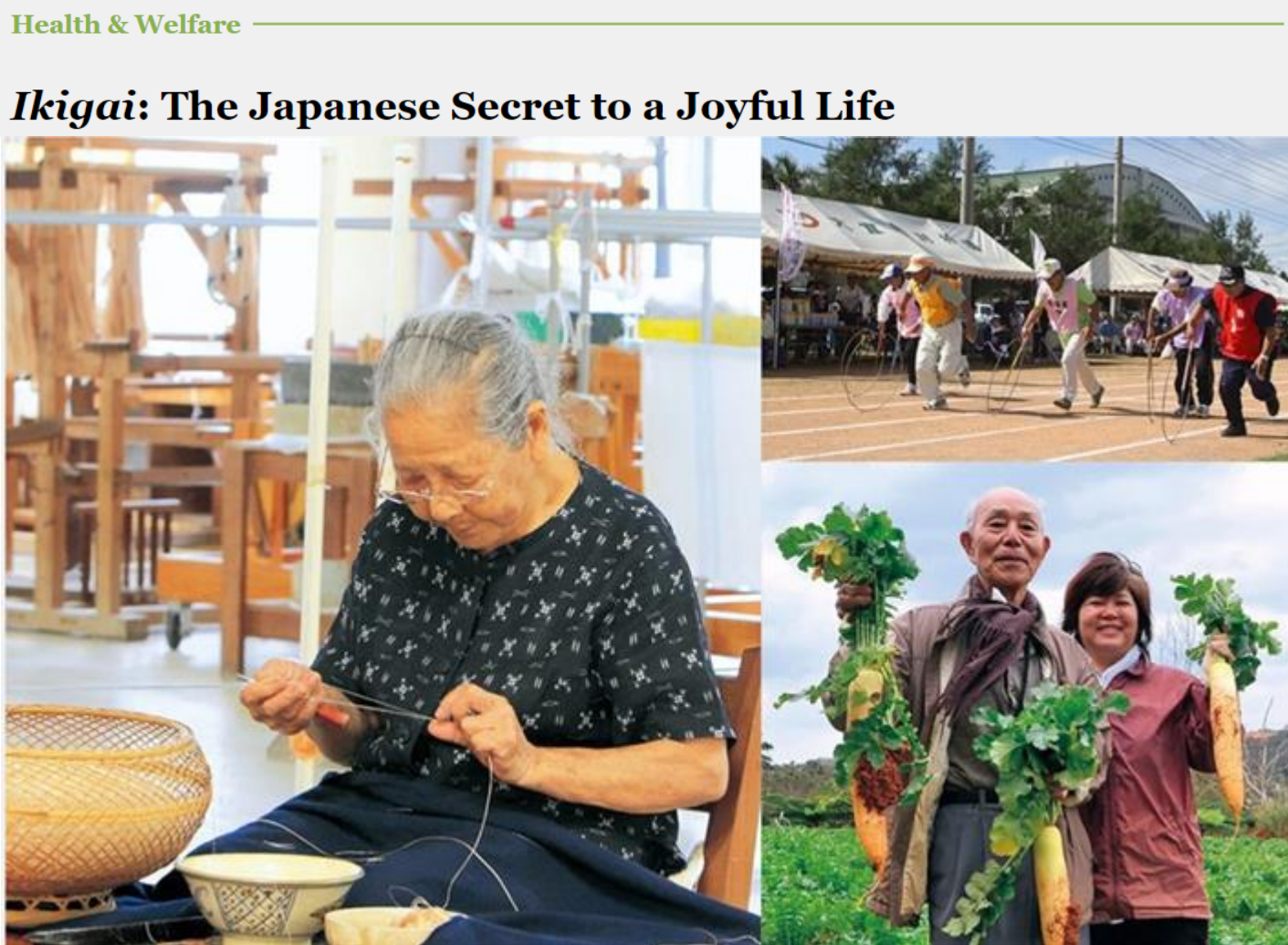
Let us look into the future of Healthcare through the eyes of those who aspires
to *Never Stop* innovating for a Healthier and more Sustainable World

Japanese joyful longevity is created by preventive culture



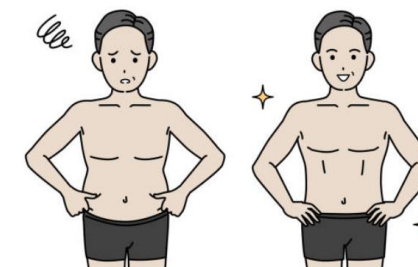
Life expectancy:
85years (#1)

65years old +:
30% (#1)



 **JAPAN GOV** THE GOVERNMENT OF JAPAN

“Obligation of annual screening”



- Lifestyle control
- Cancer screening



Joyful longevity

NURA
Sustained Health with Active-AI Screening

Discover
NURA

Grace, Kind, Empathy
with Cutting-edge technology

NURA
Health Screening
Detect health threats
and prevent them
from getting serious.
Walk-in or book yours now on [Nura.in](https://nura.in)

India • Bangalore 2021.2



India • Delhi 2022.7



India • Mumbai 2023.1

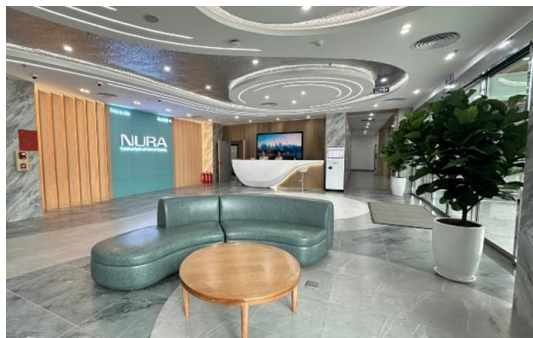


India • Hyderabad 2023.11



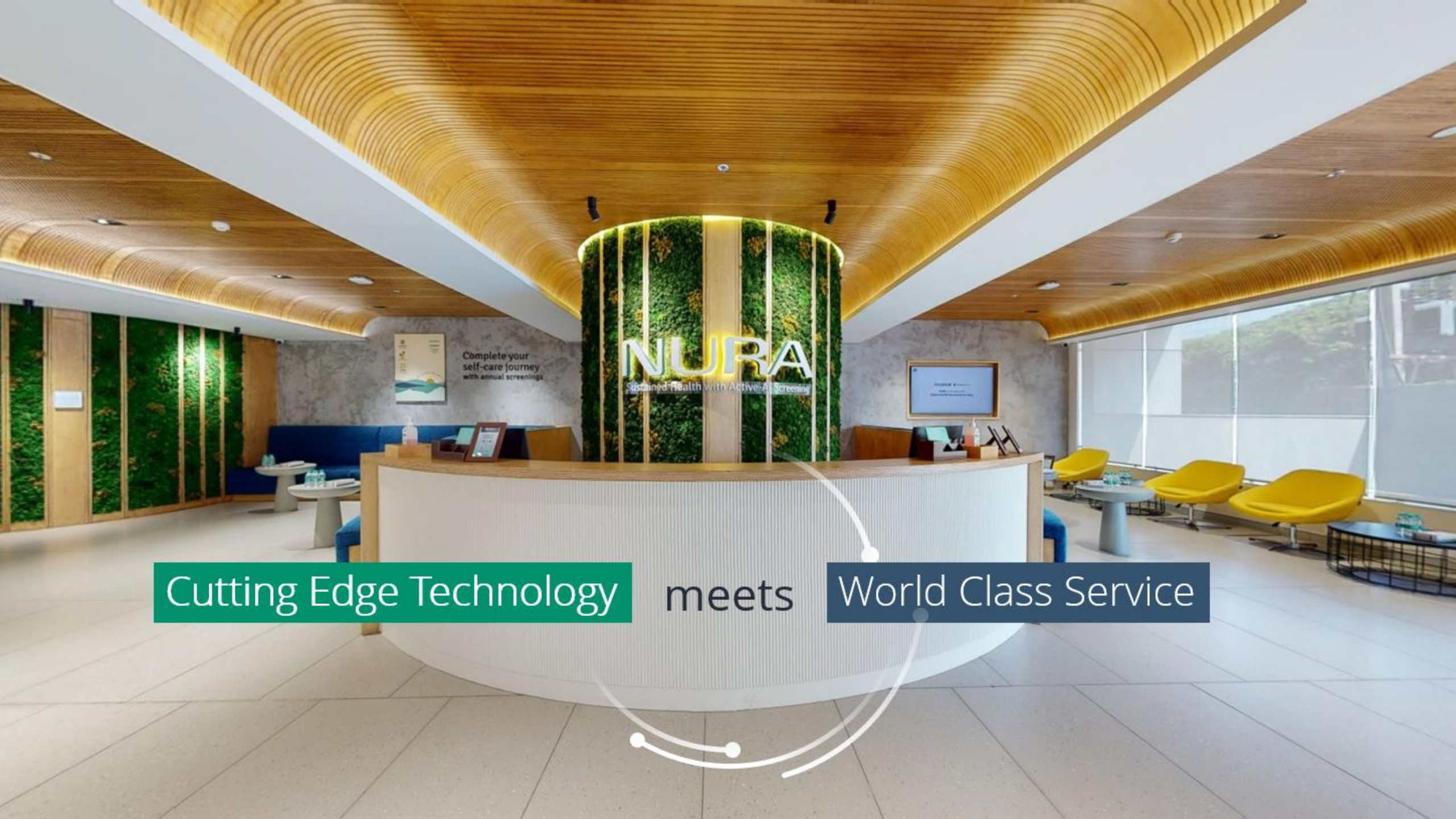


~2026 ASEAN : **Vietnam** ・ Malaysia ・ Philippine ・ Singapore ・ Thailand
MEA&CA : **UAE** ・ Saudi Arabia ・ Qatar ・ Uzbekistan ・ Kazakhstan



Japan ・ Mediterrace Yokohama 2022.4





Complete your self-care journey with annual screenings



NURA
Sustained Health With Active-AI Screening



Cutting Edge Technology

meets

World Class Service

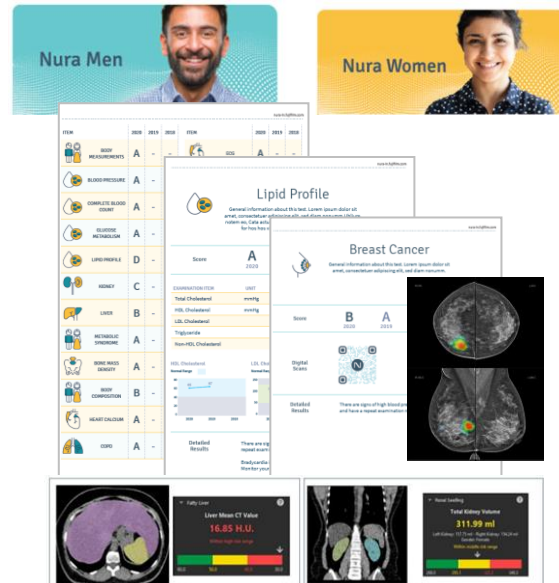
1. Omotenashi service by Guest relation executive



2. 5 stars space design where Healthy people wants to visit



3. 10 cancers & 20 Lifestyle disease *Non-Fasting



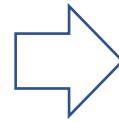
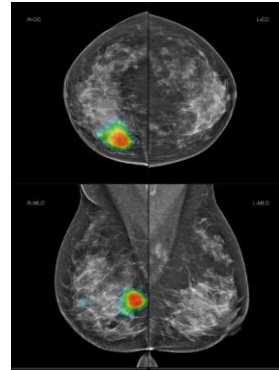
4. Full body scan by Ultra low radiation CT x AI x Dr. <High quality, High speed, affordable cost>



5. Take only 120min, result explained by GP on spot by 3D imaging report deeply



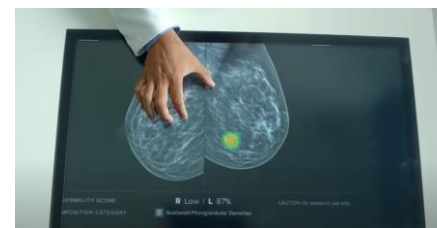
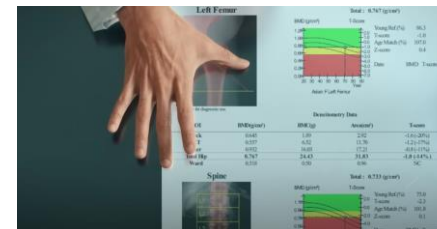
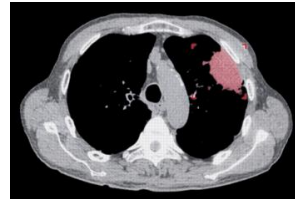
Scan x AI start simultaneously



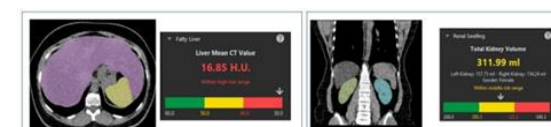
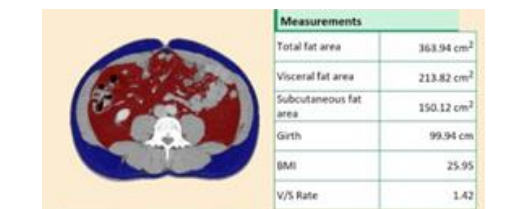
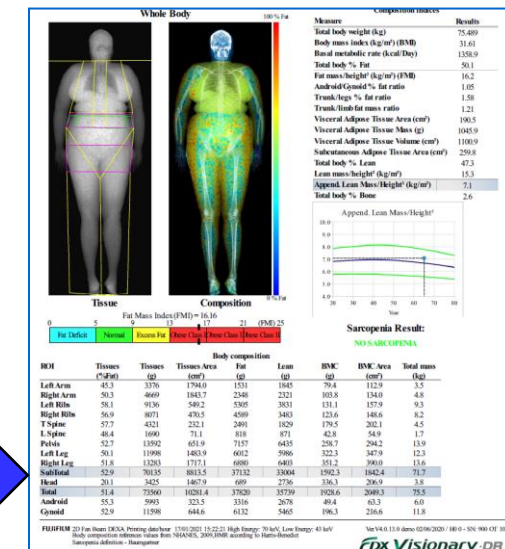
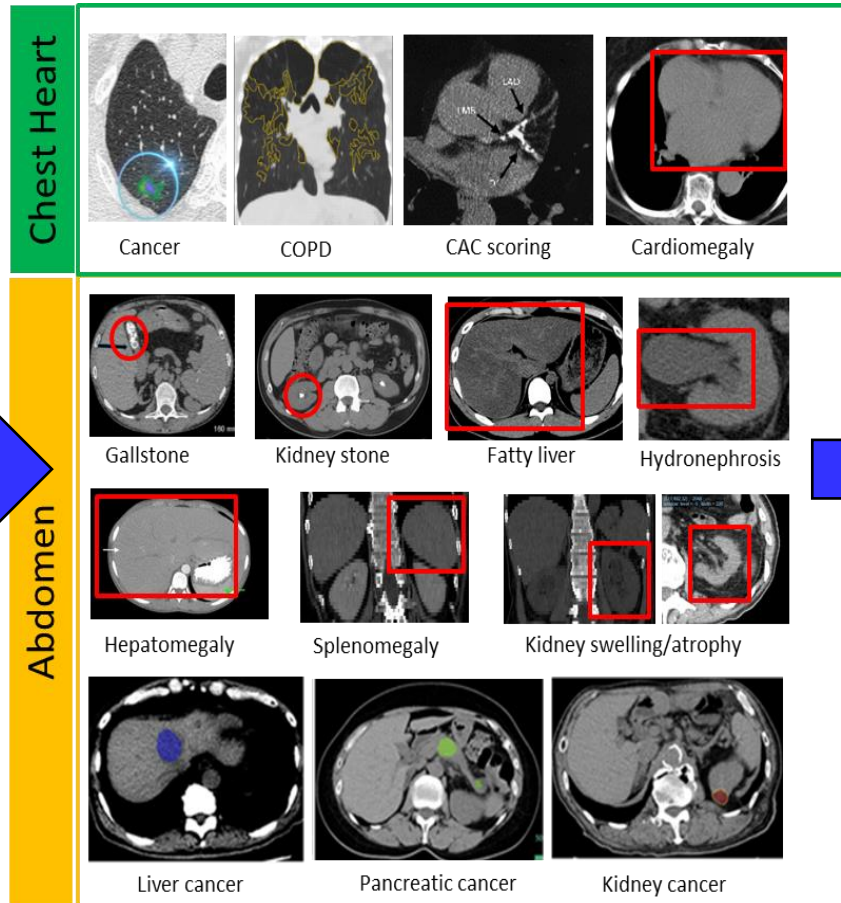
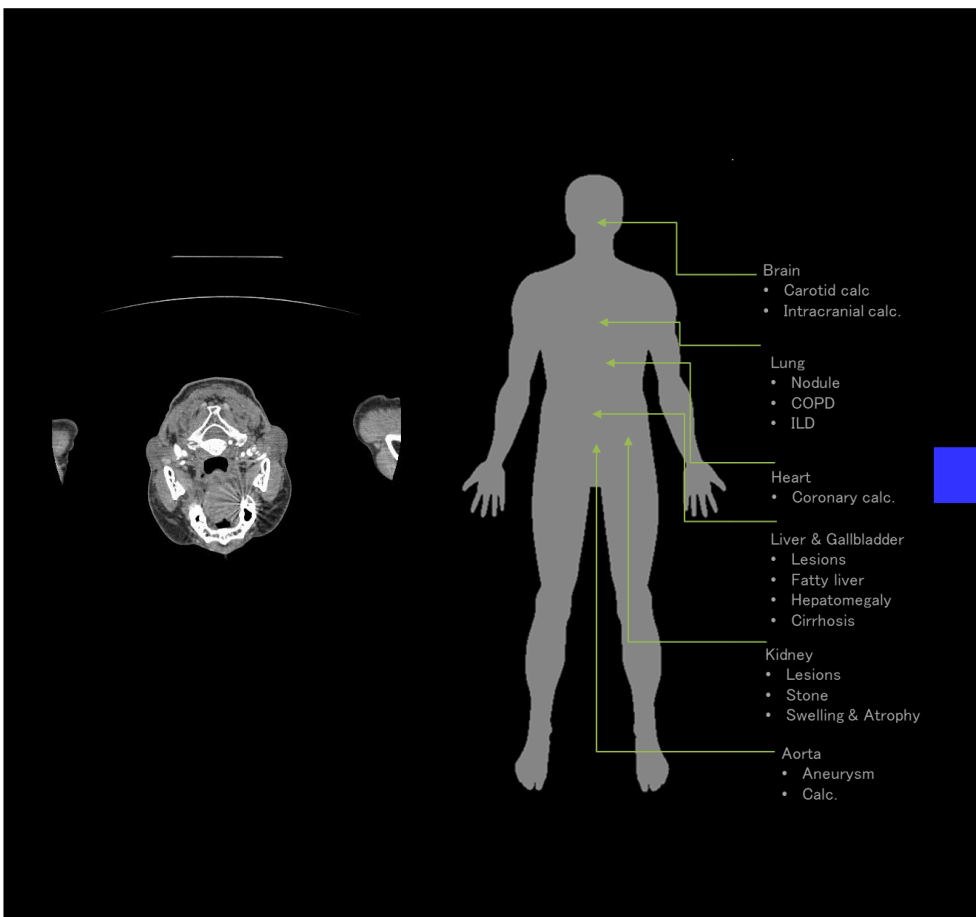
Report in 15min by Specialist doctor x AI remotely



GP can explain to guests by 3D images on spot



Quality Standardization by AI in Global



AI
Noise reduction



AI
Anatomy segmentation



AI
Abnormal detection

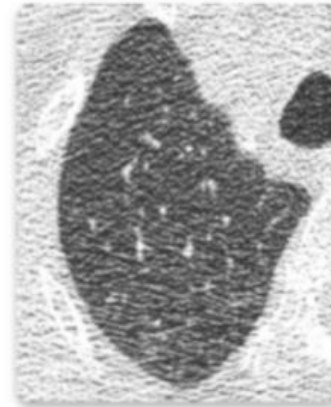
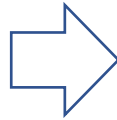


AI
Imaging report

Ultra low-dose safety CT: **0.8mSv**

Compare to normal CT

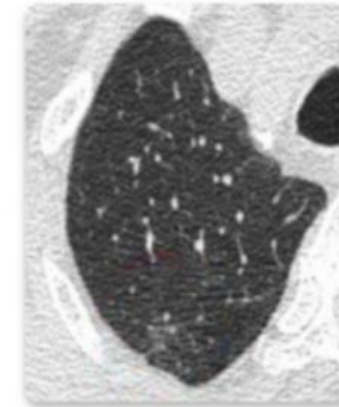
97% reduction of radiation dose = Xray



Ultra Low-Dose Scan

A regular scan at ultra-low dose radiation is noisy and unclear, making it possible to overlook a problem.

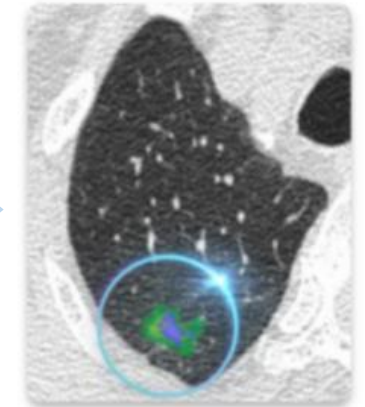
AI noise reduction



High-Dose Scan

The same scan with a higher dose of radiation reveals an abnormality

AI anatomy segmentation



AI Enhanced Ultra Low-Dose Scan

Our AI technology sharpens the quality of the ultra-low dose scan to assist the doctor in early detection.

AI abnormal detection

CT Radiation	Normal	NURA		New NURA	
	mSv	mSv	%	mSv	%
CT Lung	7.35	0.3	4%	0.3	4%
CT Heart	5.6	0.2	4%		
CT Abdominal	12	0.5	5%	0.5	5%
Total	25	1.0	4%	0.8	3%

[Reference radiation]	mSv
Chest Xray	0.1
Abdominal Xray	1.0
Abdominal fluoroscopy	13.3
Kelera natural radiation/year	12.5
India natural radiation average/y	4.3
Global natural radiation average/y	2.4

1.1mSv

Natural Radiation

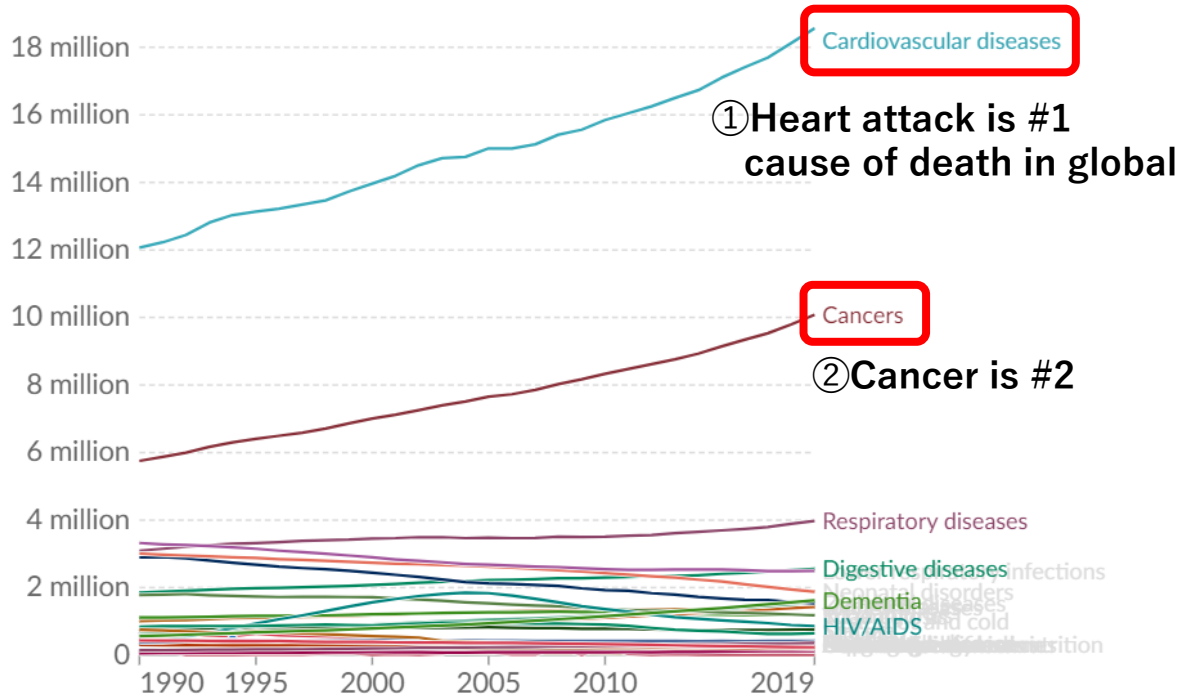
Causes of death, World, 1990 to 2019

The estimated annual number of deaths from each cause. Estimates come with wide uncertainties, especially for countries with poor vital registration.

Our World in Data

Change country or region

All together



Source: IHME, Global Burden of Disease (2019)

OurWorldInData.org/causes-of-death • CC BY

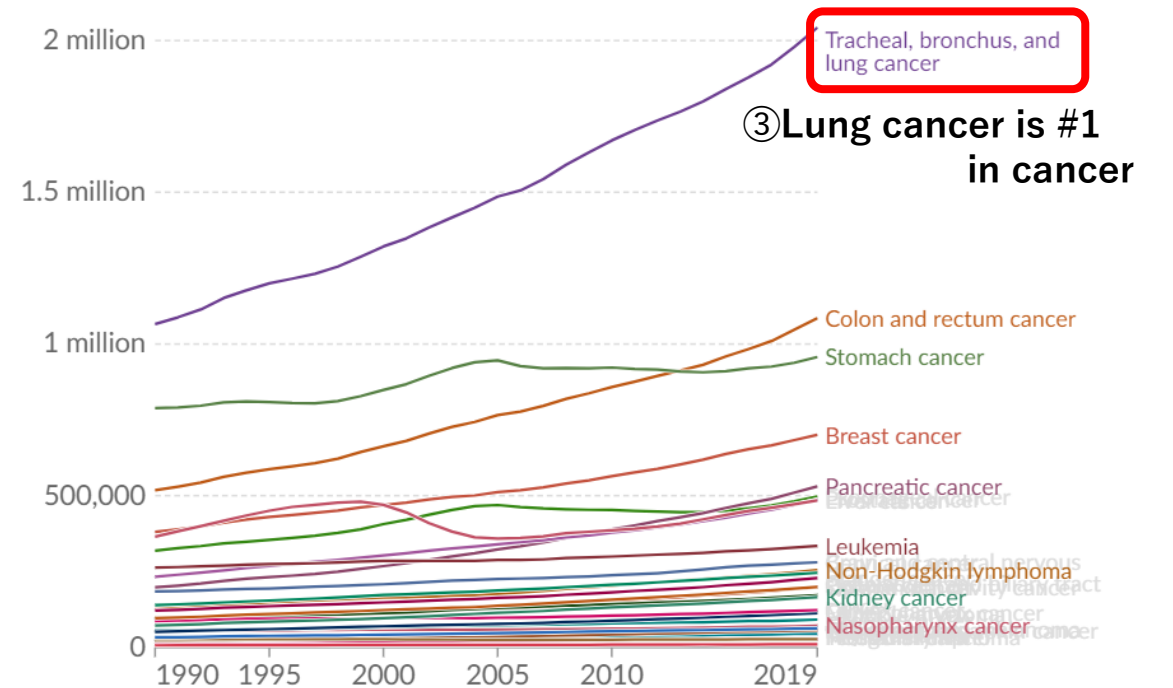
Cancer deaths by type, World, 1990 to 2019

Total annual number of deaths from cancers across all ages and both sexes, broken down by cancer type.

Our World in Data

Change country or region

All together



Source: IHME, Global Burden of Disease (2019)

OurWorldInData.org/cancer • CC BY

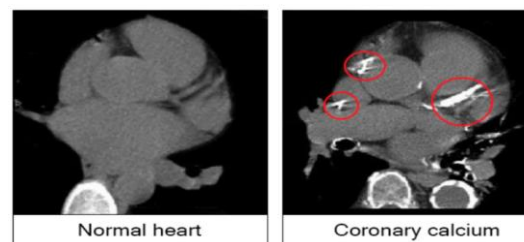
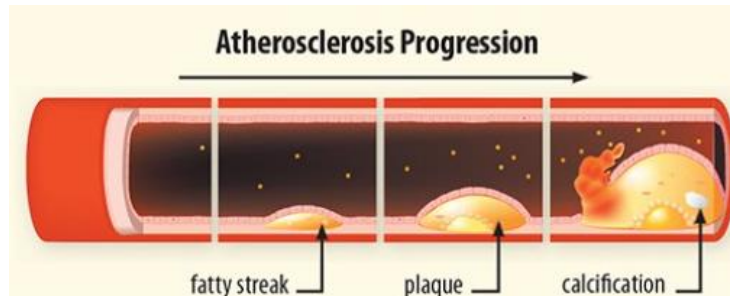
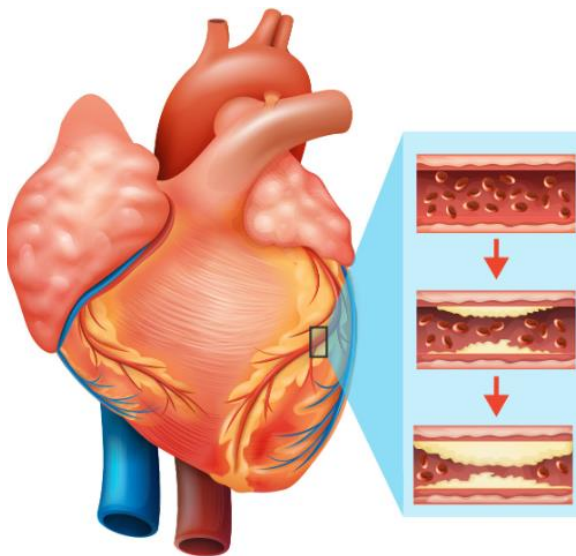
① Heart attack is avoidable

Computed tomography (CT) coronary artery calcium (CAC) scoring has been around for about 30 years, and was added as a recommendation to the 2018 American Heart Association (AHA) guidelines for cholesterol.

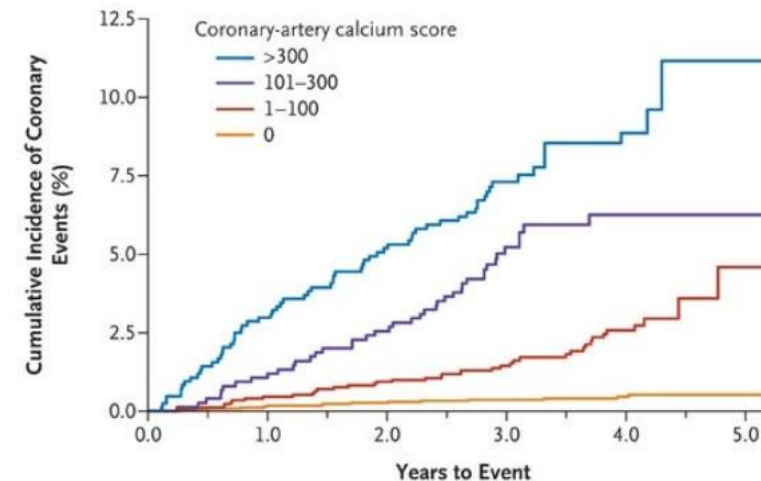
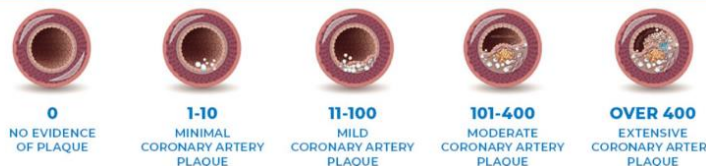


The NEW ENGLAND
JOURNAL of MEDICINE

NIH National Library of Medicine
National Center for Biotechnology Information

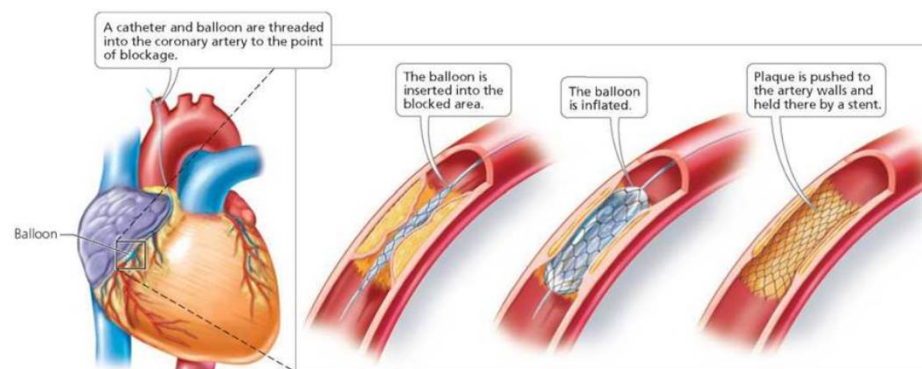
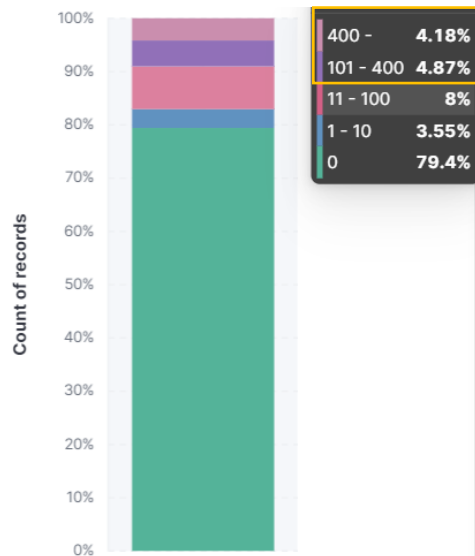


Calcium Score: Presence of Plaque



<https://www.nejm.org/doi/full/10.1056/nejmoa072100>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8723785/>



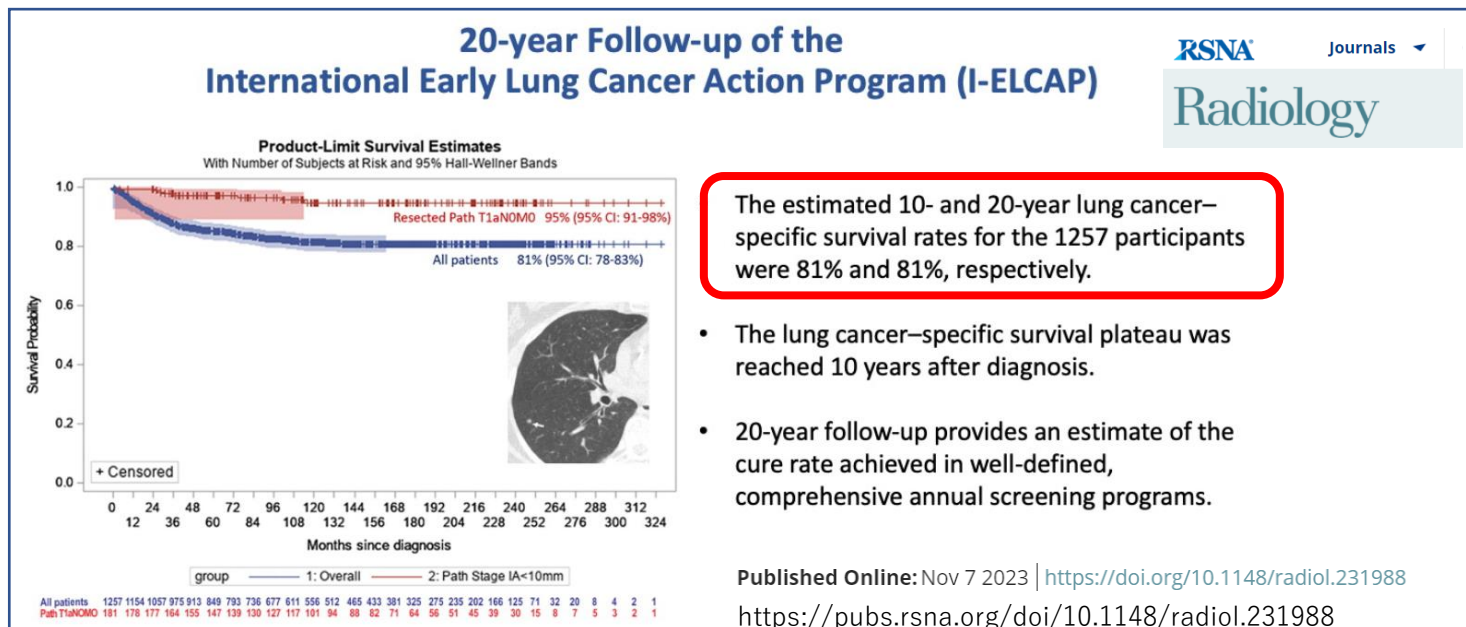
We secured the 1,000 lives



② Lung cancer is curable



Fig. 5 Male, 70 s, squamous cell carcinoma, 10 mm. **a** No abnormal findings were observed on conventional radiography. **b** The soft tissue image showed a nodular shadow in the left middle lung field (arrow). **c** CT showed a nodular shadow in the left lower lobe

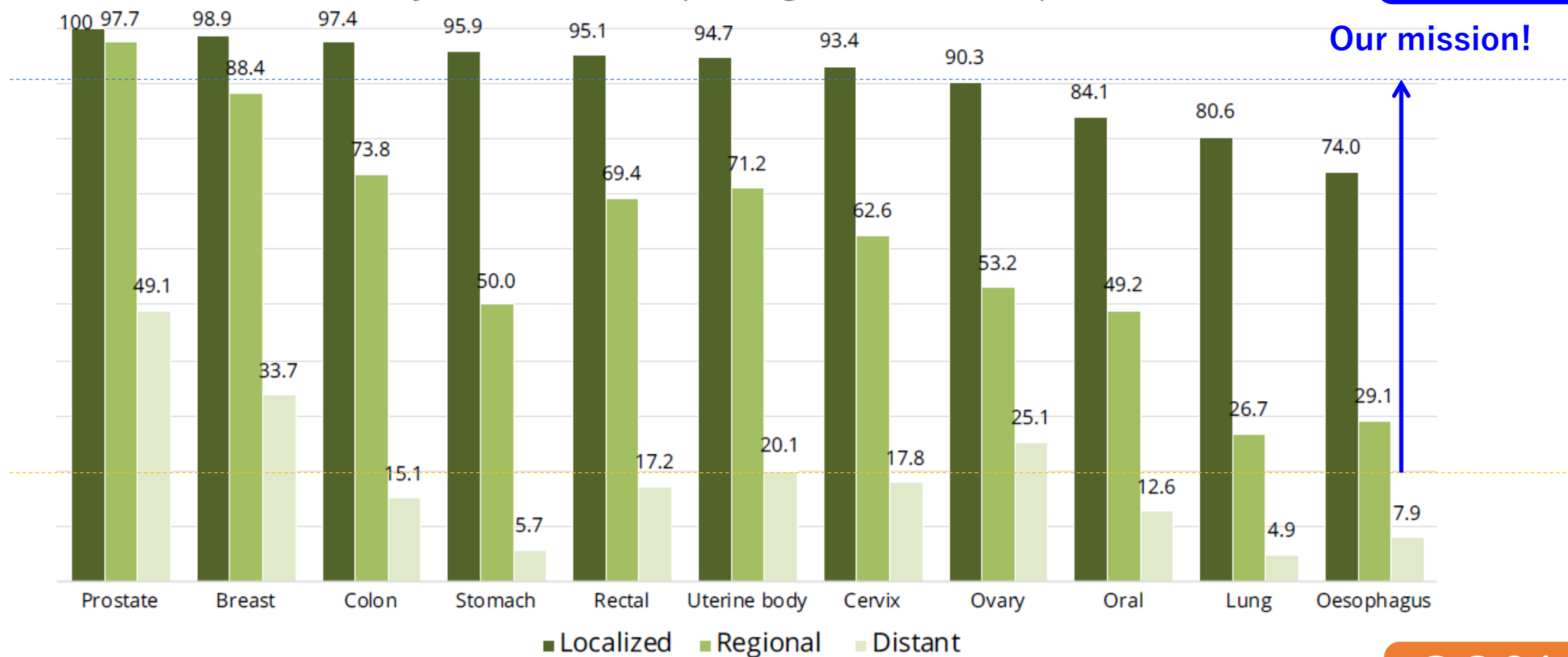


The estimated 10- and 20-year lung cancer-specific survival rates for the 1257 participants were 81% and 81%, respectively.

- The lung cancer-specific survival plateau was reached 10 years after diagnosis.
- 20-year follow-up provides an estimate of the cure rate achieved in well-defined, comprehensive annual screening programs.

90%

Five year survival rates per stage of cancers in Japan (%)



Our mission!

20%

*Japan National cancer center 2021 cancer analytics
https://ganjoho.jp/reg_stat/statistics/stat/summary.html

Welcome



Reception



Explain



Café area



Waiting area



Registration



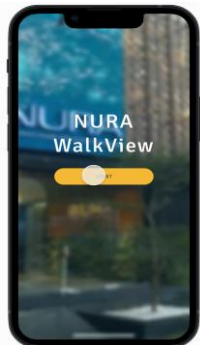
Check in



RFID wristband



Woman's dedicated floor



Changing cloth



Body measurement/Blood test



Eye/Ear/ECG/Oral test



Body composition/Bone test



Lung / Heart / Abdominal test



Breast test



Cervix test



Dr's consultation



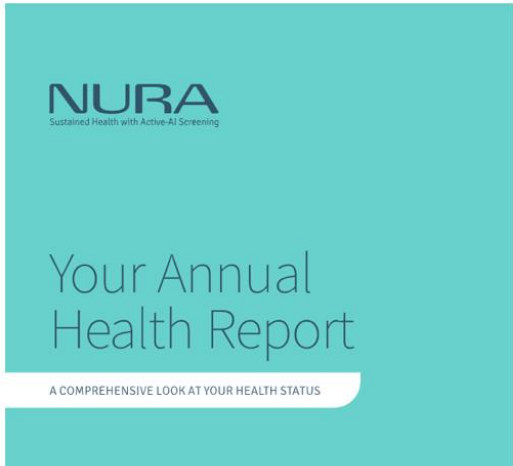
NURA Report on spot



All exams in 120min

AI assistant





ITEM	2022	2021	ITEM	2022	2021
BLOOD PRESSURE	A	A	BONE MINERAL DENSITY	C	-
COMPLETE BLOOD COUNT	B	B	LUNG HEALTH - EMPHYSEMA (COPD)	A	A
GLUCOSE METABOLISM	B	B	KIDNEY/GALL BLADDER STONE	A	-
LIPID PROFILE	B	C	FATTY LIVER & HEPATOMEGALY	A	-
KIDNEY HEALTH	A	A	DIABETIC RETINOPATHY	A	-
LIVER HEALTH	A	A	LUNG CANCER	A	A
THYROID HEALTH	A	-	BREAST CANCER	A	-

Heart Calcium

Calcium Score by a CT scan measures calcification of the coronary arteries, the arteries that feed the heart. The degree of calcification of the coronary artery walls is a measure that reflects the arterial stiffness of the entire coronary artery (the entire heart).

Score	A	A	
	2022	2021	
EXAMINATION ITEM	REFERENCE RANGE	2022	2021
Calcium Score	0 No plaque is present. 1-10 A small amount of plaque is present. 11-100 A moderate amount of plaque is present. 101-400 Severe disease 401> A large amount of plaque is present.	0	

Detailed Results Your CT calcium scoring is 0. This suggests a low chance of developing heart attack in the future. Continue maintaining your healthy lifestyle.

Fatty Liver & Hepatomegaly

An increased build up of fat in the liver. Major risk factors include obesity and type 2 diabetes, though it's also associated with excessive alcohol consumption. Hepatomegaly is the medical term for an enlarged liver. It is a symptom of disease, not a disease in itself.

Score	A	-	
	2022	2021	
EXAMINATION ITEM	REFERENCE RANGE	2022	2021
Fatty Liver (Mean CT Value)	> 50 Normal 49-40 Mild < 40 High	56	
Hepatomegaly (H Score)	< 0.92 Normal 0.92 - 1.08 Mid > 1.08 High	0.69	

Detailed Results No significant abnormalities detected.



[Cancer]

1. Oral cancer
2. Lung cancer
3. Liver cancer
4. Kidney cancer
5. Pancreatic cancer
6. Colon cancer
7. Prostate cancer
8. Breast cancer
9. Cervix cancer
10. Ovarian cancer
11. Uterine cancer (Nasal Endoscopy option)
12. Stomach cancer
13. Esophagus cancer
14. Duodenal cancer
15. Larynx cancer

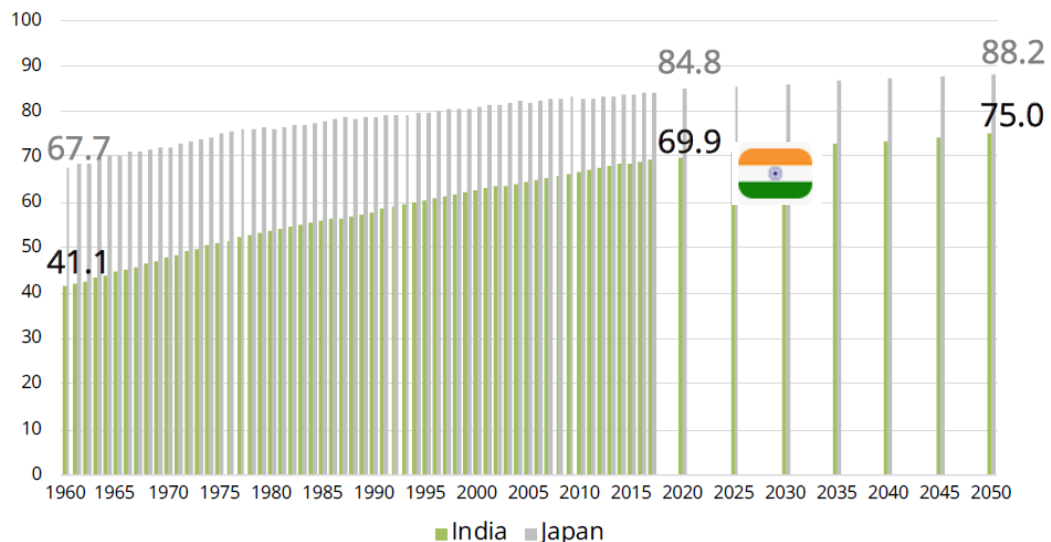
[Lifestyle disease panel]

*Non-Fasting

1. Heart attack
2. Diabetic
3. Lung COPD
4. Liver function
5. Fatty liver/Hepatomegaly
6. Kidney function
7. Kidney/Gall bladder Stones
8. Thyroid
9. CBC
10. Lipid profile
11. Visceral Fat obesity
12. Metabolic syndrome
13. Bone mineral density
14. Full body composition
15. Eye Vision/Diabetic Retinopathy
16. Ear Hearing

Japan/India Life expectancy

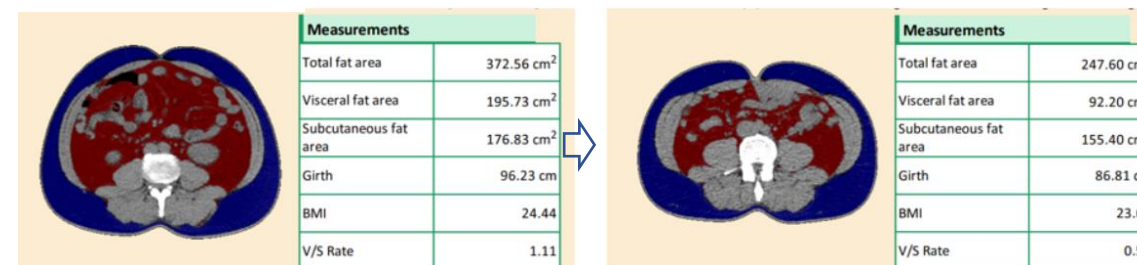
Life Expectancy



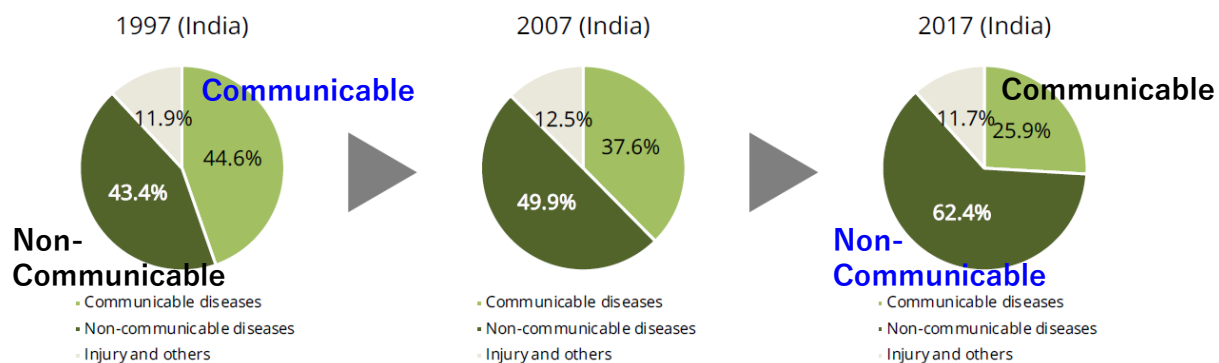
77.5% of FUJIFILM staff were obesity > 62% of staff succeeded diet



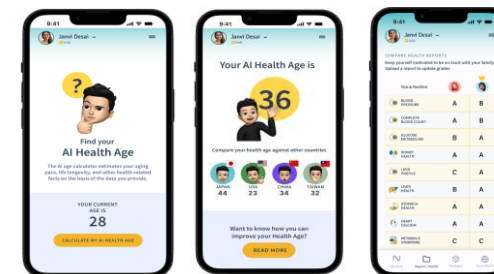
30years old men



Cause of death in India



OECD. Stat
<https://stats.oecd.org/>





WE WILL
NEVER STOP INNOVATING SOLUTIONS
FOR A BETTER WORLD



masaharu.morita@fujifilm.com/+819025499968