

FUJIFILM Business Innovation Japan Corp.

# Corporate Profile 2025



# A Message from Top Management

We contribute to the development of society  
by growing together with our customers and partners.

President  
Taiichi Hatabu



We thank you very much for your continued support.

FUJIFILM Business Innovation Japan Corp. was established in April 2021 as a sales company integrating the sales and maintenance functions nationwide and is now its fifth year.

Since the COVID-19 pandemic in 2020, the environment surrounding corporations has dramatically changed, and the speed of technology evolution has accelerated, as represented by AI. In the future corporate management, how to handle issues such as a decrease in the working population, efforts to address environmental issues, and use of IT have become management challenges for all domestic companies including small and medium-sized companies.

In such an environment, we believe that our mission is to promote the work style reform of customers and contribute to the improvement of productivity and operational quality with “Business DX (digital transformation)” as a catchphrase. Our

company has assets, or experiences of thinking and working with several hundred thousand Japanese companies, our customers, of all kinds of businesses and sizes.

In FY 2025, with the keywords of “AI” and “security,” we will thoroughly stick to and be considerate of customer viewpoints such as “providing customers with appropriate and safe IT infrastructure” and “redesigning and rebuilding business processes from the perspective of digitization” and do our activities to help strengthen the competitiveness of corporations in the future.

Fujifilm Group’s Purpose: “Giving our world more smiles.”

We will keep working toward the realization of being a “Bridge for Innovation,” the slogan of FUJIFILM Business Innovation Japan, aiming at growing together with our customers and partners.

We would appreciate your further cooperation in the future.

# FUJIFILM Group's Purpose

## Giving our world more smiles

We bring diverse ideas, unique capabilities,  
and extraordinary people together to change the world.

## Corporate Slogan Value from Innovation

We approach all our activities with an “open, fair and clear” corporate culture.

### Charter for Corporate Behavior

1. A Trusted Company
2. Social Responsibility
3. Respect for Human Rights
4. Global Environmental Conservation
5. Vibrant Workplaces
6. Management of Various Crises

### Code of Conduct

We emphasize compliance and endeavor to create new value. If compliance requirements conflict with business profits or the demands of third parties, we give priority to compliance.

1. Respect for Human Rights
2. Fair Corporate Activities
3. Protection / Preservation of Corporate Assets and Information
4. Measures Related to Environmental Issues

## Mission of FUJIFILM Business Innovation

### Driving Business Innovation

This mission embodies our commitment to continuously innovate and extend new frontiers that help businesses grow. We do this by;

- Providing outstanding products, services and solutions
- Optimizing customer's business processes across all work environments
- Implementing workflows that enable effective sharing of information and knowledge, thus allowing customer to further leverage on their organizational strengths



# Value provided to customers

Contributing to improvement of productivity and operational quality of customers by providing optimal IT infrastructure and promoting digitization of business processes

**Powered by AI**

## Industry and business solutions

Tailored solution packages to address business challenges

## Business platforms

Collaboration tools, groupware, no-code/low-code tools to support business operations

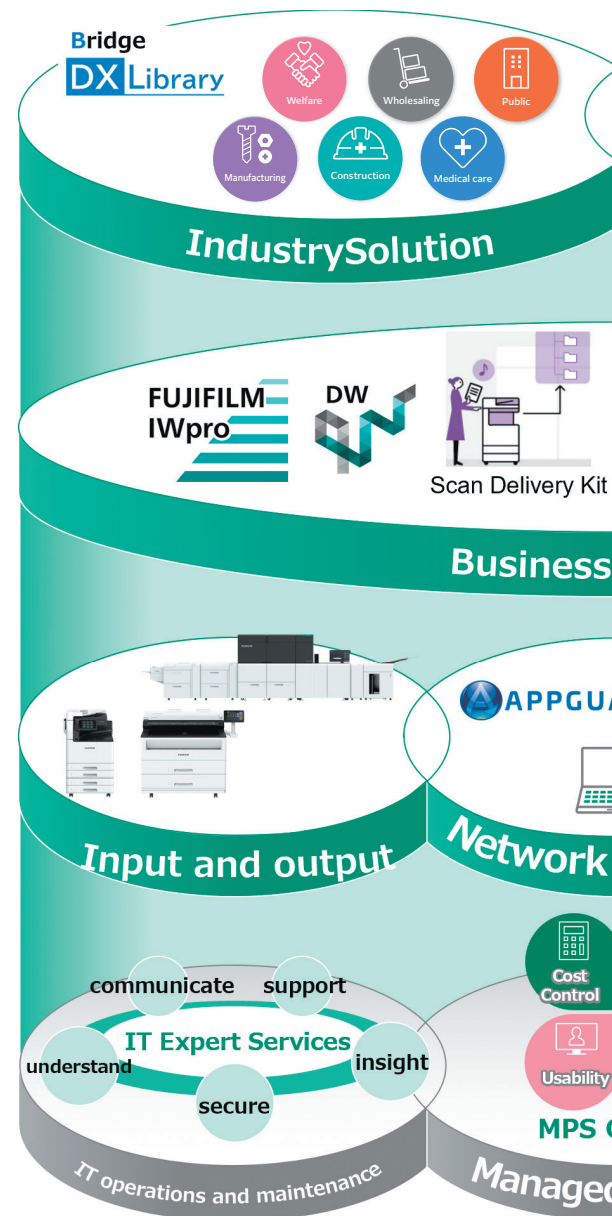
**with Security**

## IT infrastructure

IT infrastructure that supports business operations, from hardware to Infrastructure as a Service (IaaS)

## IT operations and maintenance

Outsourcing of IT operations, including input and output devices



# Working styles/environments aimed at maximizing value for customers

Between our Tokyo Toyosu headquarters and our sales offices nationwide, we utilize Information and Communication Technology (ICT) to build an environment where communication can happen anytime, anywhere, with anyone. This enables us to provide integrated value aligned with our customers' challenges/themes, without being constrained by time or location.



Please feel free to visit our nearest office.

We contribute to our customers through the

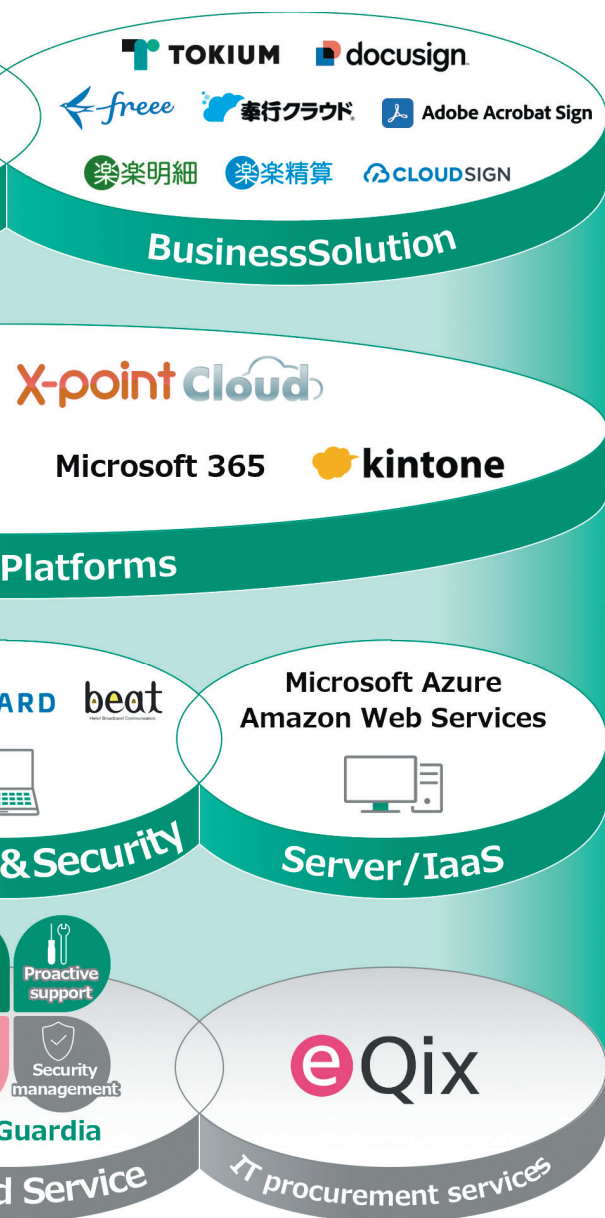


As a new way of working, we promote "Activity Based Working"\* to foster an environment the Excellence Award in Practical Examples at the 24th Telework Promotion Awards,

\*Activity Based Working: A way of working where employees choose their work location based on

\* The names of services and products on pages 4 and 5 are registered trademarks or trademarks of their respective companies.





## Responding to the latest laws

We will help ensure compliance with the latest legal amendments, such as the amendments to the electronic bookkeeping laws and the invoice system, while at the same time promoting the digitalization of a wide range of operations.

## Supporting efficient and productive work styles

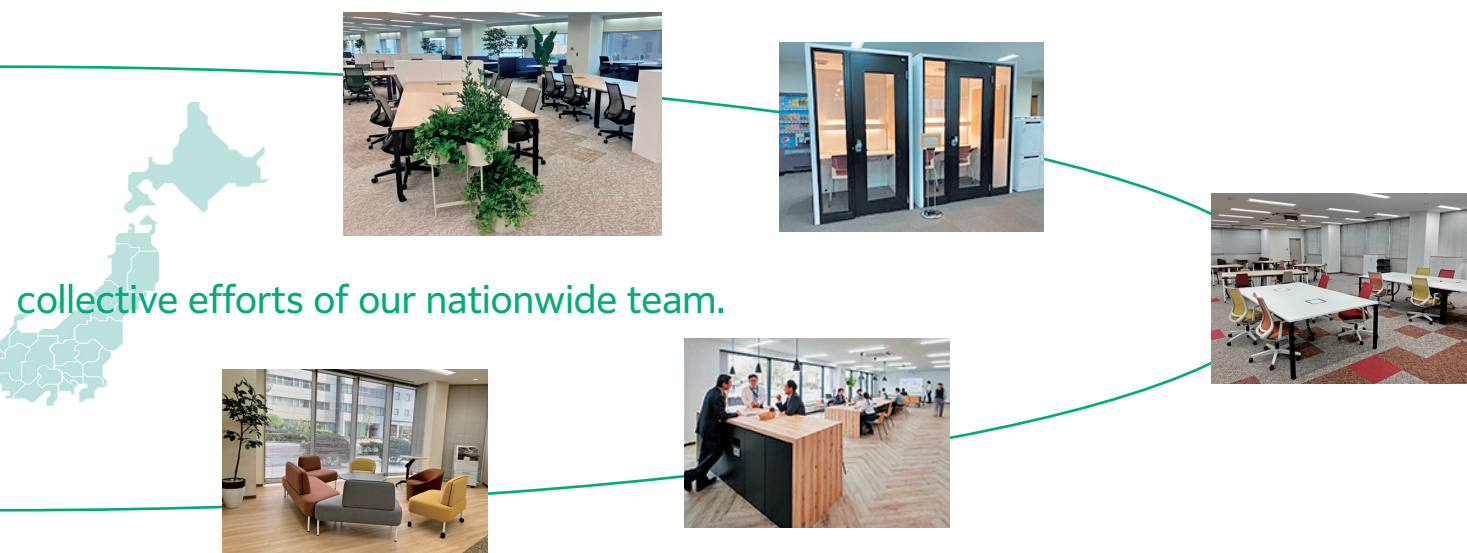
Providing a variety of solutions to solve our customers' business issues, beginning with the digitization of paper tasks using multifunction devices for the office. Whether working in the office or remotely, we help improve efficiency and support our customers' business.

## Always providing ideal security measures

Much effort and cost are required to support daily security, including measures against unauthorized access and information leaks, as well as to perform backups of important data, which can be a huge burden for companies. We provide the most appropriate security measures for our customers with the latest ICT technology and in-depth support.

## Supporting SMEs from IT strategy planning to operation and management

Our highly specialized experts support SMEs that are unable to utilize IT for corporate growth and lack IT human resources, from strategy planning to operation management. We also provide a one-stop service for any problems related to ICT equipment, contributing to promoting IT utilization for corporate growth.



where every employee can unlock their full potential and embrace flexible work styles. We're proud to announce that we've been honored with presented by the Japan Telework Association. the nature of their tasks.

# Activities of Employees

What truly troubles the customers and what are better solutions? —

Our job is to think hard about the “value” that our customers truly need and to deliver the best solution.

## ►Sales



### To be absolutely needed by solving essential problems

I flexibly combine our own products and other companies' products, focus on providing proposals to solve essential issues which customers are not aware of, and receive words of appreciation from the customers, which I find the happiest moment.

To achieve my goal, I have prepared a “business planning notebook” in which I write my thoughts in addition to our customers' voices, medium-term management plan, and hypotheses and issues from my previous activities. Now that the promotion of DX is a social issue, I am learning about my customers more deeply, cooperating with various partner companies, and accelerating my activities to solve their management issues.

When I was a college student, I participated in CSR activities of the company. The employees enjoyed every day while realizing the “balance between work and private life.” I found it attractive and decided to join the company. In the future, I hope to use the planning ability and driving force cultivated in the field, take on the challenge of educational operations for sales staff, and then once again work as a sales representative at the front line and contribute to the customers and the company.

## ►System Engineer(SE)



### Enhancing technique and contributing to business growth of customers

I was interested in “IT technology” and “job directly involved with customers.” I was attracted by the company's culture of willingness to take on a new challenge and joined the company. I am currently working as a field SE and responsible for proposing the optimal system configuration and designing operations from the interview for solving customer's issues. I established an inventory management system and information sharing system in the past. I proposed specific solutions based on my technical abilities. I find it very rewarding to contribute to the improvement of our customers' operations.

Since the system is a means to realize the ideal vision, I focus on considering customers to understand the background of issues and essential needs and seriously listening to their voices.

I aim to greatly contribute to the business growth of customers as a project manager who can lead large-scale projects in the future based on the trust relationship with customers, and continue to brush up my skills every day and keep taking on challenges.

## ►Customer Engineer(CE)



### Protecting customers' IT infrastructure at any cost with various products

After working as a CE of the multifunction printers, I now handle not only our own products but also products of various manufacturers, and I am responsible for setting up and maintaining a wide range of IT infrastructure such as PC and network.

Since troubles in IT infrastructure have a great impact on customers' business operations, I have a heavy responsibility. However, I strive to improve knowledge and technique every day in order to contribute to improving the efficiency and productivity of customers in cooperation with sales representatives in charge.

Since I liked to do craft and communicate with people from my childhood, I have a CE position that has both aspects. After I joined the company, under the guidance of my superior who is always working from customer perspective, I am also focusing on completing the work within a limited amount of time with absolute certainty and providing useful information for each customer's trouble.

I aim to be a CE who supports the growth of junior staff while continuing to evolve through the acquisition of AI and cloud technologies and who has high technical capability and strong trust required from both inside and outside the company in the future.



## ►Sales



### Learning thoroughly about the customers more than anyone and reaching the optimal solution

I am engaged in a wide range of activities from building relationships with customers in various industries to proposing solutions to issues. I aim to contribute to our customers' business by making a wide variety of proposals from multifunction printers to software, cloud service, and solutions for business improvement. Since our company's initiatives can be sometimes used in solving customer issues, I seek tips from inside and outside the company and reach the optimal solution through discussions with customers.

Based on my past experience of having a sense of crisis, "I do not understand customers" as a sales representative, I have been particularly trying to understand customers more deeply than anyone else. I can never forget the happy moment I had when my customer appreciated my proposal made from the activities of connecting various customers' voices.

I will go through various experiences and obtain a broad perspective in the future to be a person who "knows this customer better than anybody."

## ►System Engineer(SE)



### Increasing expertise and becoming an engineer who can be relied on by people inside and outside the company

As a back support SE, I am engaged in the design and development of individual tools that supplement data coordination with existing systems, which are required when customers introduce new systems. My work is characterized by the size of individual discretion instead of development of a huge system with a large number of employees. I carry out daily operations while meticulously responding to the issues specific to customers. I am also involved in technical guidance and support for young employees and contribute to the development of human resources and improvement of development capabilities throughout the organization.

Since our company provides us with many learning opportunities through support for acquisition of qualifications and abundant training programs, I am deepening the knowledge of AI, a company-wide priority theme, while brushing up my logical thinking I have cultivated thus far. I will actively learn new technologies such as AI and expand and deepen the expertise. I aim to be an engineer who can be relied on by customers and related divisions within the company in the future.

## ►Customer Engineer(CE)



### Continuing to support the operations of customers as a partner

I play an important role in supporting customers' operations, including installation, maintenance, and prompt response to troubles of multifunction printers and PCs. Particularly in maintenance services, since I visit customers after trouble occurs, the customers tend to have the negative impression at first. However, when I changed the impression to positive one with technical problem-solving skills and communication skills to understand customers' needs and received the words of gratitude from them, I truly felt happy. Of course, it is better not to have any troubles. But it is important to build a trust relationship with customers taking such an opportunity.

My goal is to brush up the technical capabilities that enable me to respond to any trouble, meet a wide range of customer needs, and become a CE that is a "partner" of customers. I hope to use my field experience and contribute to various areas of the company in the future.



# Business Summary

Our goal is to help our customers grow their businesses and resolve their business challenges in various aspects by optimizing their overall work processes and strengthening their customer relationships. We are enabling work styles unconstrained by time or location to support the changing work styles and operating processes.

## Major business domains of FUJIFILM Business Innovation

### Business Solutions

Providing document services— which include system integration, cloud services, management of multifunction devices, and Business Process Outsourcing of mission-critical processes—, tailored to various industries or business processes to meet business challenges.



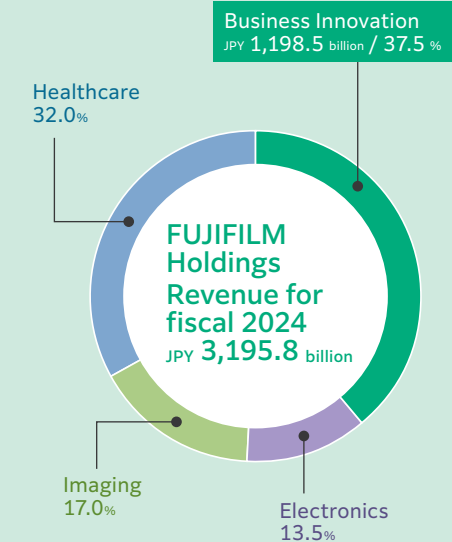
### Office Solutions

Providing office equipment such as multifunction devices and printers as well as related solutions.



### Graphic Communications

Graphic communication offers analog offset printing, digital printing using both inkjet and dry toner, and DX solutions—from content creation to delivery— through the use of workflow software.



# Initiatives toward achieving a sustainable society

The Fujifilm Group has formulated the “Sustainable Value Plan 2030 (SVP2030),” a CSR plan with a target of FY2030 that forms the foundation of management for sustainable development. Under this plan, we aim to be a company that contributes to the realization of a sustainable society by working to address social issues through business activities such as providing innovative technologies, products, and services.

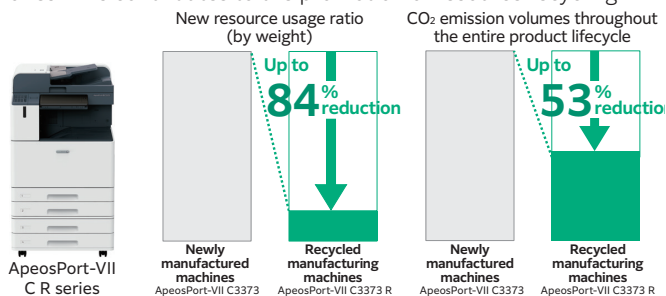
## SVP2030



## Environmental management

### Environmental impact reduction through products (recycled machines)

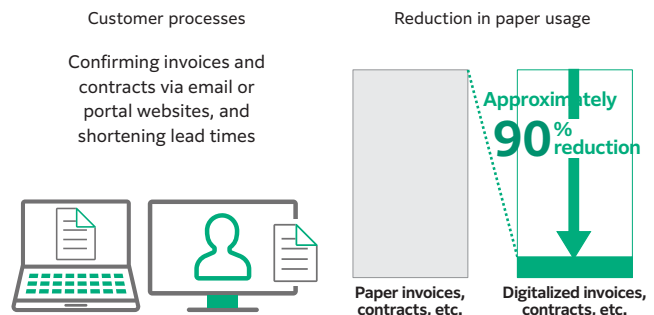
In addition to providing technologies and functions that help customers reduce CO<sub>2</sub> emissions and recycle resources during use, we reuse parts from used products that meet specified standards and offer recycled products of the same quality as new ones. This contributes to the promotion of resource recycling.



This product is a reconditioned machine refurbished from Fuji Xerox branded products. The Xerox, Xerox logo, and Fuji Xerox logo are registered trademarks or trademarks of Xerox Corporation in the United States.

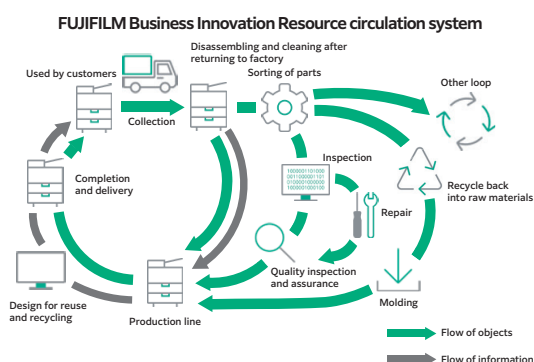
### Digitization of invoices and contracts (paperless)

In our efforts toward resource conservation and decarbonization, we are accelerating the digitization of mainstream paper-based documents such as invoices and contracts. Through the digitization of contract-related documents, we contribute to the reduction of paper usage and CO<sub>2</sub> emissions during output and transportation on our customers' side as well.



### Closed-loop system for promoting resource recycling

Constructing a recycling system with a view to the entire product life cycle from product planning to disposal in 1995 in order to achieve close to “zero disposal.” Parts taken out from used goods are recycled and resources are circulated.



### Addressing climate change in the office

We have implemented Activity Based Working<sup>\*1</sup> at our 33 main sales offices nationwide, resulting in a reduction of approximately 29%<sup>\*2</sup> in CO<sub>2</sub> emissions from these locations compared to 2019 levels. Beginning in fiscal year 2023 at our Nishi-Shinjuku office and in fiscal year 2024 at our Toyosu headquarters, we have started utilizing renewable energy certificates, enabling us to achieve 100% renewable energy usage. This contributes to the realization of a decarbonized society.

<sup>\*1</sup> Activity Based Working is a way of working that allows individuals to choose their work location based on the nature of their tasks, rather than being confined to the office, thereby enhancing individual productivity.

<sup>\*2</sup> Results for fiscal year 2023



The Nishi-Shinjuku office, the first location in Japan to achieve carbon neutrality

# Corporate Overview

Company name : FUJIFILM Business Innovation Japan Corp.  
Headquarters : 2-2-1 Toyosu, Koto-ku, Tokyo, 135-0061  
Telephone : (03) 6630-8000 (Main)  
President : Taiichi Hatabu  
Date of establishment : April 1, 2021  
Capital : 500 million yen  
Number of employees : 9,883 (As of March 2025)  
Business sites : Headquarters: Tokyo

Major branches and sales offices:  
Approximately 300 locations including  
Sapporo, Sendai, Tokyo, Yokohama, Nagoya,  
Kyoto, Osaka, Kobe, Hiroshima, Fukuoka,  
Okinawa, and other major cities nationwide



## Directors and Audit & Supervisory Board Members

As of June 25, 2025

President and director : Taiichi Hatabu  
Director : Naoki Hama  
Audit & Supervisory : Masahito Takeuchi  
Board Member

## Corporate Officers

As of June 25, 2025

President : Taiichi Hatabu  
Senior Vice President : Akito Kanekawa  
: Takashi Otani  
Corporate Vice President : Kouichi Murata  
: Kotaro Takashina  
: Osamu Nakashima  
: Hiroshi Ozaki  
: Toshiyuki Sato  
: Yoko Shiraishi

# Major Locations

## Domestic sales bases

### — FUJIFILM Business Innovation Japan Sales bases —

#### <Hokkaido and Tohoku area>

Hokkaido Branch Office  
Iwate Branch Office  
Miyagi Branch Office  
Fukushima Branch Office  
Aomori Sales Office  
Akita Sales Office  
Yamagata Sales Office

#### <Kanto area>

Ibaraki Branch Office  
Tochigi Branch Office  
Gunma Branch Office  
Saitama Branch Office  
Chiba Branch Office  
Kanagawa Branch Office  
Public Branch Office  
Tokyo First Branch Office  
Tokyo Second Branch Office  
Tokyo West Branch office  
Yamanashi Sales office

#### <Chubu area>

Hokuriku Branch Office  
Niigata Branch Office  
Nagano Branch Office  
Gifu Branch Office  
Shizuoka Branch Office  
Aichi Branch Office  
Mie Branch Office  
Fukui Sales Office

#### <Kinki area>

Kyoto Branch Office  
Osaka Branch Office  
Hyogo Branch Office  
Wakayama Sales Office

#### <Chugoku and Shikoku area>

Hiroshima Branch Office  
Okayama Branch Office  
Yamaguchi Branch Office  
Shikoku Branch Office  
Tottori Sales Office  
Shimane Sales Office

#### <Kyushu and Okinawa area>

Fukuoka Branch Office  
Nagasaki Branch Office  
Kumamoto Branch Office  
Kagoshima Branch Office  
Saga Sales Office  
Oita Sales Office  
Miyazaki Sales Office  
Okinawa Sales Office

### — Prefectural dealers —

K.K. Technol (Aomori Prefecture)  
FUJIFILM BI Akita Corp.  
FUJIFILM BI Yamagata Corp.  
FUJIFILM BI Fukui Corp.  
ASMILE Co., Ltd. (Wakayama Prefecture)  
KOA Corporation (Tottori Prefecture)  
K.K. MIC (Shimane Prefecture)  
Soar Co., Ltd. (Saga Prefecture)  
FUJIFILM BI Oita Corp.  
Miyazaki Denshi Kiki K.K. (Miyazaki Prefecture)  
FUJIFILM BI Okinawa Corp.

### — Eria Dealers —

FUJIFILM BI Yamanashi Corp.  
FUJIFILM BI Nara Corp.  
FUJIFILM BI Ehime Corp.



## Affiliates

### Affiliates in Japan

#### Sales

FUJIFILM Printing Systems Corp.

Conducts wholesaling of office laser printers

FUJIFILM Digital Solutions Co., Ltd.

Marketing and implementation support of ERP systems centered around Microsoft Dynamics 365 as well as other business solutions

FUJIFILM Graphic Solutions Corporation.

Development, marketing, sales, and technical services for printing-related equipment, materials, and software.

#### Manufacturing

FUJIFILM Manufacturing Corp.

Develops prototypes and manufactures office equipment, printing devices and related products, as well as their components and consumables

#### Procurement

Global Procurement Partners Corp.

Providing services for procurement of raw materials and components used for manufacturing of office equipment and printing equipment

#### Outsourcing services

FUJIFILM System Services Corp.

Provides business process outsourcing services

FUJIFILM Service Creative Corp.

Sales contract and management operations, finance and accounting operations, call center operations, and others.

FUJIFILM Service Link Corp.

Provides document-related services

FUJIFILM Cloud Corp.

Support for the implementation, operation, and maintenance of cloud services, with a focus on Microsoft Azure and Amazon Web Services.

FUJIFILM RIPCORDER G.K.

Provision of cloud services that leverage robotics technology and AI to digitize large volumes of paper documents rapidly and automatically extract and sort data.

## Major Locations of FUJIFILM Business Innovation

### — Main bases —

[Headquarters]

Tokyo

[Research Center]

Yokohama (Kanagawa Prefecture)

[Development/Manufacturing]

Yokohama, Ebina, Takematsu (Kanagawa Prefecture), Suzuka (Mie Prefecture),  
Namekawa (Toyama Prefecture), Shanghai, Shenzhen, Suzhou (China), Haiphong (Vietnam), etc.

### — Overseas sales affiliates —

FUJIFILM Business Innovation Australia Pty Ltd

FUJIFILM CSG Limited (Australia)

FUJIFILM Data Management Solutions Pty Ltd (Australia)

FUJIFILM MicroChannel Services Pty Ltd (Australia)

Branch Of FUJIFILM Business Innovation Asia Pacific Pte. Ltd. (Cambodia)

FUJIFILM BI Business Development (Shanghai) Corp.

FUJIFILM Business Innovation (China) Corp.

FUJIFILM Business Innovation Hong Kong Limited

PT. Astra Graphia, Tbk. (General agency for FUJIFILM Business Innovation) (Indonesia)

FUJIFILM Business Innovation Korea Co., Ltd

FUJIFILM Business Innovation Asia Pacific Pte. Ltd. (Malaysia Operations)

FUJIFILM Business Innovation Asia Pacific Pte. Ltd. (Myanmar Branch)

FUJIFILM Business Innovation New Zealand Limited

FUJIFILM CodeBlue Limited (New Zealand)

FUJIFILM MicroChannel Limited (New Zealand)

FUJIFILM Business Innovation Philippines Corp.

FUJIFILM Business Innovation Asia Pacific Pte. Ltd. (Singapore)

FUJIFILM Business Innovation Singapore Pte. Ltd.

FUJIFILM MicroChannel Singapore Pte. Ltd.

FUJIFILM Business Innovation Taiwan Co., Ltd.

FUJIFILM Business Innovation (Thailand) Co., Ltd.

FUJIFILM MicroChannel Thailand Co., Ltd.

FUJIFILM Business Innovation Vietnam Co., Ltd.

