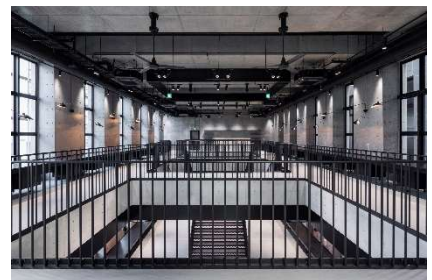
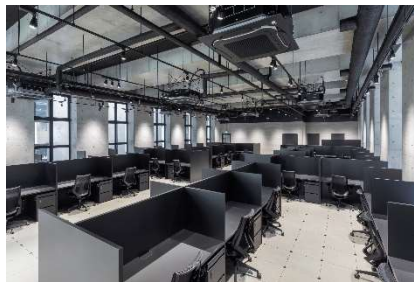


For immediate release

NEWS RELEASE**Fujifilm Opens FUJIFILM Creative Village in Tokyo**
Maximizing the performance of designers and IT engineers to create innovative products and services

TOKYO, May 24, 2023 – FUJIFILM Corporation (President and CEO, Representative Director: Teiichi Goto) announces the open of Fujifilm Group's design and IT development base, FUJIFILM Creative Village, today in Minami Aoyama, Tokyo. The FUJIFILM Creative Village is aimed at facilitating designers and IT engineers to exercise their creativity and maximize their performance. At the same time, it is designed to create more innovative products and services by bringing together the strengths of these two divisions and generate innovations. It consists of two buildings, the design development base "CLAY" and the IT development base "ITs," and houses a total of approximately 170 designers and IT engineers.

**FUJIFILM Creative Village**

The newly opened FUJIFILM Creative Village is a base where Fujifilm's designers worked on the development from concept creation to architectural and spatial design. The exterior features a sharp, solid concrete structure with wide, open windows. The facilities and layouts designed to stimulate the creativity of designers and IT engineers, include a prototype production room at "CLAY" equipped with a 3D printer, and "individual booths at "ITs," for engineers who are engaged in research, development and programming of advanced AI algorithms, which require a high level of concentration.

The building employs a variety of energy-saving technologies. It adopts a “double-skin façade”, double structure with glass covering the exterior walls of the building, on the south and east sides where sunlight penetrates into the building, reducing the load on air conditioning and lighting. Moreover, all electricity used in the building is derived from renewable energy sources.

“Fujifilm's design capability is based on its ability to capture potential needs and shape solutions by visiting users' workplaces and thoroughly observing and listening to their needs. In the field of IT, Fujifilm develops AI technologies in line with the actual needs of the medical field, and design them into products and services,” said Teiichi Goto, president and CEO, representative director of FUJIFILM Holdings Corporation. “The FUJIFILM Creative Village is a strategic base for creating innovative products and services with high competitiveness by generating innovation through deeper collaboration between the design and IT development divisions. By maximizing the value or social outcomes that we deliver, we will contribute to solving social issues.”

Overview of the FUJIFILM Creative Village

1. Name

FUJIFILM Creative Village

2. Location

6-6-15 Minami Aoyama, Minato-ku, Tokyo

3. Area

Approximately 2,570 m² in land area and approximately 4,111 m² in total floor area

4. Origin of names

The name FUJIFILM Creative Village combines two words, "Creative" and "Village" with the idea of creating a base where diverse creative people can gather to disseminate innovation.

“CLAY” refers to modeling clay, symbolizing the ability to turn designers' creative concepts into physical forms. “ITs” is the plural form of the term “IT” to represent a place where talented IT engineers gather.

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