

NEWS RELEASE

Fujifilm Launches New Global Purpose
“Giving Our World More Smiles”
Launch Coincides with Fujifilm’s 90th Anniversary Celebration

TOKYO, January 22, 2024 – FUJIFILM Holdings Corporation (President and CEO, Representative Director: Teiichi Goto) today announces the Company’s new global Purpose, “Giving our world more smiles,” which underscores the Company’s commitment to bring diverse ideas, unique capabilities, and extraordinary people together to change the world.

Giving our world more smiles

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



The launch of the new global Purpose coincides with the celebration of Fujifilm’s 90th anniversary on January 20, 2024. Over the past 90 years, Fujifilm has transformed into a global, multi-national company that innovates in a diverse range of businesses: healthcare, materials, business innovation, and imaging.

Since its foundation, Fujifilm has been dedicated to providing products and services based on its advanced and proprietary technologies to bring smiles to people's faces. In achieving sustainable growth for the Fujifilm Group, and with our employees as the driving force, we will propel the Group toward realizing the Purpose as an embodiment of our shared aspiration.

“We will continue to embrace the challenge of learning from the past to shape the future.” said Teiichi Goto, president and CEO, representative director of FUJIFILM Holdings Corporation. “By combining the Fujifilm Group’s strengths in technology and the wisdom of our diverse and talented workforce, we will contribute to solving social issues through all of our businesses, as we bring smiles to so many around the world.”

Fujifilm Group 90th Anniversary Special Site

URL <https://holdings.fujifilm.com/special/90th/en>

For inquiries on information in this media release, contact:

FUJIFILM Holdings Corporation

Corporate Communications Division, Public Relations Group

TEL: + 81-3-6271-2000