

For immediate release

# Fuji Xerox Overhauls Sales Structure in Japan by Integrating Domestic Sales Departments with All of its Japanese Sales Subsidiaries

## Establishes FUJIFILM Business Innovation Japan to accelerate delivery of new value to customers through an integrated operation

**TOKYO**, October 1, 2020 – Fuji Xerox Co., Ltd. announces the establishment of a new company, FUJIFILM Business Innovation Japan Corp., by integrating the company's domestic sales departments with all<sup>1</sup> of its 31 Japanese sales subsidiaries and Fuji Xerox InterField as of April 1, 2021. The new company will be responsible for all sales operations in Japan for [FUJIFILM Business Innovation Corp.](#), which is the new company name for Fuji Xerox as of April 1, 2021.

Fuji Xerox and its entire group of domestic sales subsidiaries have accumulated experiences and track record in resolving customers' management issues of various industries and tasks while building a solid customer relationship. The upcoming business integration will bring together all insight and knowhow associated with domestic sales operations in order to accelerate the delivery of new value and address customers' needs more swiftly and dynamically than ever before under an integrated nationwide operation structure. The new company will also continue to engage in local community-based sales activities.

### Aims of establishing FUJIFILM Business Innovation Japan:

- Accelerating the delivery of new value to initiate new communication and work styles for customers
  - Utilizing evolving digital technologies and document-related insight accumulated over the years to help customers resolve communication issues through digital transformation (DX)
  - Offering one-stop delivery of solutions and services that offer high value to customers, such as advanced security and optimal teleworking environment
- Integrated nationwide operation to accelerate the delivery of value to customers
  - Maintaining local community-based sales activities while speedily collaborating within the group to offer customers nationwide with new value

### Overview of the new company:

Company name: FUJIFILM Business Innovation Japan Corp.

Date of establishment: April 1, 2021

Amidst the rapidly changing business environment, FUJIFILM Business Innovation Japan will contribute to the economic growth of regions nationwide by flexibly addressing business formats and diverse working styles that continue to evolve with the accelerated tide of digitization. The company will continue to deliver businesses with new innovations and support customers/society as a whole through building an environment that helps smooth communications.

Note 1 Companies and organizations subject to integration:

Fuji Xerox Hokkaido Co., Ltd., Fuji Xerox Iwate Co., Ltd., Fuji Xerox Miyagi Co., Ltd., Fuji Xerox Fukushima Co., Ltd., Fuji Xerox Ibaraki Co., Ltd., Fuji Xerox Tochigi Co., Ltd., Fuji Xerox Gunma Co., Ltd., Fuji Xerox Saitama Co., Ltd., Fuji Xerox Chiba Co., Ltd., Fuji Xerox Kanagawa Co., Ltd., Fuji Xerox Tokyo Co., Ltd., Fuji Xerox Tama Co., Ltd., Fuji Xerox Hokuriku Co., Ltd., Fuji Xerox Niigata Co., Ltd., Fuji Xerox Nagano Co., Ltd., Fuji Xerox Gifu Co., Ltd., Fuji Xerox Shizuoka Co., Ltd., Fuji Xerox Aichi Co., Ltd., Fuji Xerox Aichi-

Higashi Co., Ltd., Fuji Xerox Mie Co., Ltd., Fuji Xerox Kyoto Co., Ltd., Fuji Xerox Osaka Co., Ltd., Fuji Xerox Hyogo Co., Ltd., Fuji Xerox Hiroshima Co., Ltd., Fuji Xerox Okayama Co., Ltd., Fuji Xerox Yamaguchi Co., Ltd., Fuji Xerox Shikoku Co., Ltd., Fuji Xerox Fukuoka Co., Ltd., Fuji Xerox Nagasaki Co., Ltd., Fuji Xerox Kumamoto Co., Ltd., Fuji Xerox Kagoshima Co., Ltd., Fuji Xerox InterField Co., Ltd., and sales departments of Fuji Xerox Co., Ltd.

Note: Fuji Xerox Co., Ltd. will be changing its corporate name to FUJIFILM Business Innovation Corp. as of April 1, 2021.

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