

For immediate release

FUJIFILM Business Innovation Completes the Acquisition of HOYA Digital Solutions to Launch FUJIFILM Digital Solutions Embarks on marketing and implementation support of ERP systems centered around Microsoft Dynamics 365

TOKYO, January 4, 2022 – FUJIFILM Business Innovation Corp. announces that it has completed the acquisition of HOYA Digital Solutions (HDS) Corporation, an IT business subsidiary of HOYA Corporation, on January 1, 2022, and commenced operations as FUJIFILM Digital Solutions Co., Ltd. (hereafter, the Company) on the same day. The acquisition by way of share transfer was announced on November 18, 2021.

With the launch of the Company, FUJIFILM Business Innovation embarks on marketing and implementation support of enterprise resource planning (ERP) systems centered around Microsoft Dynamics 365, with a view to grow the business to be one of its core, next to its office printers business.

The Company will inherit HDS' capabilities of providing business process reforms for customers both in and outside of Japan with ERP including Dynamics 365, as well as with the utilization of technologies such as AI and IoT. Through those capabilities, combined with FUJIFILM Business Innovation's own work-streamlining solutions and know-how, the Company is well positioned to strongly support its customers in their digital transformation (DX).

Amane Inoue has been appointed as President and Representative Director of the Company. He concurrently serves as Corporate Vice President of FUJIFILM Business Innovation, responsible for Advanced Industrial Services business.

"HDS' proven track record and technological expertise accumulated as a Microsoft Gold Partner, combined with FUJIFILM Business Innovation's know-how nurtured through its solutions of improving business processes, will create strong synergistic effect to establish FUJIFILM Digital Solutions as a reliable DX partner for our customers," said Amane Inoue, president and representative director, FUJIFILM Digital Solutions. "We will link Microsoft Dynamics 365 and other cloud platforms to various solutions to provide consistent support to customers' entire business processes; encompassing from communications, which is the starting point of a business process, to those thereafter such as document creation, data entry to an ERP system, data aggregation and analysis."

Moreover, FUJIFILM Business Innovation and all subsidiaries ranging from procurement/manufacturing to sales, will replace their current mission-critical enterprise system and other information systems with Dynamics 365. By doing so, FUJIFILM Business Innovation and its subsidiaries will integrate their systems to a cloud-based Dynamics 365 to strengthen its business infrastructure and accelerate internal DX, in order to streamline and unify a series of business operations including sales support, marketing, logistics and accounting in a centralized management approach. This new step will enable FUJIFILM

Business Innovation to establish a streamlined and flexible business mechanism to strongly promote workstyle reforms by combining RPA, workflow tools and office tools. AI will also be used to exponentially improve processes to focus more on adding value to their work. The new enterprise systems will go operational in stages, starting in 2022.

“I am pleased that FUJIFILM Business Innovation has decided to embrace Microsoft Dynamics 365 and Microsoft cloud services in pursuing their digital transformation,” said Hitoshi Yoshida, President, Microsoft Japan, and Corporate Vice President, Microsoft. “Microsoft is committed to FUJIFILM Business Innovation transformation, including processes and operations, organization’s readiness, as well as providing products and services to clients to support their DX goals and efforts. Together with FUJIFILM Business Innovation, Microsoft will work side by side with their customers to empower them to innovate, redefine industries and ensure societal progress.”

【Overview of FUJIFILM Digital Solutions Corp.】

Headquarters	Nakano Central Park South 6F, 4-10-2 Nakano, Nakano-ku, Tokyo 164-8545, Japan
Business locations	Tokyo Bangkok (Subsidiary: FUJIFILM Digital Solutions (Thailand) Co., Ltd.)
Establishment	January 1, 2022
President and Representative Director	Amane Inoue
Shareholder	Wholly owned by FUJIFILM Business Innovation Co., Ltd.
Business description	<ol style="list-style-type: none">1. Supports introduction of ERP systems centered around Microsoft Dynamics 3652. Provides various business solutions (integrated quality control service, call-center services, and others)3. Delivers various AI and IoT solutions (safety management services for workers at construction sites, exterior inspection and predictive maintenance services, and others)
Website	https://www.fujifilm.com/fbds/en

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About FUJIFILM Business Innovation

FUJIFILM Business Innovation is committed to continue offering innovations to businesses globally to help maximize their organizational strengths. We have pioneered numerous technologies and accumulated expertise since our establishment as Fuji Xerox in 1962, to build an environment that encourages the use of one’s creativity by effectively adopting information and knowledge. Our portfolio includes conducting R&D, manufacturing and sales of world-class multifunction printers, production printers and IT solutions, as well as business process outsourcing services.

On April 1, 2021, FUJIFILM Business Innovation changed its name from Fuji Xerox to a name that embodies its commitment to continue as a company that always pursues business innovation.

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