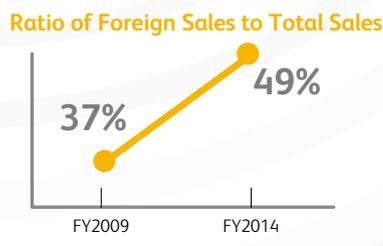
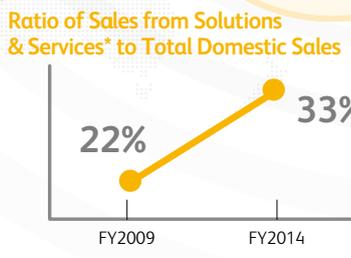


Our Growth Strategy

Offering Solutions to Social Issues

In the fields of document services and communications, Fuji Xerox is helping address social issues by providing customers around the globe with solutions and services that support value creation in order to solve their management problems. These activities are geared to the sustainable growth of our customers' businesses and of society as a whole, as well as the continued growth of Fuji Xerox.



*Total sales from Global Services, Production Services, and Office Solutions, including solutions & services and excluding products

Office Solutions (Office Products Business, Office Printers Business)

Fuji Xerox will continue to develop and market products tailored to the needs of the rapidly growing markets of China, the Asia-Pacific, and emerging economies worldwide with a view to expanding sales. We will also step up our efforts to help customers adopt new work styles and processes with high-value-added solutions geared to specific industries or operations and solutions leveraging cloud and mobile environments.

Production Services (Production Services Business)

Fuji Xerox leads the industry in color production printers, and we will continue to expand and enhance our product lineup. To further augment the value of customers' digital printing services and support their marketing and communication activities, we will also offer them advanced peripheral devices, software, and services oriented to a variety of applications.

Global Services (Global Services Business)

Fuji Xerox will continue promoting the expansion of its Managed Print Services (MPS) for optimal management of customers' printing and copying needs. We will also step up our business process outsourcing (BPO) services to provide integrated outsourcing of marketing, sales promotion, and other processes. In this way, we will continue helping customers improve their internal and external communications.

China/Asia-Pacific Markets (All business domains)

We plan to expand all our business domains, by developing solutions and services that make the most of our direct sales network and by offering products at lower cost through local dealerships, to help customers meet their management challenges while supporting communication reform tailored to the customer and the local environment.