

FUJIFILM Business Innovation Asia Pacific Pte. Ltd.

# Corporate Profile 2025



# A message from our top management

Lead customers' business transformation as their trusted partner

Naoki Hama

President and CEO  
FUJIFILM Business Innovation Corp.



For the past decades, FUJIFILM Business Innovation has been playing a pivotal role as a trusted partner to our customers, helping them embrace digital transformation (DX) and grow. Resolving societal issues, understanding what our customers need and helping them solve business challenges is our unswerving mission. Combining our extensive years of expertise in business transformation and clever use of digital technologies, we have enabled effective utilization of our customer's knowledge and information to empower their people to demonstrate creativity, unleash potentials and fuel growth. With the evolving workstyles, creating flexible yet innovative workplaces allow an individual's capability and creativity to flow readily at any time, regardless of location. We understand this pressing need and to enable our customers to enjoy smooth workflow and quick decision-making, we are shifting our business focus towards "Business DX." We are offering enterprise resource planning (ERP) solutions that are central to the seamless operation of corporate business processes and have enhanced our portfolio

of products, solutions and services to provide end to end cloud service support, from initial implementation to ongoing operation and maintenance. FUJIFILM Business Innovation is focused on addressing environmental issues and has been bolstering our strategy with various initiatives for a more sustainable society. Besides helping our customers attain their sustainability goals, we are doing the same with our constant pursuit of various decarbonization activities to reduce CO2 emissions across the product lifecycle and achieve carbon-neutral operations at our business sites. To support a circular economy, we established a circular production system to "reuse and recycle" our products and toners. 2024 marks the 90th anniversary of the Fujifilm Group and launch of our new Group Purpose, "Giving our world more smiles." I am extremely excited to see our customers with happy smiles and equally driven to deliver successful business transformation as their trusted partner. Let us grow and celebrate our business success together.

## Our Mission

### Driving Business Innovation

This mission embodies our commitment to continuously innovate and extend new frontiers that help businesses grow. We do this by;

- Providing outstanding products, services and solutions
- Optimizing customer's business processes across all work environments
- Implementing workflows that enable effective sharing of information and knowledge, thus allowing customer to further leverage on their organizational strengths


# Business Summary

Our goal is to help our customers grow their businesses and resolve their business challenges in various aspects by optimizing their overall work processes and strengthening their customer relationships. We are enabling work styles unconstrained by time or location to support the changing work styles and operating processes.

### Major business domains of FUJIFILM Business Innovation


#### Business Solutions

Providing document services— which include system integration, cloud services, management of multifunction devices, and Business Process Outsourcing of mission-critical processes—, tailored to various industries or business processes to meet business challenges.




#### Office Solutions

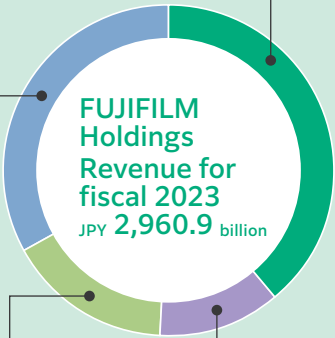
Providing office equipment such as multifunction devices and printers as well as related solutions.



#### Graphic Communications

Graphic communication offers analog offset printing, digital printing using both inkjet and dry toner, and DX solutions—from content creation to delivery— through the use of workflow software.





**FUJIFILM Holdings Revenue for fiscal 2023**  
JPY 2,960.9 billion

Business Domain	Revenue (JPY billion)	Percentage
Business Innovation	1,157.7	39.0 %
Healthcare	-	33.0 %
Imaging	-	15.9 %
Electronics	-	12.1 %

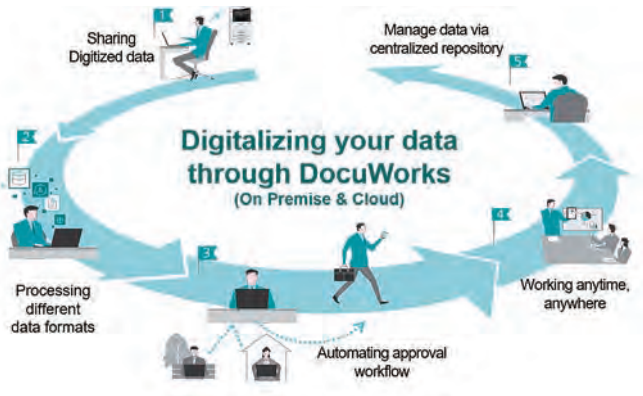
## Cutting-edge solutions and services to optimize business processes.

**DocuWorks:** Enabling easy document collaboration for modern workstyles.

Create, view and sharing documents easily, seamlessly and securely with DocuWorks. Increase your productivity with this one-stop solution and enjoy your hybrid workstyle with an intuitive user experience at anytime and from anywhere.

**FUJIFILM IWpro:** A cloud service enabling all businesses, especially the small and medium-sized businesses to integrate and maximise their existing systems to drive productivity and business growth

Optimizes inbound and outbound operations for various media in the cloud. Use FUJIFILM IWpro as a starting point to connect multiple existing systems and collaborate with internal and external members.





# Our global sales regions

FUJIFILM Business Innovation continues to expand its sales region worldwide, in addition to the Asia-Pacific region where its direct sales offices are located.

## Europe

### Circular Manufacturing Center (the Netherlands)



Circular Manufacturing Center Promotes resource circulation in Europe.



## Japan

### Yokohama Minatomirai Center (Kanagawa, Japan)



Aiming at fulfilling market needs swiftly by strengthening ties with customers, the Center reinforces R&D functions through cross-divisional collaboration, shortening product development lead time, and streamlining R&D costs.

### Ebina Center (Kanagawa, Japan)



Principal site to develop multifunction devices, production printers and related products, as well as to establish manufacturing technologies.

### Takematsu Center (Kanagawa, Japan)



Develops and manufactures imaging materials for multifunction devices and printers.

### FUJIFILM Manufacturing Corp.

An affiliate company established in January 2010. It is responsible for prototyping and manufacturing office equipment, printing devices and related products, as well as their components and consumables.

#### • Headquarters (located in FUJIFILM Business Innovation Ebina Center)

#### • Takematsu Center (located in FUJIFILM Business Innovation Takematsu Center)

Manufactures ground toner and photoreceptors, providing key component materials that support the image quality and reliability of FUJIFILM Business Innovation products.

#### • Suzuka Center



Manufactures key components including electronic and optical parts for multifunction devices. Also, the Center incorporates a resource recycling production system, where new products are assembled utilizing reused

components that FUJIFILM Business Innovation guarantees quality and performance equivalent to brand new components.

#### • Toyama Center



State-of-the-art plant for manufacturing toner based on emulsion aggregation (EA) method.

### Sales bases

**33** direct sales locations in Japan

**23** sales companies in **15** countries and regions in the Asia Pacific and the United States



### R&D/manufacturing bases

**5** bases in Japan

**2** bases in China and Vietnam

**2** reuse and recycling bases in China and the Netherlands





## Asia Pacific

### FUJIFILM Eco-Manufacturing (Suzhou) Corp.



Recycles used products.

### FUJIFILM Manufacturing Hai Phong Co., Ltd.



Produces multifunction devices, low-end LED printers and others.

### FUJIFILM Manufacturing Shenzhen Corp.



Produces laser printers, multifunction devices and consumables.

### FUJIFILM Business Innovation Asia Pacific Pte. Ltd. (Singapore)



Corporate support and shared services hub for the Asia-Pacific region.

## Awards from Keypoint Intelligence, the leading independent provider of test services for the print industry



**BLI Winter 2022  
A3 Pick Award**  
Outstanding 70-ppm  
Color A3 MFP  
**Product : Apeos C7070**



**BLI 2022 PRO Award**  
Outstanding High-Volume  
CMYK+ Production Device  
**Product :  
Revoria Press™ PC1120**



### BLI 2023 A4 Pick Award

**Product:  
Apeos C4030**



**Product:  
Apeos C5240**

### BLI Security Validation Testing 2023



FUJIFILM  
Apeos Firmware Platform  
V1.25/V21.25  
**Product : Apeos C7070 /  
C6570 / C5570 / C4570 /  
C3570 / C3070 / C2570**

# Corporate Overview

Name	FUJIFILM Business Innovation Corp.
Headquarters	9-7-3 Akasaka, Minato-ku, Tokyo 107-0052, JAPAN
Telephone	+81-3-6271-5111
President and CEO, Representative Director	Naoki Hama
Date of establishment	February 20, 1962
Capital	20 billion yen
Number of employees	31,835 / 4,303 (consolidated / unconsolidated, as of March, 2024)
Business sites	<b>Headquarters:</b> Tokyo <b>Research:</b> Yokohama (Kanagawa, Japan) <b>Development/manufacturing:</b> Japan: Yokohama, Ebina, Takematsu (Kanagawa), Suzuka (Mie), Namerikawa (Toyama) Overseas: Shenzhen, Suzhou (China), Hai Phong (Vietnam), Tilburg (the Netherlands) and others



## History

- 1962 **Established Fuji Xerox** with a 50:50 equity ratio of Fuji Photo Film and Rank Xerox. Revolutionized office work with Xerography, a technology which enables photocopying on paper
- 1965- **Entered the Philippines market** and expanded business thereafter by establishing joint ventures or dealers in other Asia-Pacific countries/regions
- 1971 **Established an integrated manufacturing and sales organization** with the acquisitions of Takematsu Plant from Fuji Photo Film and the Iwatsuki Plant from Iwatsuki Kohki
- 1975 Launched **the industry-first** full-color copy machine, Fuji Xerox 6500
- 1995 Established a printer manufacturing subsidiary in Shenzhen, China
- 2000 **Achieved a resource recycling rate of 99.9%** through a nationwide zero-waste system in Japan.
- 2001 **Consolidated to Fuji Photo Film Group** with equity increase to 75% owned by Fuji Photo Film and 25% by Xerox Corporation
- 2008 Established an integrated recycling system in China.
- 2013 New manufacturing company Fuji Xerox Hai Phong began operation in Vietnam to meet increasing global demand
- 2019 FUJIFILM Holdings Corporation acquired (including through its subsidiaries) the entire 25% stake in Fuji Xerox from Xerox Corporation (including from its subsidiaries) and made Fuji Xerox a wholly owned subsidiary
- 2020 Decided to end the Technology Agreement with Xerox Corp. and began the March 31, 2021, expiration date
- 2021 **Changed the corporate name to FUJIFILM Business Innovation Corp. and began sales of Fujifilm-branded products to countries other than Japan and the Asia-Pacific**
- 2022 FUJIFILM Eco-Manufacturing (Suzhou) achieves carbon neutral by installing solar panels on site and switching entirely to renewable electricity
- 2024 Accelerated the sales of digital color multifunction printers in the European market  
Established the Circular Manufacturing Center at FUJIFILM Manufacturing Europe B.V. in the Netherlands to promote resource circulation in Europe

## Affiliates

### Affiliates in Japan

#### Sales

FUJIFILM Business Innovation Japan Corp.  
Responsible for all sales operations in Japan

FUJIFILM Printing Systems Corp.  
Conducts wholesaling of office laser printers

FUJIFILM Digital Solutions Co., Ltd.  
Marketing and implementation support of ERP systems centered around Microsoft Dynamics 365 as well as other business solutions

FUJIFILM Graphic Solutions Corporation  
Sales and marketing company of printing materials, related equipments, software and technical services

#### Manufacturing

FUJIFILM Manufacturing Corp.  
Develops prototypes and manufactures office equipment, printing devices and related products, as well as their components and consumables

#### Outsourcing services

FUJIFILM System Services Corp.  
Provides business process outsourcing services

FUJIFILM Service Creative Corp.  
Sales contract and management operations, finance and accounting operations, call center operations, and others.

FUJIFILM Service Link Corp.  
Provides document-related services

FUJIFILM Cloud Corp.  
Support for implementation, operation and maintenance of cloud services with a focus on Microsoft Azure and Amazon Web Services

FUJIFILM RIPCORDER G.K.  
Provides document digitization and DX (Digital Transformation) services through automation and system integration for data utilization

### Affiliates in other countries/regions

#### — Asia-Pacific Countries/Regions —

#### Sales

FUJIFILM Business Innovation Australia Pty Ltd

FUJIFILM CSG Limited (Australia)

FUJIFILM CodeBlue Australia Pty Ltd

FUJIFILM Data Management Solutions Pty Ltd (Australia)

FUJIFILM MicroChannel Services Pty Ltd (Australia)

FUJIFILM Upstream Solutions Pty Ltd (Australia)

Branch Of FUJIFILM Business Innovation Asia Pacific Pte. Ltd. (Cambodia)

FUJIFILM BI Business Development (Shanghai) Corp.

FUJIFILM Business Innovation (China) Corp.

FUJIFILM Business Innovation Hong Kong Limited

PT. Astra Graphia, Tbk. (General agency for FUJIFILM Business Innovation) (Indonesia)

FUJIFILM Business Innovation Korea Co., Ltd

FUJIFILM Business Innovation Asia Pacific Pte. Ltd. (Malaysia Operations)

FUJIFILM Business Innovation Asia Pacific Pte. Ltd. (Myanmar Branch)

FUJIFILM Business Innovation New Zealand Limited

FUJIFILM CodeBlue Limited (New Zealand)

FUJIFILM MicroChannel Limited (New Zealand)

FUJIFILM Business Innovation Philippines Corp.

FUJIFILM Business Innovation Asia Pacific Pte. Ltd. (Singapore)

FUJIFILM Business Innovation Singapore Pte. Ltd.

FUJIFILM MicroChannel Singapore Pte. Ltd.

FUJIFILM Business Innovation Taiwan Co., Ltd.

FUJIFILM Business Innovation Thailand Co., Ltd.

FUJIFILM MicroChannel Thailand Co., Ltd.

FUJIFILM Business Innovation Vietnam Co., Ltd.

#### Development, procurement and manufacturing

FUJIFILM Eco-Manufacturing (Suzhou) Corp.

FUJIFILM Manufacturing Shenzhen Corp.

FUJIFILM Procurement Hong Kong Limited.

FUJIFILM Manufacturing Hai Phong Co., Ltd.

FUJIFILM Manufacturing Europe B.V. (Circular Manufacturing Center in the Netherlands)

#### — United States —

FUJIFILM BI International Operations Corp. (U.S.A.)

OEM sales and support of multifunction printers, laser printers, and consumables. Supply chain management of products in the United States and Europe.

# About FUJIFILM Business Innovation Malaysia

## Company Overview

Name of Company	FUJIFILM Business Innovation Asia Pacific Pte. Ltd. 199202000004 (993478-A)
Headquarters	Ground Floor, Axis Business Park, Block C, No. 10, Jalan Bersatu 13/4, 46200 Petaling Jaya, Selangor, Malaysia.
Managing Director's Name	Keita Hasegawa
Business Fields	Office Solutions Graphic Communications Business Solutions
Number of Employees	534 (as of January 2025)
Contact	+60 3 7882 2888 1300-88-1163 (Customer Service Hotline)
Website	<a href="https://fujifilm.com/fbmy">fujifilm.com/fbmy</a>



# About FUJIFILM Business Innovation Malaysia

## Organizational Structure

Managing Director	Keita Hasegawa
Graphic Communication Head Graphic Communication	Billy Yap
General Manager Business Solution and Services Operation	John Wong
Acting General Manager Marketing & Planning	Lee Chin Guan
General Manager Human Resources	Karine Mooi
General Manager Customer Service & Logistics Operations	Lee Jun Giat
Chief Financial Officer Finance	Yong Kwa Jiun

# About FUJIFILM Business Innovation Malaysia

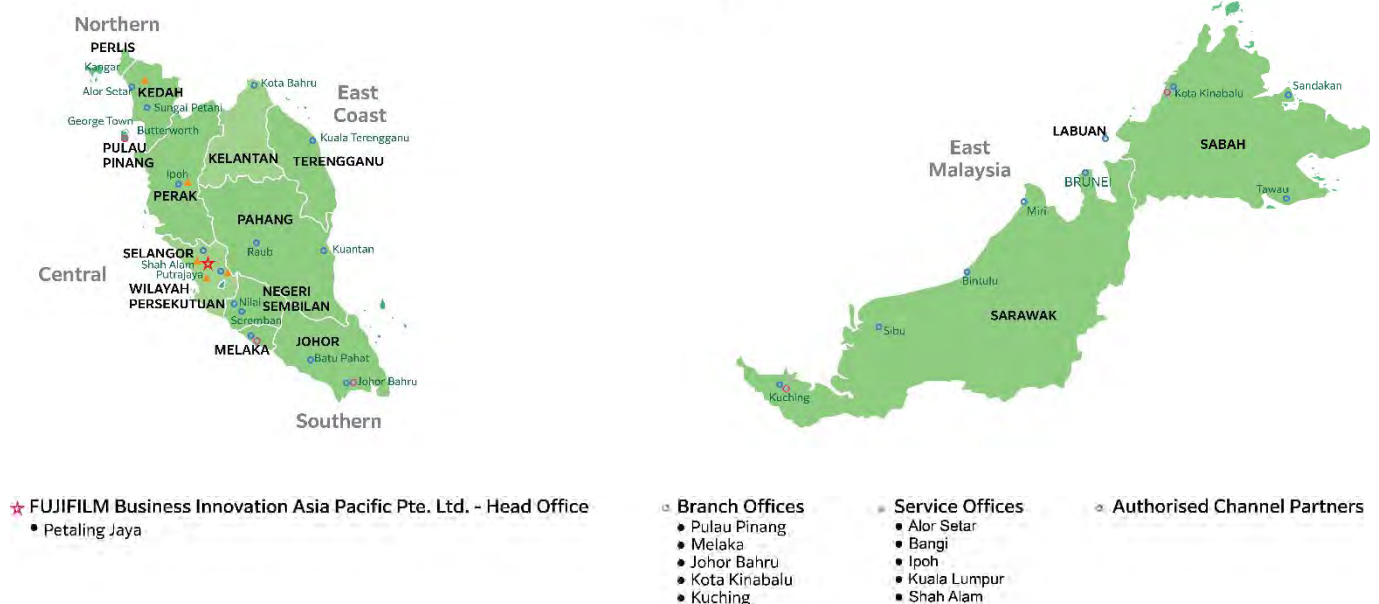
## Our Network

Driving innovation to empower businesses through **digital transformation (DX)**, we help organisations maximise efficiency, harness knowledge, and create dynamic workplaces.

With over **five decades of expertise** since our establishment in 1966, we pioneer **cutting-edge technologies** in multifunction printers, production printers, IT solutions, and business process outsourcing.

Committed to shaping the future of work, we deliver **smart, scalable solutions** that drive success in an ever-evolving business landscape.

## Malaysia



## Authorised Channel Partners & Distributors

Region	West Malaysia Channel Partners
Peninsular Malaysia	Tricom Malaysia Sdn Bhd
Northern Region	HTC Office Solutions Sdn Bhd Markvin OA (M) Sdn Bhd
Central Region	CoE Marketing (M) Sdn Bhd IDMS Technologies Sdn Bhd Mewamax Solutions Sdn Bhd Nation Success Sdn Bhd Yih Ming Enterprise (M) Sdn Bhd
East Coast	FSM Solution Sdn Bhd Kim Fook East Coast Sdn Bhd Next Pro Generation Sdn Bhd Zerox Office Automation
Southern Region	Kim Fook (BP) Sdn Bhd Kim Fook Equipment Sdn Bhd Yong Min Office Automation Sdn Bhd

Region	East Malaysia Channel Partners
Sarawak	Aime Industrial Services Sdn Bhd Ample Marketing & Services Company Sdn Bhd Licktron Marketing Sdn Bhd Xerojaya Sdn Bhd
Sabah	Bilante K. Cemerlang Ebiz Design & Communications Sdn Bhd Joint Marketing Sdn Bhd KCCI Maju (Labuan) Sdn Bhd Keharsons Sdn Bhd
Brunei	MTM Office Automation Company
Region	Distributors
West Malaysia	Goh Office Supplies (M) Sdn Bhd Digital Paper Sdn Bhd
East Malaysia	Lizon (S) Sdn Bhd

# About FUJIFILM Business Innovation Malaysia

## Customer Support & Services

### Drivers & Documentation



Access the latest product support tools online  
Download these important resources at any time.

Printer drivers, documentation and software patches are available for our products. All fully tested and approved by our specialists.

### Video Tutorials



Do you prefer visual instruction?  
Learn with short "step by step" videos.

Training videos are integrated into our Self-Help knowledge base. Also available in a dedicated support YouTube Channel.

Search for: <https://www.youtube.com/supportfbfujifilm/>

### Self Help



Get the most from FUJIFILM BI technology.  
Resolve minor problems fast!

Direct access to our solutions knowledge base. With instructions provided in 7 languages. Designed for both desktop and mobile viewing, our site provides assistance in a fast, self-directed manner.

### Contact Us



Customer Support Centre

A community working together to solve your problems.

A benchmark facility offering comprehensive support, with access to tools that can provide a fast resolution to your problem.

Technical Support Centre

Highly skilled, industry certified professionals, with access to state of the art laboratories and remote diagnostic tools to replicate problems and provide timely solutions.

Also delivering remote technical support to our onsite service representatives, in over 14 countries in the Asia Pacific region. With direct access to product development and engineering, this focused team assists in the resolution of complex technical issues.

### Chat with Us!

Instant responses to queries and requests, reduce wait times.  
Chat with us, 8:30am-6:00pm Monday to Friday, and 8:30am - 12:30pm Saturdays.

<https://support-fb.fujifilm.com/>

### eLogging

Request service and support via the FUJIFILM BI website.  
The fastest and most efficient way to lodge your request.

<https://www.fujifilm.com/fbmy/en/Contact-Us/Make-a-Support-Request/>

### Online Education



eLearning tools to support you on the job.  
Maximise the investment in your solution.

Online Training Summaries, Interactive User Guides, Quick Reference Posters, Quick Start Guides and How To documents are some of the resources for learning more about your product.



Drivers & Documentation, Self Help, Online Learning, available 24/7 on the FUJIFILM BI self help website. Get easy access from this brochure by scanning the QR Code with a camera or app on your mobile device, or via a web browser at: <https://support-fb.fujifilm.com/>

1. Download a QR Code Reader app onto your mobile device.
2. Open the QR Code Reader app on your mobile device.
3. Hold mobile device camera over the QR Code.
4. The Online Support Centre will open.

### Consumables & Supplies



Order Toner Online  
Never run out of supplies

Replace consumables including, toner, waste toner bottle and staples - all from our convenient online order form:

<https://www.fujifilm.com/fbmy/en/Contact-Us/Online-Forms/Toner-Ordering>

### Feedback



We value your comments  
Share compliments or improvements, online - anytime.

FUJIFILM Business Innovation provides an online feature that allows you to share your experience with us.

<https://survey4.medallia.com/?FujiFilmFBML&la=1&l=6>

