

Corporate Profile 2021



A message from our top management

Continuing to Take on Worthy Challenges to Pursue the Business Innovation Embodied in Our New Company Name



Kouichi Tamai: Chairman (left)
Hisanori Makaya: President and CEO (right)

On April 1, 2021, Fuji Xerox changed its name to FUJIFILM Business Innovation Corp., a name that embodies our commitment to continue as a company within the Fujifilm Group that always pursues business innovation. On the same date, we also renewed our management structure.

Following our foundation as Fuji Xerox in 1962, we revolutionized office work with the technology that allows duplicating information on paper; xerography. We also established not only a ground-breaking business model focusing on a rental service providing utility rather than providing devices, but also offered a wide range of products and services to support customers in creating value. Having now switched to the world-renowned Fujifilm brand, we will extend our operations across a worldwide stage. We intend to concentrate the technological prowess and knowledge of the Fujifilm Group to accelerate the creation of synergies to deliver revolutionary products and services to a wider range of customers.

As businesses become diverse, globalized, and increasingly competitive on a daily basis, work processes need to be efficient for faster decision-making. There is growing importance to develop an environment that allows new value to be created by circulating and sharing information, quickly and accurately. Utilizing information and knowledge to improve the strengths of an organization to its fullest potential is an important factor in bringing forth innovation.

FUJIFILM Business Innovation utilizes the technologies and expertise cultivated over the years to determine the best ways of converting necessary information into optimal formats and then swiftly distributing and sharing that information. We will resolve customers' business issues and contribute to growth in all aspects of their business by, for example,

supporting their digital transformation (DX) journey by optimizing their business processes and helping to strengthen their own customer relationships through effective communications. Moreover, we will not only provide solutions to individual companies but also with a wider scope to local governments and communities, by offering an environment that encourage people to heighten their creativity through the utilization of information and knowledge.

The way people work has changed rapidly and dramatically in the wake of the COVID-19 pandemic. Our raison d'être as a global manufacturer in this current era is to pay close attention to changes in the market caused by COVID-19, create products and services that satisfy any consequent new market demands, and ensure their timely delivery. We are determined to continue taking on worthy challenges that befit a true global leader focused on promoting innovation in its customers' businesses.

Kouichi Tamai
Chairman
FUJIFILM Business Innovation Corp.

Hisanori Makaya
President and CEO
FUJIFILM Business Innovation Corp.

Corporate Overview

Company Data

Name of Company	Fujifilm Business Innovation Asia Pacific Pte. Ltd. (Formerly known as Fuji Xerox 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.
Date of Registration	25 th July 1992
Legal Constitution	Private Limited Company
Legal Status	Foreign Branch
Authorised Share Capital	SGD 638,946,604.00
Paid-up Capital	SGD 638,946,604.00
Head of Company	Mark Tan, President
Number of Employees	617 (as of April 2021)
Telephone Number	+60 3 7882 2888
Fax Number	+60 3 7882 2828
Website	fujifilm.com/fbmy

Corporate Overview

Management Team

President	Mark Tan
General Manager Sales Operations	Elisabeth Wong
General Manager Graphic Communication Services Operations	Billy Yap
General Manager Global Services Operations	John Wong
General Manager Solution Business Operations	Sean Lee
General Manager Marketing & Planning	Daisuke Inoue
General Manager Strategic Services Planning	Ang Bing Bee
General Manager Human Resources	Felicia Tan
General Manager Customer Service & Logistics Operations	Lee Jun Giat
Chief Financial Officer Finance	Yong Kwa Jiun

Corporate Overview

Fujifilm Business Innovation Asia Pacific Pte. Ltd. Network: Malaysia

Our branches and distributors are committed to placing our customers first to help solve growingly diverse and complex issues faced by them in all spheres of business and management, from the traditional office market to the service and publishing areas.



Channel Partners

West Malaysia
CoE Marketing (M) Sdn Bhd - Klang Valley, Nilai, Negeri Sembilan
Alantic Star Enterprise - Kedah & Perlis
FSM Solution Sdn Bhd - Kelantan, Kemaman, Terengganu
Glorious Venture Marketing PLT - Johor Bahru
IDMS Technologies Sdn Bhd – Seremban, Negeri Sembilan
Kim Fook East Coast Sdn Bhd - Kuantan, Pahang, Kota Bahru, Kelantan
Kim Fook Engineering Services Sdn Bhd - Johor Bahru, Johor
Markvin OA (M) Sdn Bhd - Penang, Sungai Petani, Kedah
Mewamax Sdn Bhd - Klang Valley
Nation Success Sdn Bhd - Klang Valley
Tricomax Marketing Sdn Bhd - Klang Valley, Kuantan, Pahang, Melaka, Penang, Johor Bahru, Johor, Seremban, Negeri Sembilan
Zerox Office Automation (Raub) - Pahang

East Malaysia / Brunei
Aime Industrial Services Sdn Bhd - Miri, Sarawak
Ample Marketing & Services Company Sdn Bhd - Kuching, Sarawak
Aramaju Sdn Bhd - Lahad Datu, Sabah
Joint Marketing Sdn Bhd - Tawau, Sabah
Keharsons Sdn Bhd - Wilayah Persekutuan, Labuan
Licktron Marketing Sdn Bhd - Sibu, Sarawak
Xerojaya Sdn Bhd - Bintulu, Sarawak
MTM Office Automation Company - Brunei

Business Domains

Since its foundation in 1962, FUJIFILM Business Innovation has evolved in our cultivated business of reproducing paper information. To increase our customers' productivity, competitiveness, and resolve their business challenges, we today strive to offer solutions and services leveraging our own AI/IoT technologies, based on our value proposition: Smart Work Innovation.

Office Products and Printers



To serve our customers seeking greater productivity, streamlined operations and work style reforms, FUJIFILM Business Innovation helps address various business challenges related to documents and communications. To that end, we supply office products such as multifunction printers to businesses of various size, from large to small-and-medium, as well as providing cloud-based or mobile solutions/services that help customers handle various information efficiently.

By evolving multifunction printers into a business portal, FUJIFILM Business Innovation is expanding the ecosystem that provides connectivity between our services with other companies' cloud services, to give customers the ultimate, tailored environment for seamless communication.

Production Services



FUJIFILM Business Innovation provides solutions in the graphic communications, in-plant and production print environments with high-volume printing requirements. These solutions enable full-color, on-demand printing of a wide range of applications, including variable data for personalized content and one-to-one marketing.

A coordinated approach of print and digital media is used to deliver messages and information efficiently and effectively, by utilizing on-demand printing and various printing technologies to timely communicate relevant information to target customers. As a global partner in developing compelling communication that captures attention and encourages response from customers, FUJIFILM Business Innovation delivers personalized content to customers through collaborations with partner companies in the industry.

Solutions and Services



FUJIFILM Business Innovation provides document services that are tailored to various industries or business processes to meet business challenges. To help customers resolve various issues, we provide high value-added solutions through system integration and cloud-based services, as well as services covering management of multifunction devices and Business Process Outsourcing of mission-critical processes, thus assisting customers to streamline business processes, to expand their businesses and reforming their work style.

While resolving customer issues, FUJIFILM Business Innovation also embraces advanced technologies such as AI and IoT to enhance our document services that utilize data and knowledge, all with aim of creating a workplace capable of triggering customer creativity and delivering positive results.

FUJIFILM