

Fuji Xerox Asia Pacific Business Strategy

November 26th, 2012

Katsuhiko Yanagawa
Senior Vice President
Fuji Xerox Co., Ltd.



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Fuji Xerox Overview

Company Ownership

Xerox Corporation



2011 Revenue
22.6B USD

25%

Territory:
North America / Europe
Developing Markets

Fujifilm Holdings



2011 Revenue
2,195B JPY
(includes Fuji Xerox Revenue)

75%

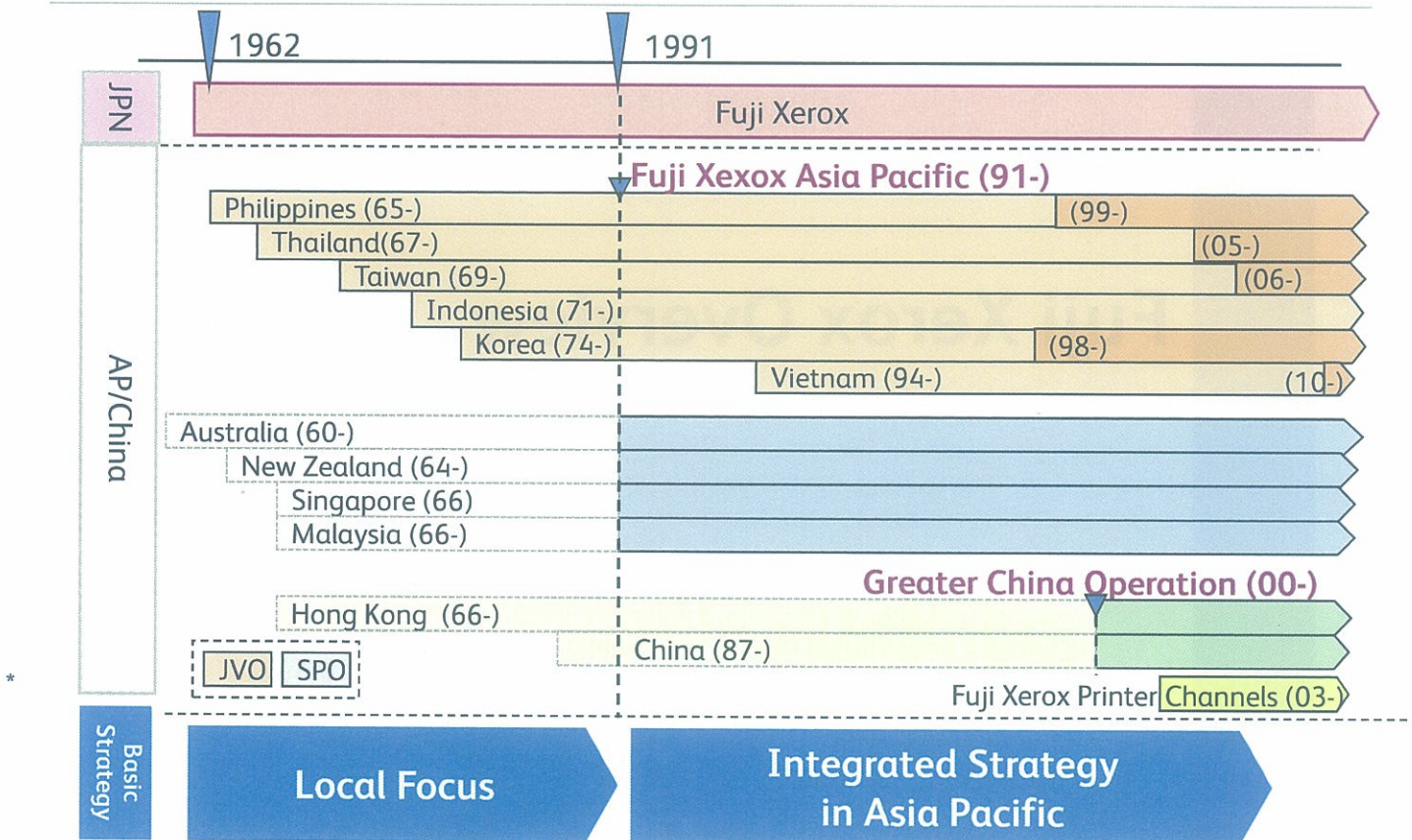
2011 Revenue
996B JPY



Territory:
Japan
Asia Pacific / China

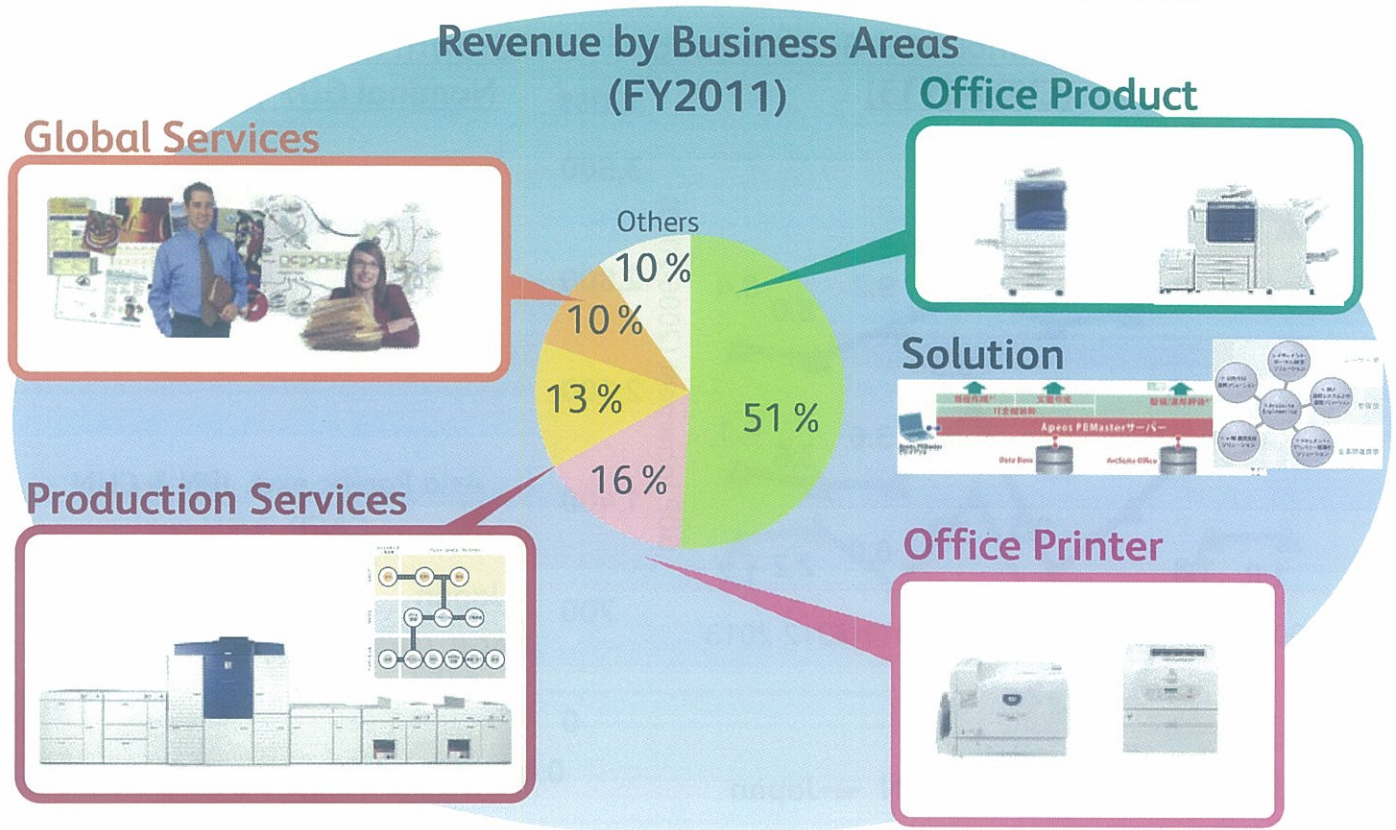
Fuji Xerox Co., Ltd.

History of Asia Pacific / China Sales Operations



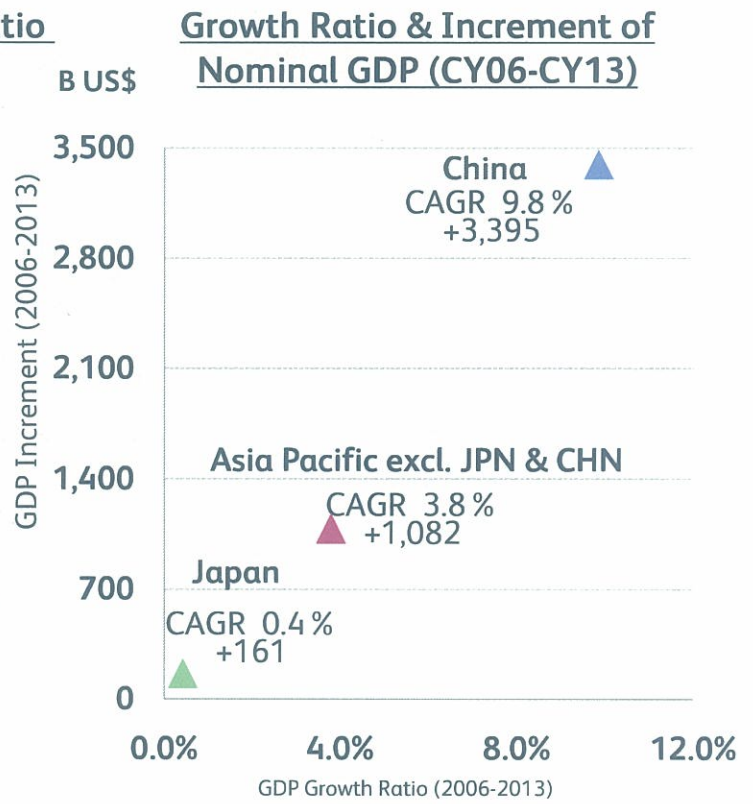
*JVO : Joint Venture Operations
SPO : South Pacific Operations

Fuji Xerox Business Structure



Market Trend

Economic Growth Trend & Forecast

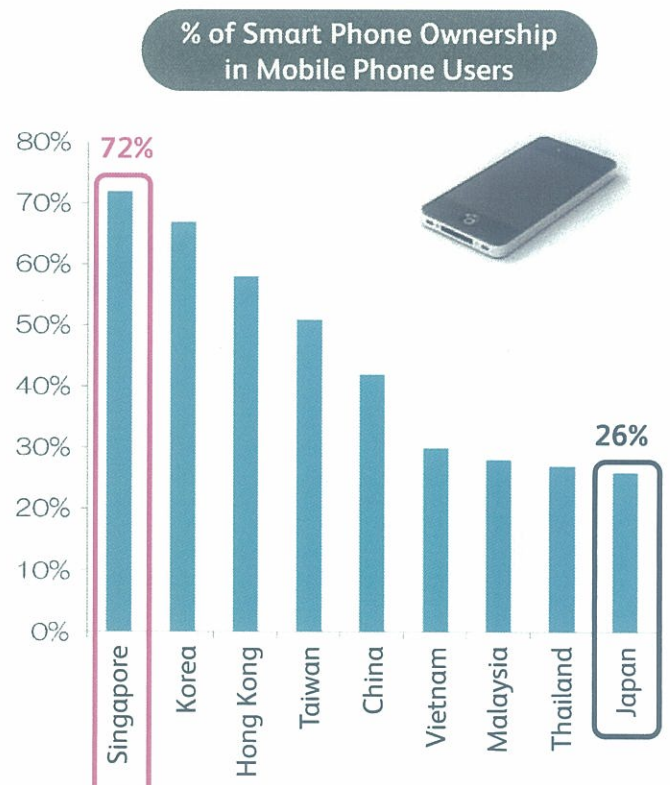
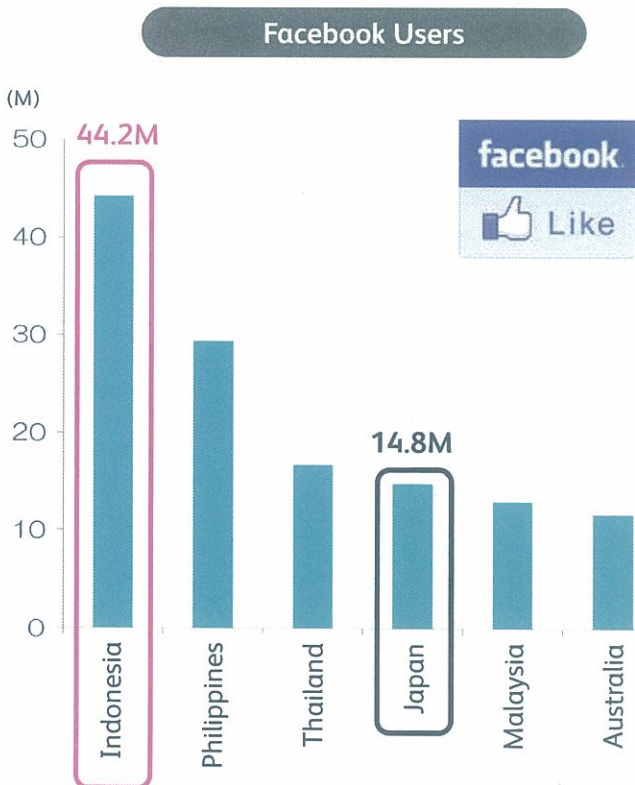


Source: Average of forecast from 8 research institutes in Japan
CAGR: Compound Annual Growth Rate

7

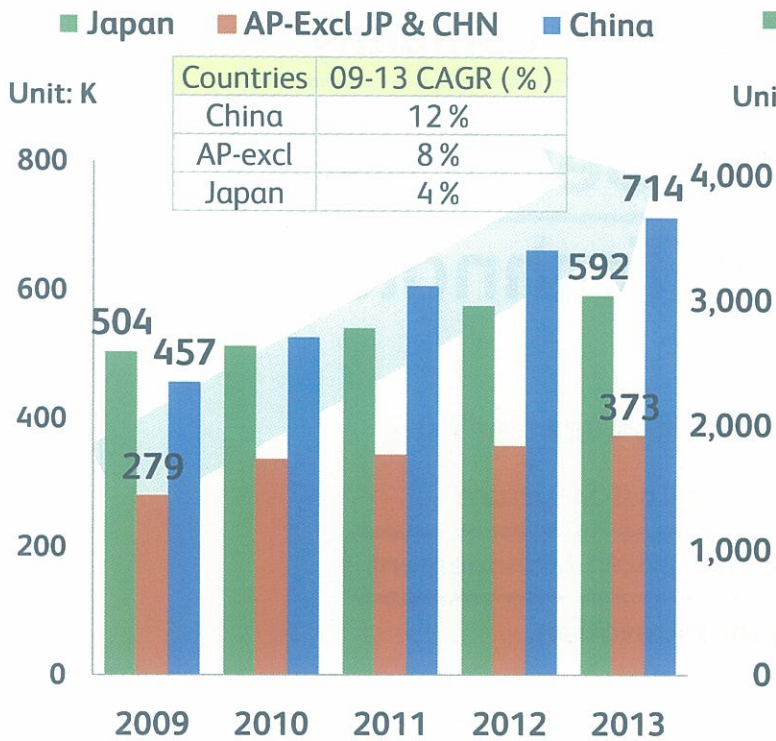


Modernization of Asia

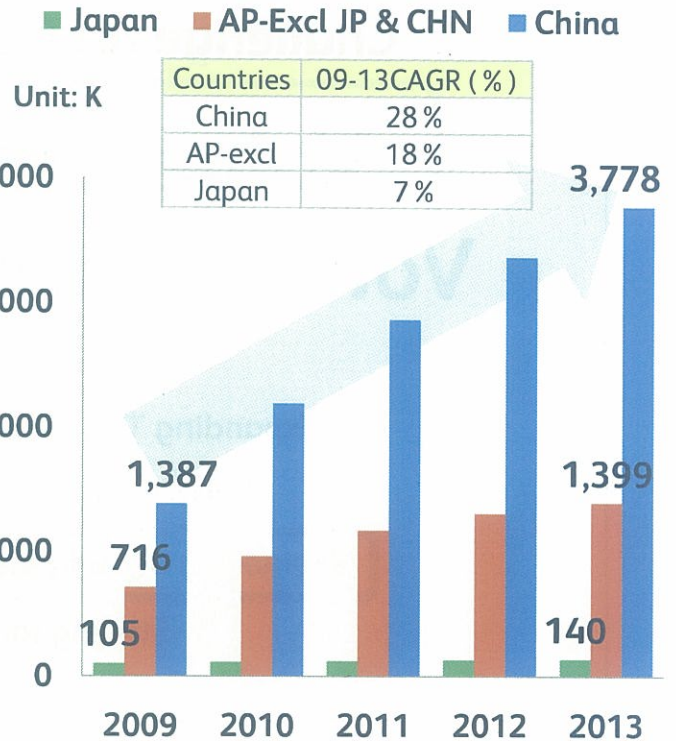


Market Forecast (Sales Units)

A3 MFP*



A4 MFP*



*MFP: Multi Function Printers

Fuji Xerox Asia Pacific Business Overview

Challenge for Excellent Company

Value with Services

Volume with Technology

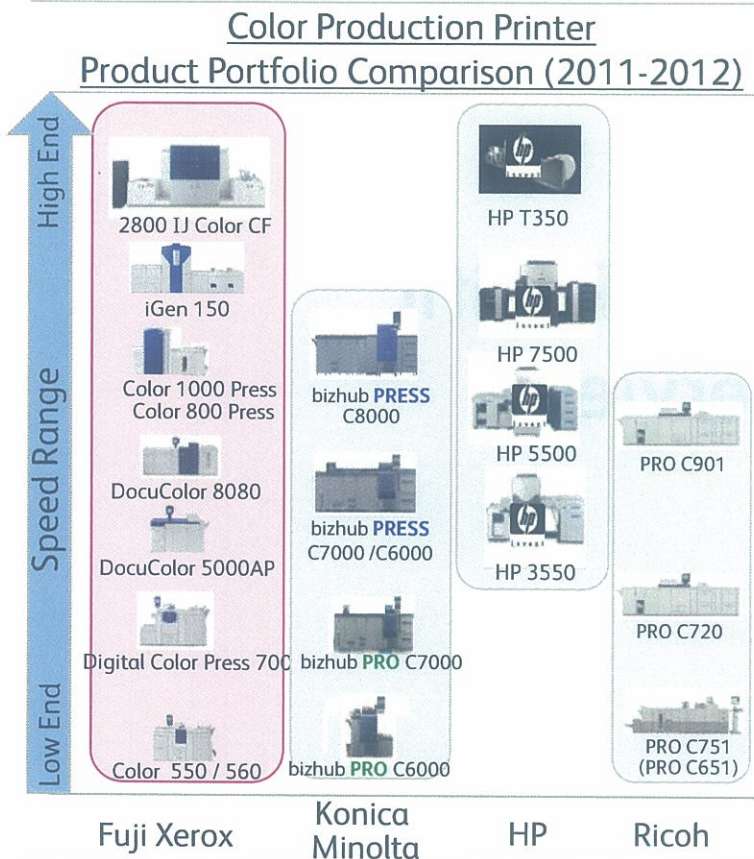
Expanding Ties by Raising Customer Trust

Further Improving Cost Structure

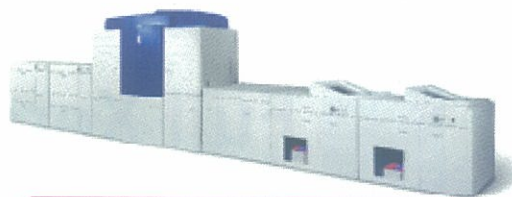
Promoting Globally Integrated Management

Striving for Innovation

Comprehensive Product Portfolio in Production Printer



Fuji Xerox High End Production Printers



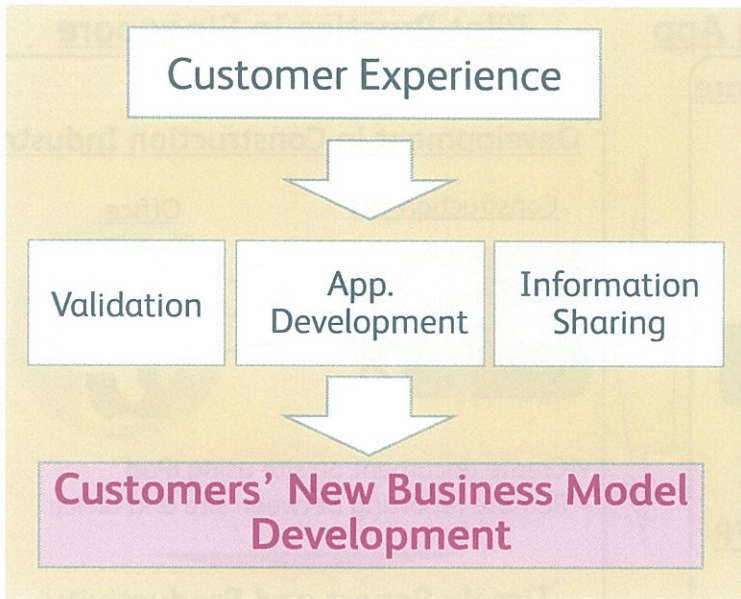
Xerox iGen 150 Press
Speed : Color / Mono 137 PPM



2800 Inkjet Color Continuous Feed
Speed : Color / Mono 2,624 PPM*

Customer Value Creation in Production Services Business

Customer Value Creation Centre Concept



Network in Asia Pacific / China



Promote Solution Business : Marketing Collaboration

Solution Marketing Collaboration between Japan and Asia Pacific / China

Human Resource Transfer in Solution Business



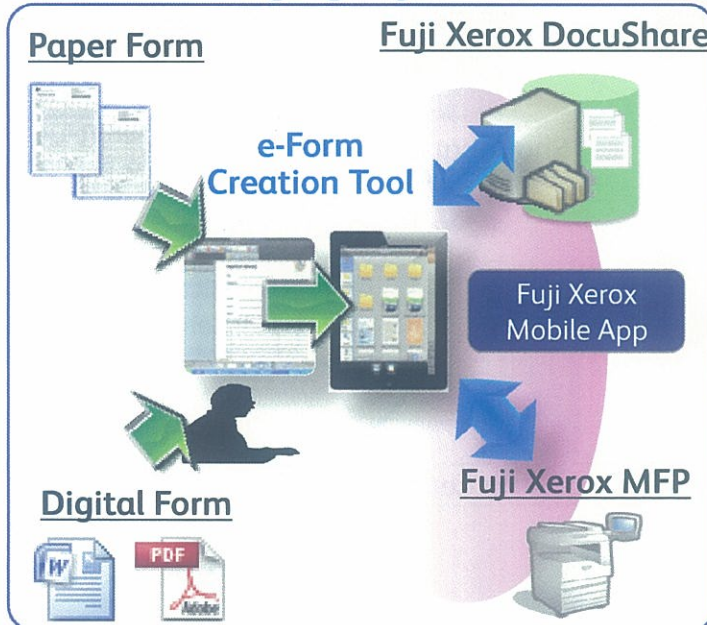
Marketing Collaboration in Solution Business



*GTM : Go To Market

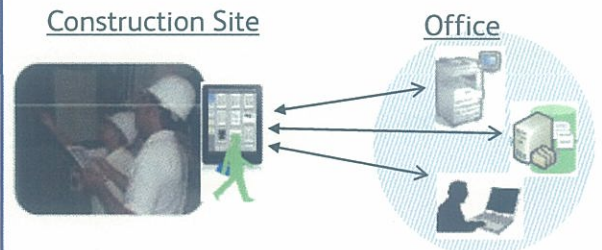
Fuji Xerox Mobile Solution for Construction Industry

Solution leveraging Fuji Xerox Mobile App



Pilot Practice in Singapore

Development in Construction Industry



- ✓ Create document on site using iPad
- ✓ Remote reporting between site and office

Timely Report and Productivity Improvement

Global Account Marketing Strategy: Background

Needs of Global Accounts

- Realize business growth in emerging markets
- Implement same level of management quality / business process as home country

Strength of Fuji Xerox

- Capability to deliver higher value services in all countries through direct sales forces
- Integrated marketing activities across the region
- Many successful cases in solutions & services offerings

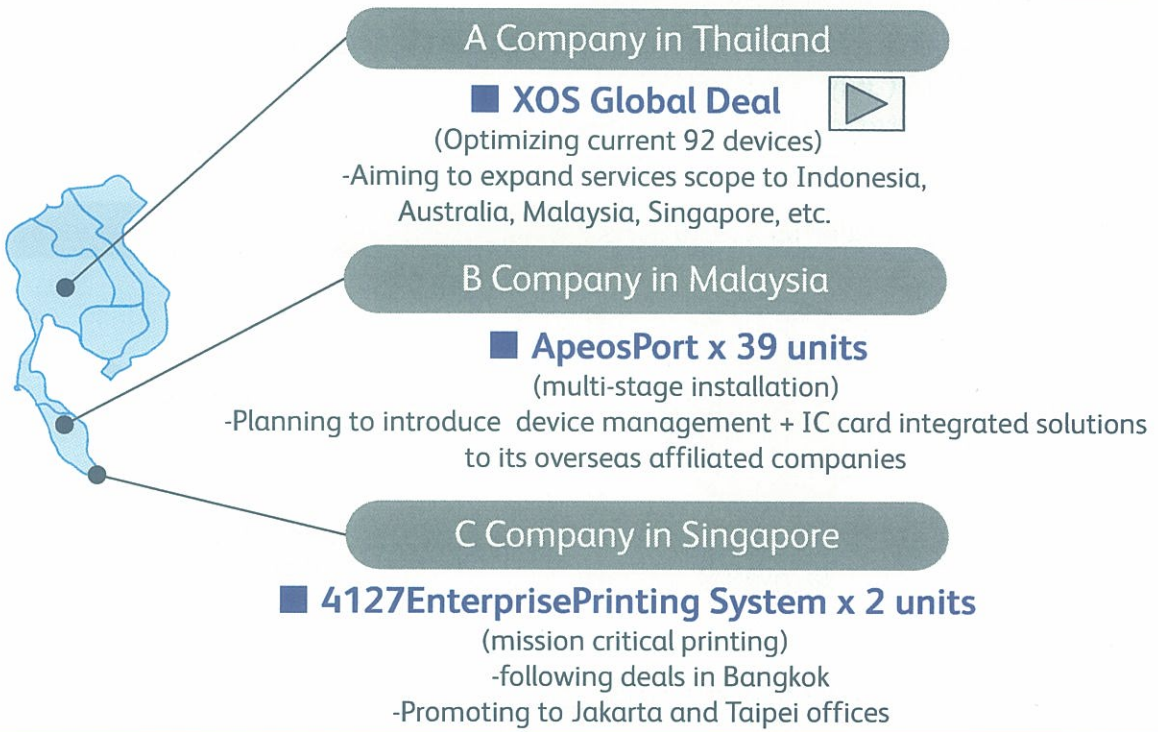
Demand for integrated higher value services in emerging markets

The only company that delivers integrated higher value services thru direct sales across the region

Only Fuji Xerox Can Meet Global Accounts' Requirement

Best Practices of Global Account Marketing

Global Deals through Japan & AP Operating Company's Collaborations



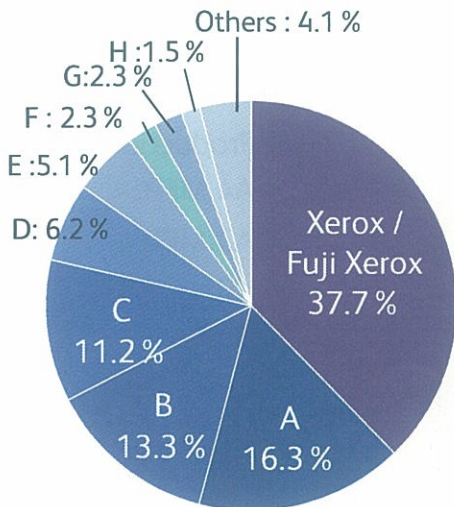
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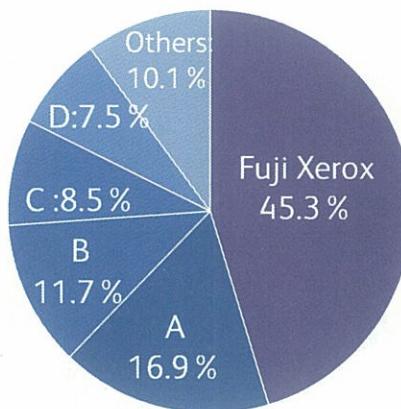
2010 Estimated Managed Print Services Market Share by Revenue (Gartner)

Worldwide Revenue Share



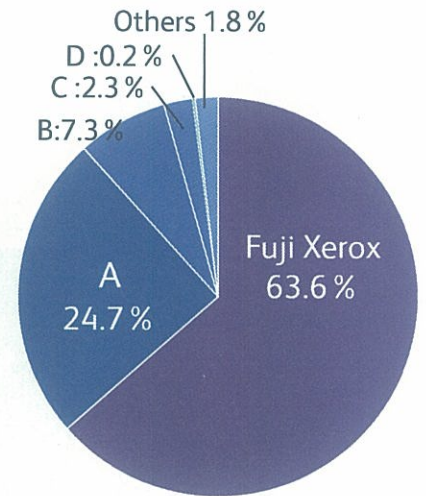
Total : 6,656 M USD

Asia/Pacific incl. Japan Revenue Share (excl. India)



Total : 640 M USD

Japan Revenue Share



Total : 230 M USD



Acquisition of Salmat Business Process Outsourcing Division

Fuji Xerox Document Management Solutions

- ✓ Acquired by Fuji Xerox on 10 October 2012
- ✓ Largest Business Services Provider in Australia (App. 70 % Share in Transaction Biz in Australia)
- ✓ Revenue : AU\$316M (July '11-June '12)
- ✓ Office Locations: Australia, Hong Kong, Taiwan, the Philippines

Fuji Xerox Document Management Solutions



Transaction
(Bill/TransPromo)



e-Business
(e-invoice)

Fuji Xerox Global Services

FUJI xerox



Brand Awareness

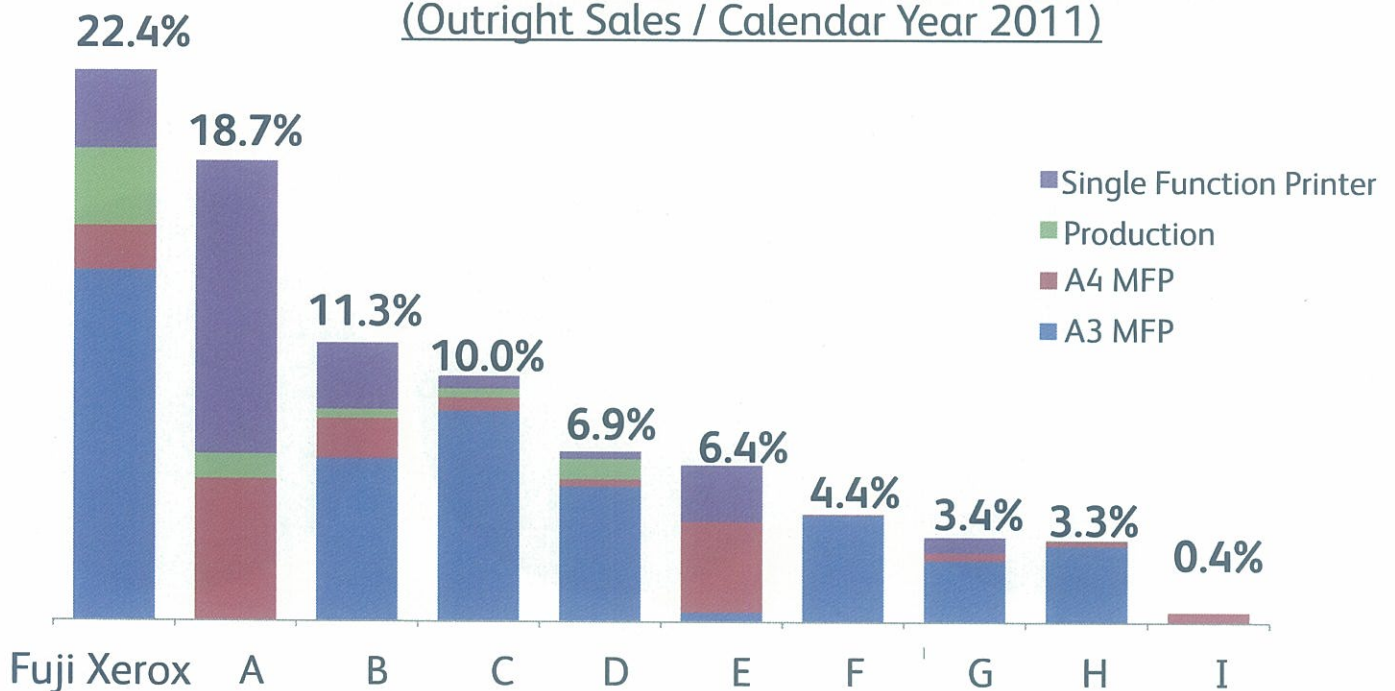
Customer Base
(Large Enterprises)

Direct Sales
Network

Further Accelerate Services Business Expansion in Asia Pacific Region

Value (Total Revenue) Share

Fuji Xerox Value Share in Asia Pacific including China
(Outright Sales / Calendar Year 2011)



A3 MFP Color Share by Country in 2011 (Calendar Year)

A3 MFP Share by Country – Color
(Number of Installed Units)

CY 2011	Australia	New Zealand	Singapore	Malaysia	Taiwan	Thailand	Korea	Philippines	Vietnam
No.1	Fuji Xerox								
No.2	B	B	B	C	E	B	B	A	A
No.3	A	C	A	D	C	C	A	C	E

FY2012 Fuji Xerox Corporate Direction

Challenge for Excellent Company

Value with Services

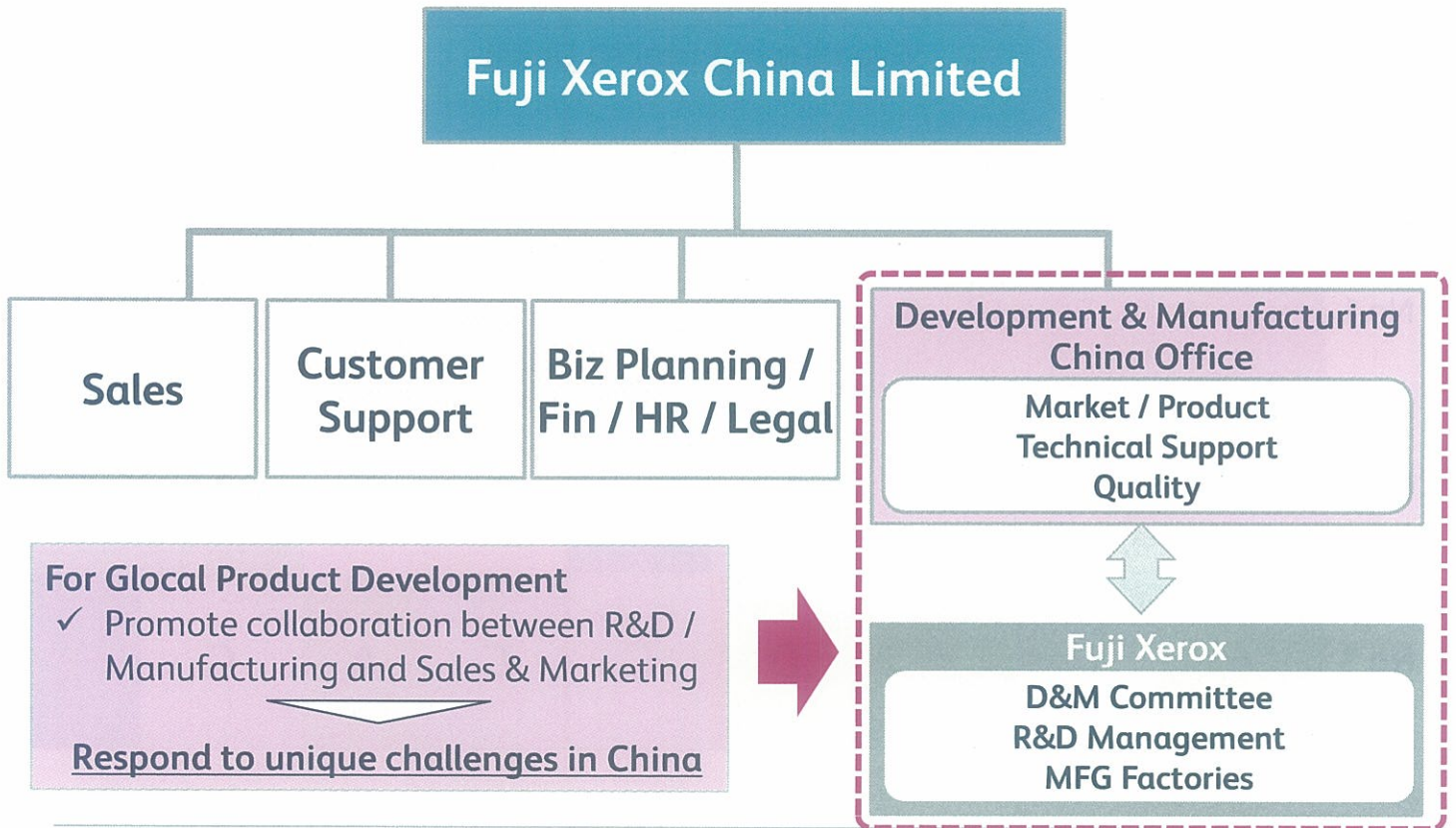
Volume with Technology

Expanding Ties by Raising Customer Trust

Further Improving Cost Structure

Promoting Globally Integrated Management

Striving for Innovation



App : Initiatives for “Build by Market” - Low-end Market Expansion in China

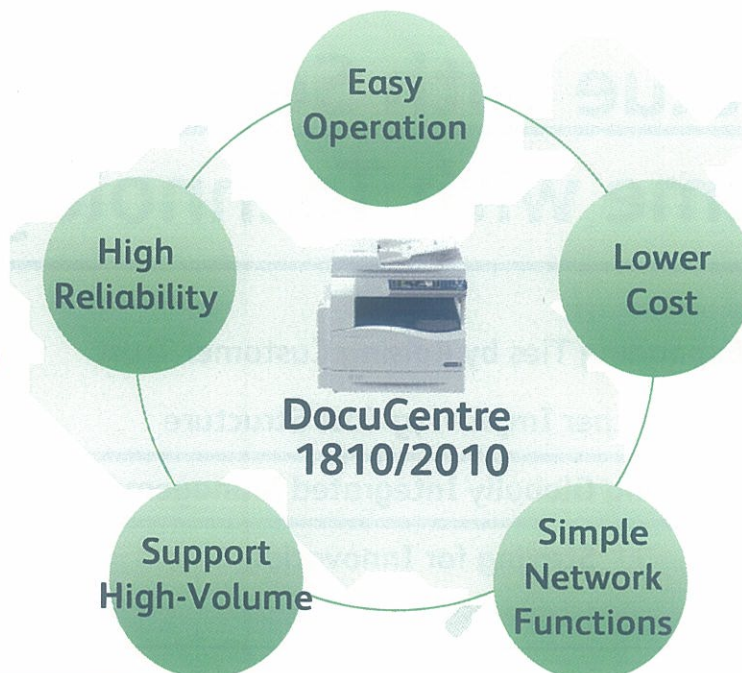
DocuCentre 1810/2010 Series

Low-end product developed to meet needs in China SMB market

Marketing

(Fuji Xerox China)

Customer Needs of SMB Market in China

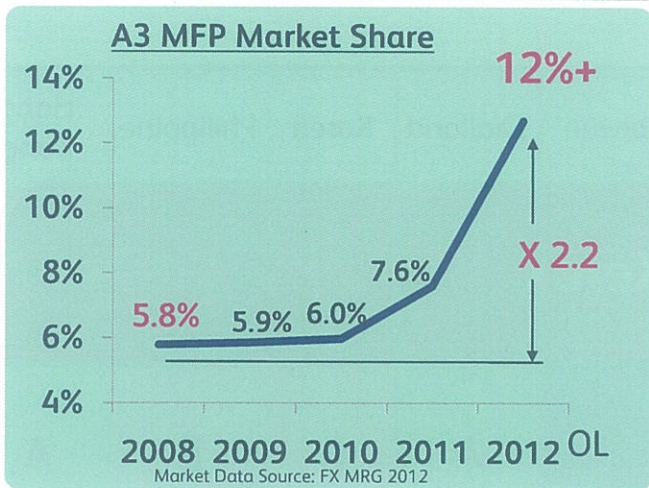


R&D

(Fuji Xerox Product Dev. G)

Fuji Xerox's Technology Capability

App. Volume Expansion and Market Position Improvement



Fuji Xerox China Sales Unit
(All Products Total)



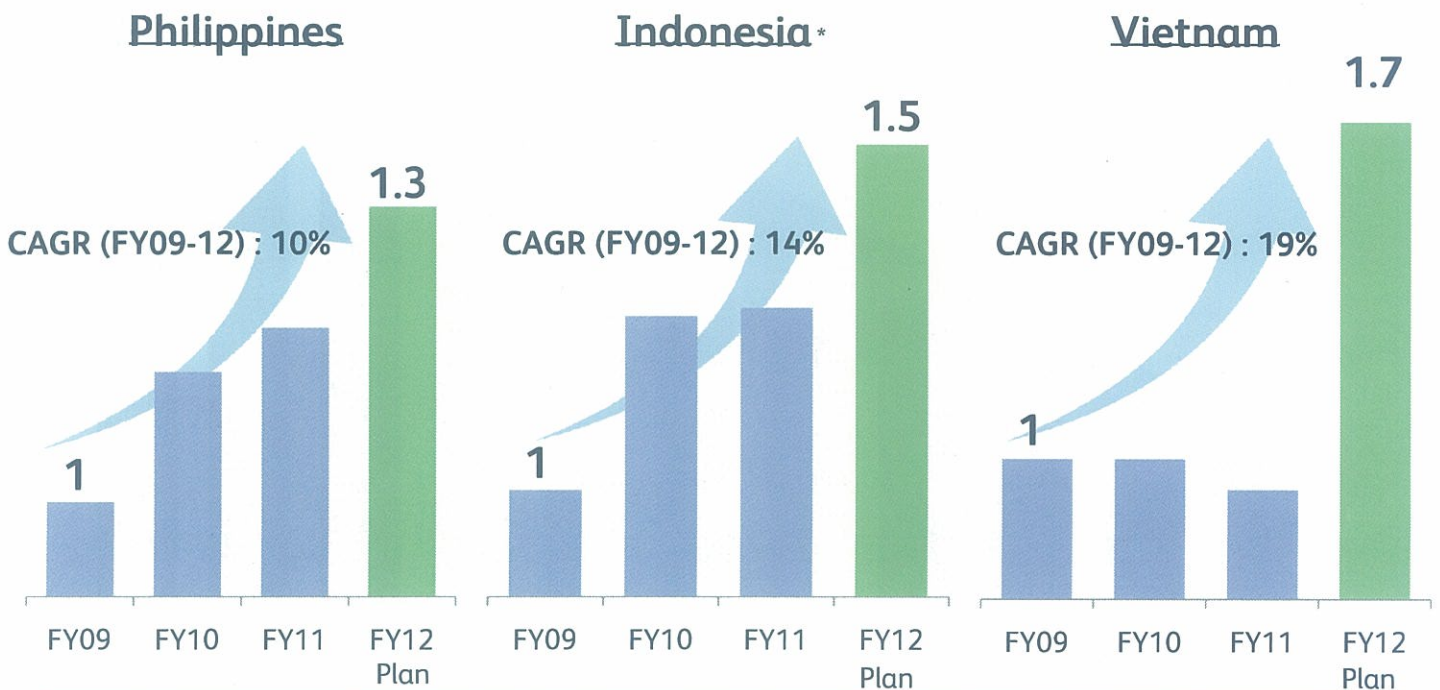
G%: YOY Growth Rate

25



Business Expansion in Emerging Markets

Fuji Xerox Revenue Trend in Emerging Markets
(FY2009- FY2012)



*Revenue of PT Astra Graphia : Fuji Xerox's Distributor in Indonesia



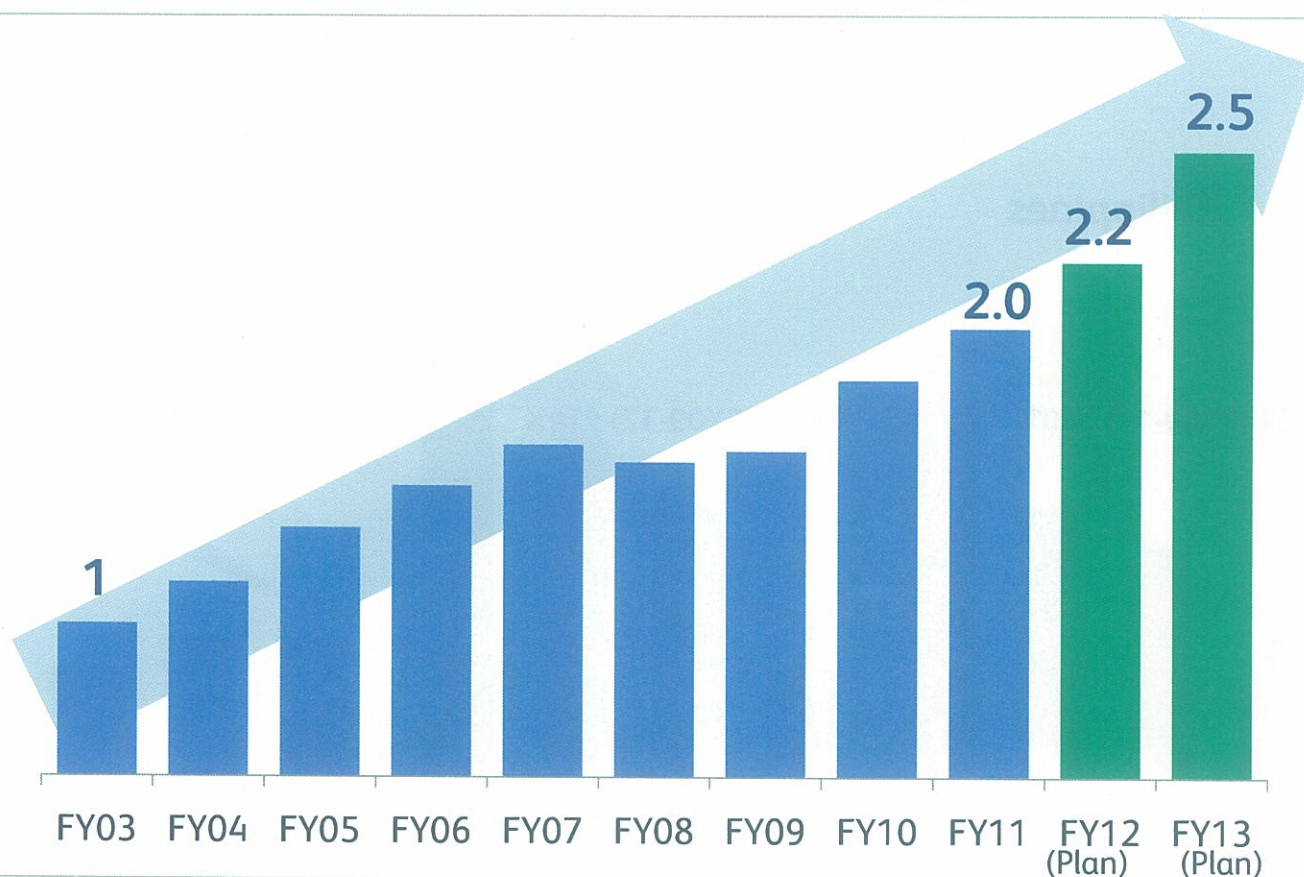
Customer Loyalty Index by Country in 2011

Year 2011	Australia	New Zealand	Singapore	Malaysia	Taiwan	Thailand	Korea	Philippine	Hong Kong
No.1	Fuji Xerox								
No.2	A	B	A	A	E	A	B	B	A
No.3	C	A	B	C	C	B	D	C	C

Loyalty Index : Conducted by Market Probe

Measurement 1. Overall satisfaction with the brand, 2. Likelihood to repurchase the same brand

Asia Pacific & China Revenue Trend (excluding Japan)



FUJI XEROX



