

FUJIFILM Holdings provides donations to nonprofit organizations supporting single-parent families and “*Kodomo-Shokudo*” under the spread of COVID-19

TOKYO, November 5, 2020 – FUJIFILM Holdings Corporation (President: Kenji Sueno) continues to counter novel coronavirus infection (COVID-19) through its business activities by applying its proprietary technologies in the areas of prevention, diagnosis, and treatment in healthcare. Fujifilm, as a corporate citizen, is also making company-wide efforts to address and resolve broader social issues.

Fujifilm is providing relief donations to the NPO “Single Mothers Forum,” which provides job seeker assistance and consultation to single-parent families, and the NPO “Japan Kodomo Shokudo Support Center Musubie,” which supports the operation of Kodomo-Shokudo (project to provide free or inexpensive meals to children), to extend assistance to those financially affected by the spread of COVID-19. Other measures include providing the products designed to prevent infectious diseases to elementary schools in the cities of Inashiki and Ryugasaki in Ibaraki Prefecture, and donating funds to medical institutions in Kumamoto Prefecture, affected by the Heavy Rain Event of July 2020. The relief donations, totaling 37 million yen, partially comes from the prize money for the cancelled Senior Golf Tour, “FUJIFILM Senior Championship 2020” (originally scheduled for November 5 – 7 in Ibaraki Prefecture, Japan).

< Description of relief measures >

- The NPO “Single Mothers Forum” will receive funding for purchasing groceries and essential supplies to be delivered to single-parent families financially affected by the spread of COVID-19. As relief supplies, Fujifilm will donate its long-lasting disinfectant wipes “Hydro Ag+ Alcohol Cloth” in response to requests from the organization, as well as Fujifilm’s functional cosmetics “ASTALIFT”.
- The NPO “Japan Kodomo Shokudo Support Center Musubie” will receive the Hydro Ag+ Alcohol Cloth, designed to prevent infectious diseases at Kodomo-Shokudo, and the instant cameras “instax” as a part of Fujifilm’s efforts to deliver the power and joy of photography and capture children’s smiles despite the hardships they are in.
- Elementary schools in the cities of Inashiki and Ryugasaki in Ibaraki Prefecture, where the canceled “FUJIFILM Senior Championship 2020” was to be held, will receive the Hydro Ag+ Alcohol Cloth. It utilizes Fujifilm’s unique antibacterial technology of combining alcohol and silver ions to deliver long-lasting disinfecting effect, and will be used to help reduce the closures of classes due to the spread of infectious diseases. Medical institutions in Kumamoto Prefecture, affected by the Heavy Rain Event of July 2020, will receive relief funds via local medical associations.

Recipient	Description
NPO “Single Mothers Forum” (scheduled for December)	Relief fund: 21 million yen Relief supplies worth four million yen: <ul style="list-style-type: none"> • Fujifilm’s long-lasting disinfectant wipes “Hydro Ag+ Alcohol Cloth” • Fujifilm’s functional cosmetics “ASTALIFT”
NPO “Japan Kodomo Shokudo Support Center Musubie” (scheduled by the end of this year)	Relief supplies worth 5 million yen <ul style="list-style-type: none"> • Fujifilm’s long-lasting disinfectant wipes “Hydro Ag+ Alcohol Cloth” • Fujifilm’s instant camera “instax”
Elementary schools in the cities of Inashiki and Ryugasaki in Ibaraki Prefecture (provided in October)	Relief supplies worth 4 million yen <ul style="list-style-type: none"> • Fujifilm’s long-lasting disinfectant wipes “Hydro Ag+ Alcohol Cloth”
Medical institutions in Kumamoto Prefecture (scheduled by the end of this year)	Relief fund: 3 million yen



Children using the “Hydro Ag+ Alcohol Cloth” to disinfect the classroom at an elementary school in Inashiki City

The Fujifilm Group will continue to make contributions to resolve social issues and enhance the quality of life of people.

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