

Press Release05.11.2013**Heidelberg and Fujifilm join forces in inkjet printing**

**FUJIFILM Corporation together with FUJIFILM Global Graphic Systems Co.,Ltd. (Fujifilm), and Heidelberger Druckmaschinen AG (Heidelberg) have unveiled a strategic partnership in the area of inkjet printing.**

- **Strategic global collaboration targets growth potential in commercial and packaging markets**
- **Heidelberg gains access to Fujifilm's market-leading Inkjet technology, and Fujifilm will leverage Heidelberg's strengths in engineering and manufacturing**
- **Synergies expected by leveraging sales strength and global customer service network in each company**

Two global players have joined forces. Heidelberg, the major provider and partner for the global printing industry, and Fujifilm, the leading manufacturer of computer-to-plate (CTP) plate, are forming a broad alliance aimed at strengthening existing business and establishing a platform to drive new business in future-oriented markets. The alliance has a special focus on bringing next generation products to the attractive digital printing market and gives both companies access to advanced technologies Heidelberg and Fujifilm have in the prepress area. Meeting current and future customer needs remains primary for Fujifilm and Heidelberg as both companies continue to focus their portfolios on market segments with the greatest potential for profitability and growth.

**Heidelberg: "Our goal is to also become a global player in the digital printing applications market."**

"In Fujifilm we have found an internationally recognized partner with innovative strengths in future-oriented areas – consumables and inkjet technology. This

marks a significant step forward in our corporate strategy,” said Gerold Linzbach, CEO of Heidelberg. “Fujifilm’s prepress capabilities and their technologies in the area can enhance and grow existing business. With Fujifilm’s inkjet technology we can build on the experience in digital printing gained through other partnerships and quickly move into the peak performance segment. It is our goal to also become a global player in the growing digital printing applications market. Together with Fujifilm we can meet customer needs more efficiently and more quickly. Within three years we envision a sales potential for Heidelberg in the digital business of more than € 200 million.”

**Fujifilm: “We can create new markets with our cutting-edge technologies.”**

"Fujifilm and Heidelberg have led the printing industry in each domain. Heidelberg's reputation among world's printers is unique," said Shigetaka Komori, Chairman and CEO of FUJIFILM Corporation. "Its strong customer network opens important new possibilities for state of the art inkjet technologies. With Heidelberg's global market presence in the printing industry we can introduce our products to new customer groups and increase their potential. With Heidelberg's manufacturing know-how we will be able to enhance innovation and develop technologies that will open new roads in digital printing. Our cutting-edge inkjet technology, leveraged by the JET PRESS 720 for example, gains a new potential."

**Heidelberger Druckmaschinen AG:**

Heidelberger Druckmaschinen Aktiengesellschaft is a major provider and partner for the global printing industry. The company develops, produces and distributes technology for commercial and packaging printing. With its own sales and service branches and via partners, Heidelberg reaches its customers in around 170 countries worldwide, generating Group sales of around € 2.7 billion in the 2012/2013 financial year.

[www.heidelberg.com](http://www.heidelberg.com)

**FUJIFILM Corporation:**

FUJIFILM Corporation is one of the major operating companies of FUJIFILM Holdings. Since its founding in 1934, the company has built up a wealth of advanced technologies in the field of photo imaging, and Fujifilm is now applying these technologies to other new business fields. Fujifilm brings continuous innovation and leading-edge products to a broad spectrum of industries including medical systems / life sciences, graphic arts, document solutions, highly functional

materials such as electronic materials, optical devices and digital imaging. Fujifilm aims to help enhance the quality of life of people worldwide by providing top-quality products and services with its leading-edge, proprietary technologies. Through its corporate philosophy, Fujifilm demonstrates its commitment to making a significant contribution to society.

<http://www.fujifilm.com>

**FUJIFILM Global Graphic Systems Co.,Ltd.:**

FUJIFILM Global Graphic Systems Co., Ltd, a subsidiary of FUJIFILM Corporation, provides products and services to the worldwide graphic printing industry. The company supplies materials, equipment, workflow, and solutions in offset printing, digital inkjet printing, POD, and package printing. It is also recognized as the leading provider of computer-to-plate (CTP) plates.

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<http://www.fujifilm.com/worldwide/>

**Important Note:**

This press release contains forward-looking statements based on assumptions and estimations by the Management Board of Heidelberger Druckmaschinen Aktiengesellschaft. Even though the Management Board is of the opinion that those assumptions and estimations are realistic, the actual future development and results may deviate substantially from these forward-looking statements due to various factors, such as changes in the macro-economic situation, in the exchange rates, in the interest rates and in the print media industry. Heidelberger Druckmaschinen Aktiengesellschaft gives no warranty and does not assume liability for any damages in case the future development and the projected results do not correspond with the forward-looking statements contained in this press release.