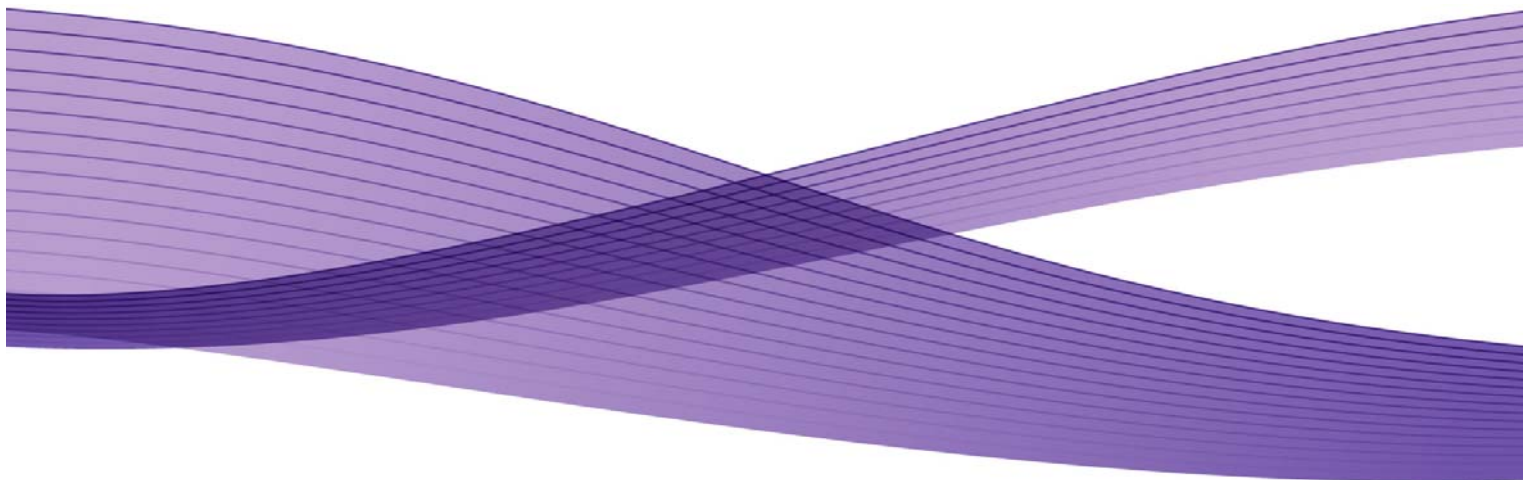


Social Media Policy

December 2011



1 Purpose of Setting a Social Media Policy

Fuji Xerox provides a social media policy to ensure quality communication with customers using social media and to improve our business activities.

2 Approach to Information Transmission

Fuji Xerox will engage in communication with customers with an approach to transparent and consistent information transmission.

3 Attitude for Participation in Social Media

Fuji Xerox:

- understands that social media is a place where customers take the lead in communication
- aims to properly understand the features of social media and utilise it effectively
- aims to improve our business activities by developing an attitude to listen to the "voices" of customers in social media
- will be responsible for the content we publish and will take care not to provide misleading information

4 Respect for Employees' Communication in Social Media

Fuji Xerox:

- understands that participation in social media improves our business activities
- will communicate in social media observing the company's general guidelines

5 Personal Information Practices

When requesting personal information from customers, Fuji Xerox will provide an explanation for the request.

The personal information collected is strictly controlled according to Fuji Xerox's privacy policy.

Australia: <http://fujixeroxprinters.com.au/en/privacypolicy.aspx> or

New Zealand: <http://www.fujixeroxprinters.co.nz/en/privacypolicy.aspx>

6 Publications

6-1 Publication Content and Correspondence

Product information and messages to our customers are published through Fuji Xerox's official accounts. Fuji Xerox ensures we will go through all inquiries and opinions obtained through social media, however, please understand that we may not be able to respond quickly or reply to all opinions.

We have following consultation service for general inquiries and inquires regarding our products and services. Please contact the respective consultation number if you wish a reply to your inquiry.

Australia: 1300 793 769, New Zealand: 0800 993 769

7 Disclaimer

The opinions and behavior of Fuji Xerox's employees in social media may differ with Fuji Xerox's official view. Also, when necessary and using appropriate means, Fuji Xerox saves a log of social media activities, including posts and comments exchanged with customers. The log is only used to improve our services and is not disclosed to any third party.

8 Contact Information for Social Media Official Accounts

For inquiries regarding our social media official accounts, please contact the following:

michelle.rochford@aus.fujixerox.com