



FUJIFILM CANADA ANNOUNCES NATIONAL DISTRIBUTOR AGREEMENT WITH SPICERS CANADA

Partnership expands Spicers Canada product portfolio while increasing Fujifilm's graphic systems solutions reach

April 8, 2021, Mississauga, Ontario – FUJIFILM Canada Inc. has announced a national distributor agreement with Spicers Canada, a fifth generation family-owned leading distribution company of commercial print and business papers, specialty products, graphic solutions, sign & display media, and industrial packaging products based in Vaughan, Ontario. Under the terms of the agreement, Spicers will act as nationwide distributor for the Graphics Division of FUJIFILM Canada Inc. including its CTP (computer-to-plate) plates and related equipment.

Fujifilm continues to focus on the evolving Canadian printing landscape with the overall goal to meet the increasing market demand for consumables and technological upgrades. Adding Spicers Canada as a national distributor will provide FUJIFILM Canada supplementary full national coverage with the ability to leverage Spicers Canada's extensive network of over 600 employees and 25 regional centres that helps with product inventory and logistical coordination for faster customer deliverables.

"Because of their core competency, we at Fujifilm, are excited about the addition of this new distributor for us in the Canadian market," said Stephane Blais, vice president, Graphic Systems and Technical Services divisions, Fujifilm Canada Inc. "Spicers strong sales and logistic capabilities made it a logical choice as a partner with whom to expand and amplify Fujifilm's product offerings in Canada."

Spicers had an interest in increasing available solutions from a well-respected partner in order to best serve Canada's print industry. "We are proud to be in this position to expand the Spicers product portfolio to include Fujifilm solutions," said Spicers Canada president, Cory Turner. "Combining Fujifilm technology with Spicers distribution capabilities is a partnership we trust Canadian customers will be excited about."

Paul Tasker, vice president, national graphic systems and solutions, Spicers Canada added, “We are excited to announce the addition of the globally recognized Fujifilm brand of plate products to the Spicers product portfolio. The addition of Fujifilm’ graphic systems offerings will enhance the scope of our pressroom products, providing solutions designed to maximize pressroom productivity.”

For more information about Fujifilm Canada, please visit: www.fujifilm.ca

About Fujifilm

FUJIFILM North America Corporation, a marketing subsidiary of FUJIFILM Holdings America Corporation, consists of five operating divisions and one subsidiary company. The Imaging Division provides consumer and commercial photographic products and services, including: photographic paper; digital printing equipment, along with service and support; personalized photo products; film; one-time-use cameras; and the popular INSTAX™ line of instant cameras and accessories. The Electronic Imaging Division markets consumer digital cameras, lenses, and content creation solutions, and the Graphic Systems Division supplies products and services to the graphic printing industry. The Optical Devices Division provides optical lenses for the broadcast, cinematography, closed circuit television, videography and industrial markets, and also markets binoculars and other optical imaging solutions. The Industrial and Corporate New Business Development Division delivers new products derived from Fujifilm technologies. FUJIFILM Canada Inc. sells and markets a range of FUJIFILM products and services in Canada. For more information, please visit www.fujifilm.com/us/en, go to www.twitter.com/fujifilmus to follow Fujifilm on Twitter, or go to www.facebook.com/FujifilmNorthAmerica to Like Fujifilm on Facebook.

FUJIFILM Holdings Corporation, Tokyo, Japan, brings cutting edge solutions to a broad range of global industries by leveraging its depth of knowledge and fundamental technologies developed in its relentless pursuit of innovation. Its proprietary core technologies contribute to the various fields including healthcare, graphic systems, highly functional materials, optical devices, digital imaging and document products. These products and services are based on its extensive portfolio of chemical, mechanical, optical, electronic and imaging technologies. For the year ended March 31, 2020, the company had global revenues of \$21 billion, at an exchange rate of 109 yen to the dollar. Fujifilm is committed to responsible environmental stewardship and good corporate citizenship. For more information, please visit: www.fujifilmholdings.com.

About Spicers Canada

Backed by a fifth-generation family-owned company, Spicers Canada is a leading distributor of commercial print and business papers, specialty products, graphic solutions, sign & display equipment and materials, and industrial supplies and packaging products based in Vaughan, Ontario and operating from 25 regional centres. For more information on Spicers Canada, visit spicerscanada.ca.

FOR IMMEDIATE RELEASE

###

All product and company names herein may be trademarks of their registered owners.

Media Contact:

Gregory Pas

Fujifilm

630-259-7234

Gregory.pas@fujifilm.com