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FUJI XEROX HONG KONG WINS GOLD AWARD AT 2011 HONG KONG AWARDS FOR ENVIRONMENTAL EXCELLENCE

**FIRST IN THE INDUSTRY TO WIN GOLD FOR
ITS ALL-ROUND ENVIRONMENTAL PERFORMANCE**

HONG KONG, June 7, 2012— Recognized for its environmental sustainability achievements, Fuji Xerox (Hong Kong) Ltd., a sales subsidiary of Fuji Xerox Co., Ltd., won the gold award in the Wholesalers and Retailers sector of the 2011 Hong Kong Awards for Environmental Excellence (HKAEE), organized by the Hong Kong Special Administrative Region's Environmental Campaign Committee^{*1}, the Environmental Protection Department^{*2}, and nine other organizations. The company was the first in its industry, as well as the first Japanese company, to win this sectoral gold award. The awards ceremony was held on May 4.

The company was especially recognized for having a clear target on carbon emission reduction with presentable result, green initiatives implemented throughout the offices and for the recycling^{*3}.

Specifically, Fuji Xerox (Hong Kong) was awarded for the following efforts:

- Pursues carbon emission reduction—1,640 tons in FY2011—in electricity and gasoline consumption. This was six percent reduction compared to the previous fiscal year.
- Takes full responsibility for all end-of-life products; Fuji Xerox (Hong Kong) collects used products/consumables from its customers, which are recycled at the recycling facility in Thailand. Further, the company increases collection rate of used items such as toners and spare parts by raising customers' awareness on recycling through distributing a Green Collection Box to customer locations. To date, 123 collection boxes have been distributed to customers at 46 locations.
- Conducts onsite visit program at Fuji Xerox (Hong Kong)'s Tsuen Wan Recycling Center to introduce recycling operation to stakeholders, including customers, students, non-government organizations and government officials. In FY2011, there were 17 tours involving more than 300 visitors.
- Engages students in environmental conservation programs for three consecutive years since 2008; an Eco-school Story Writing in 2008, a Photo Taking for Biodiversity contest in 2009 and a Shooting "Green" Video Competition in 2010. For the 2010 video competition, the company used Facebook to engage the students and 135 films from 440 participants were received.

Fuji Xerox (Hong Kong) received the gold award by going through two stages of assessment on environmental initiatives and implementation status, followed by a final review by adjudicating panels consisting of representatives from various trade associations, government departments, professional bodies and the like.

Fuji Xerox (Hong Kong) will continue to look for new ways to make its operations even more sustainable and to help its customers and suppliers do the same.



Donald Tsang (left), Chief Executive of the Hong Kong Special Administrative Region presenting the gold award to Joseph Yu (right), managing director of Fuji Xerox (Hong Kong).

About the Hong Kong Awards for Environmental Excellence (HKAEE)

HKAEE, in line with Hong Kong government policies and community needs, aims to encourage businesses and organizations to adopt green management and innovations, as well as to acknowledge their efforts.

For more details: <http://www.hkaee.org.hk/>

- *1 A committee set up in Hong Kong in 1990 to promote public awareness of environmental issues and encourage the public to contribute actively towards a better environment. Committee members are appointed by the Chief Executive. Representatives of relevant government departments, including the Environmental Protection Department, also sit on the Committee.
- *2 A government body of Hong Kong responsible for 1) Developing policies covering environmental protection, nature conservation; 2) Enforcing environmental legislation; 3) Monitoring environmental quality; 4) Providing collection, transfer, treatment and disposal facilities for many types of waste; 5) Advising on the environmental implications of town planning and new policies; 6) Handling pollution complaints and incidents; and 7) Raising awareness and support in the community for environmental initiatives.
- *3 Since 1995, starting in Japan, Fuji Xerox has been implementing its 3R (Reduce, Reuse, Recycle) initiatives to achieve the goals of Zero Landfill, No Pollution and Zero Illegal Disposal, perceiving them as its responsibility as a manufacturer. The company achieved Zero Landfill from collected used products in Japan in 2000, in Thailand in 2010 (which is the center of the system for Asia Pacific countries and regions), and in China in 2011.

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