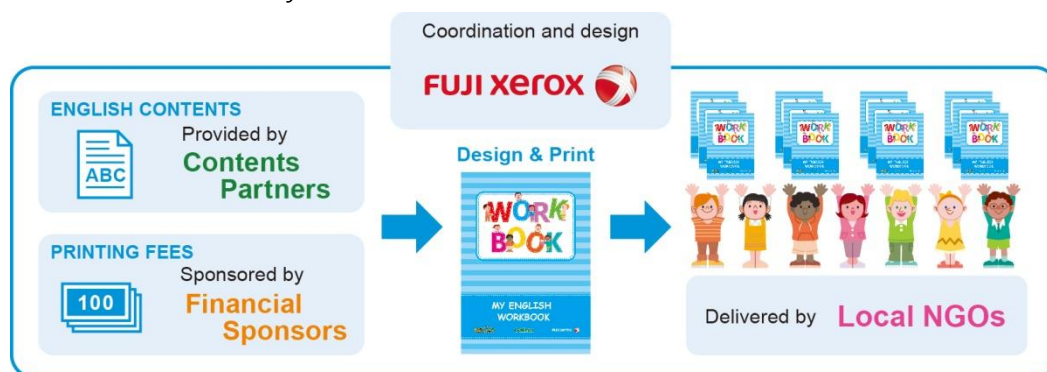


For immediate release

Fuji Xerox Starts a Project to Provide Learning Materials to Children of Asia-Pacific Emerging Countries Collaborating with Businesses/NGOs Prints the Materials by Its Production Printers

MANILA, The Philippines, June 4, 2014 –To contribute to helping resolve educational disparity among children in emerging countries in the Asia-Pacific region where it conducts businesses, Fuji Xerox Co., Ltd. commenced a project to offer learning materials using its production printers. Starting with the Philippines, the learning materials will be provided to approximately 400 children in a disadvantaged area near Manila. The presentation ceremony will take place on June 7.

With Fuji Xerox as a coordinator, this project produces learning materials that meet local needs. The company solicits sponsors who offer the contents of the materials for free of charge, as well as financial sponsors who cover the printing and distribution costs. Local non-governmental organizations (NGOs) distribute those materials to children and also support their studies. By working collaboratively with the group of sponsor companies as well as launching the project in other countries such as Thailand and Vietnam, Fuji Xerox aims to increase the number of children being supported to 100,000 in 10 years.



In this particular project, Gakken Holdings Co., Ltd. —Japan’s leading educational company— offered English language self-learning contents. The materials were then printed by Fuji Xerox production printers and will be delivered to children in several Gawad Kalinga villages in Bulacan Province by a local NGO, Gawad Kalinga,*¹ which operates a project to provide housing for people in disadvantaged areas across the Philippines to support their independence. By soliciting more contents and financial sponsors, the project will cover children of other Gawad Kalinga villages.

In some Asia-Pacific countries and regions, expanding disparity in wealth alongside the rapid economic growth is becoming a serious social issue. The United Nations has set “Achieve universal primary education” as one of its eight Millennium Development Goals.*² In these disadvantaged areas, the completion rate in primary education is low, as children cannot access the textbooks or schooling due to poverty, leaving many of them with a lack of education.

In its [Mission Statements](#), Fuji Xerox is committed to “Contribute to the advancement of the global

community by continuously fostering mutual trust and enriching diverse cultures”, and one of the social contribution focuses to back up such Mission Statement is “Education for future generations”. To date, the company has been continuously making social contributions, such as offering [support to produce large font textbooks](#) for visually impaired pupils and students, and the [Fuji Xerox Setsutaro Kobayashi Memorial Fund](#), which offers academic research grants for research projects in the humanities and social sciences conducted in the Asia-Pacific region.

To form a sustainable and effective structure for this project, Fuji Xerox will bring together the strengths of each volunteer company aiming to contribute to solving social issues.

*1: A project to support the financial independence of people in a deprived area. Gawad Kalinga means “give care” in Filipino. The project petitions local authorities to provide the permission to live in their villages, and corporations to fund the costs for building construction materials and labor. There are currently around 2,000 villages supporting some 60,000 families. Fuji Xerox Philippines, Inc., Fuji Xerox’s sales subsidiary, participates in this project and [built the Fuji Xerox Gawad Kalinga Village](#) in 2007.

*2: At the United Nations Millennium Summit held at the United Nation’s Headquarters in New York in Sept 2000, 189 member states—including 147 heads of state and government—announced the United Nations Millennium Declaration to commit their cooperation to create a safer and more enriched world as the target for 21st century international society. The Millennium Development Goals (MDGs) are the concrete targets to achieve this Millennium Declaration and other commitments adopted in major international conference and summits held during 1990s. The MDGs include eight goals, 21 targets, and 60 indicators for measuring the progress made by 2015.
URL: <http://www.undp.org/content/undp/en/home/mdgoverview/>

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