

January 29, 2010
FUJIFILM Holdings Corporation

**Fiscal 2010/3 3rd Quarter Results Briefing
Main Questions and Answers**

Q1: It appears that Document Solutions sales volume in China is increasing. Could you explain the China portion out of sales of the Document Solutions' segment along with your marketing strategy for copy machine business in China?

A1: Sales in China correspond to approximately 4% of total Document Solutions sales. Up to now, we have been strengthening our direct sales systems. To cover China's broad geographic area, however, we believe it is necessary to establish marketing systems that encompass marketing agents and resellers and thereby progressively expand our geographic marketing scope. At the same time, our direct marketing systems will be aiming to build relationships with a growing number of large-scale users.

Q2: While FPD materials sales were flat compared with the second quarter, what kind of trends are you expecting in the fourth quarter?

A2: Since around the time we completed dramatically rapid production adjustments in May 2009, FPD materials sales have rapidly accelerated. Currently, because FPD panel inventories have not become excessive, we are not anticipating a sharp negative trend in FPD materials sales during the fourth quarter.

Q3: It appears that healthcare reforms in China are supporting a rise in Chinese demand for medical equipment. Could you explain the trends in overall demand for medical equipment in markets, including the China market?

A3: At this time, the restraint of capital investment related to medical equipment is continuing, so demand is not up from the previous year, but we are anticipating a rise in demand toward the end of the fiscal year. The China market currently accounts for only about 5% of our medical business sales, but we expect that the expansion of regional medical care capabilities in China will enable a large expansion of sales of medical equipment and other products going forward.

Q4: As you are expecting to almost complete your structural reforms in the upcoming fiscal year, what kind of recovery in profitability are you expecting for the next fiscal year?

A4: Next fiscal year, we are anticipating ¥15 billion of restructuring and other charges, but we are also projecting ¥83 billion in structural reform benefits. That is an increase of ¥66 billion compared with the ¥17 billion of structural reform benefits in the current fiscal year. This will be a factor increasing profitability in the next fiscal year. We are also expecting a certain amount of profitability increase due to a rise in sales accompanying a recovery in market conditions, although we have not yet quantified our estimate of that profitability increase at this time.