

**Briefing on FY2014/3 First Quarter Results**  
**Main Questions and Answers**

Q1: Kindly elaborate on how FUJIFILM's digital cameras are selling in the market and how the Company plans to improve the profitability of the digital camera sales.

A1: We sold approximately 1.4 million units in the first quarter and estimate the annual sales to be some seven million units. This forecast reflects the decline of digital camera demand due to prevailing smartphones. It is regrettable that we incurred a loss in this business in the first quarter, but we are committed to turning a profit by the end of the fiscal year through slashing fixed costs and also rapidly ensuring measures to cope with digital camera sales of less than seven million units just in case.

Q2: What actions will the Company take to boost its share price?

A2: We aim to steadily improve our ROE through asset efficiency optimization by expanding sales and reducing costs to generate profits.

Q3: What is the Company's position on the return to shareholders?

A3: Our primary return to shareholders is dividends, but we will study the prospect of a buyback of our shares considering cash on hand.

Q4: What is the objective of combining Optical Devices and Photo Imaging?

A4: These two divisions have been complementing their businesses with each other. We aim to expand their sales and improve their profitability by enhancing productivity and strengthening synergies in product development and marketing.

Q5: The Company explained that the Document business is growing in the Asia-Oceania region, but what is the situation in the domestic market? Also, what is the prospect of the entire document market down the road?

A5: The domestic revenue is leveling out. Copy volume has picked up owing to the current economic recovery. In particular, Global Services has been performing well. We expect the entire Document business to be robust in the second quarter and through the fiscal year.

(End)