

The logo for FUJIFILM, featuring the word "FUJIFILM" in a bold, black, sans-serif font. The letter "I" is stylized with a red vertical bar through its center.

Earnings of FY2013/3 1Q

FUJIFILM Holdings Corporation

July 27, 2012

FORWARD-LOOKING STATEMENTS

Forward-looking statements, such as those relating to earnings forecasts and other projections contained in this material, are management's current assumptions and beliefs based on currently available information. Such forward-looking statements are subject to a number of risks, uncertainties, and other factors. Accordingly, actual results may differ materially from those projected due to various factors.

FY2013/3 1Q Earnings Summary

- Impact of strong yen appreciation against revenue and operating income, of ¥11.2 billion and ¥3.4 billion
- Decline in demand owing to economic deterioration in Europe and the impact of strong yen appreciation
- Decline in demand for the flat panel display (FPD) materials business due to slowdown in growth of monitors
- Strong sales in medical systems/life sciences and document solutions business
- Imaging solutions segment returned to profitability

Although revenue and profit decreased from the previous year, earnings were within projections

2

Earnings for the first quarter of FY2013/3 was affected by the harsh business environment, such as the strong yen appreciation, which had an impact against revenue and operating income, of ¥11.2 billion and ¥3.4 billion, and the decline in demand caused by the economic deterioration in Europe.

Reflecting the more-than-expected slowdown in growth of monitors, sales in FPD materials business decreased.

As for medical systems/life sciences and document solutions business, sales proceeded smoothly.

In addition, profitability in imaging solutions segment improved greatly and the segment has become profitable.

Although revenue and profit decreased from the previous year, earnings were within assumption.

Consolidated Performance for 1Q FY2013/3

(Apr. 1, 2012 – Jun. 30, 2012)

	FY2012/3 1Q	FY2013/3 1Q	Change
Revenue	530.1 100.0%	518.3 100.0%	(11.8) (2.2%)
Operating Income	29.0 5.5%	20.9 4.0%	(8.1) (27.8%)
Income Before Income Taxes	28.1 5.3%	13.4 2.6%	(14.7) (52.5%)
Net Income Attributable to FUJIFILM Holdings	14.5 2.7%	2.5 0.5%	(12.0) (82.7%)
Net Income Attributable to FUJIFILM Holdings per Share	¥30.13	¥5.20	¥(24.93)
Exchange Rates US\$	¥82	¥80	¥(2)
€	¥117	¥103	¥(14)

(Billions of yen)

3

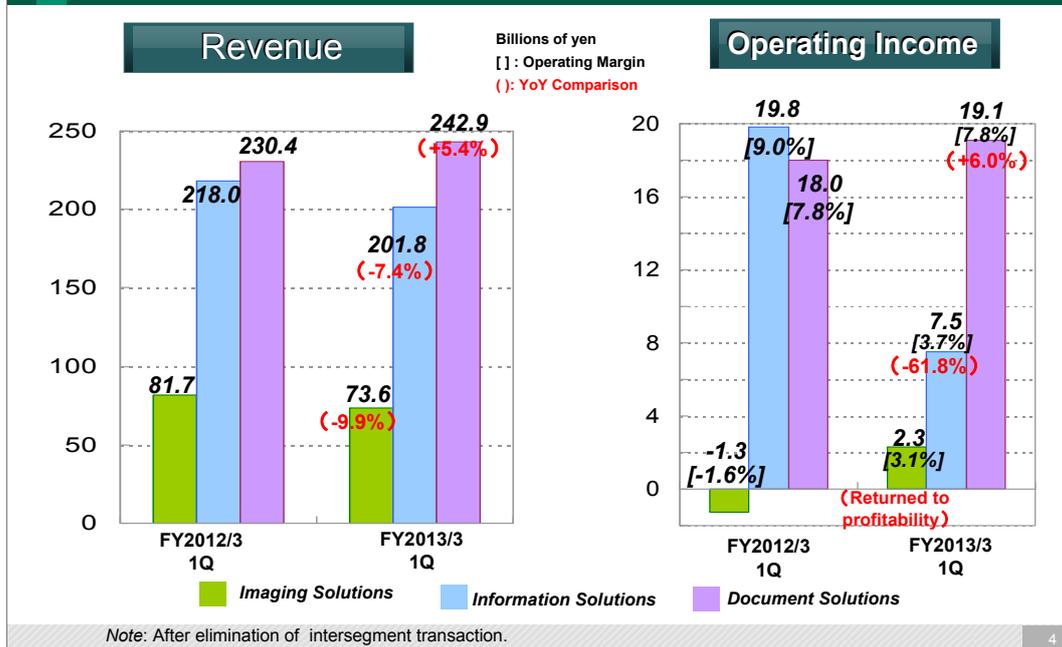
Consolidated revenue for the first quarter of FY2013/3 totaled to ¥518.3 billion, down 2.2% from the previous year.

Operating income was ¥20.9 billion, down 27.8% from the previous year.

Income before income taxes, reflecting the foreign exchange losses of ¥8.3 billion, was ¥13.4 billion, down 52.5% from the previous year.

Net income attributable to FUJIFILM Holdings was ¥2.5 billion, down 82.7% from the previous year.

FY2013/3 1Q Consolidated Revenue and Operating Income by Segments



In Imaging solutions business, revenue amounted to ¥73.6 billion, down 9.9% from the previous year.
 Operating income recorded ¥2.3 billion and returned to profitability.

In Information solutions business, revenue was ¥201.8 billion, down 7.4% from the previous year.
 Operating income was ¥7.5 billion, down 61.8% from the previous year.

In document solutions business, revenue was ¥242.9 billion, up 5.4% from the previous year.
 Operating income was ¥19.1 billion, up 6.0% from the previous year.

Summary by Operating Segment

■ Imaging Solutions

- In the photo imaging business, sales of print material products, including color paper and inkjet materials, proceeded smoothly.
- Especially for color paper, sales were robust due to the shift, in Europe and elsewhere around the world, from the products of other companies to Fujifilm's products.
- In electronic imaging business, although sales of long zoom models and waterproof models proceeded smoothly, overall sales decreased, reflecting the impact of the decline in demand for compact digital cameras.

Despite the decrease in revenue, the segment has returned to profitability due to such factors as rises in prices in the photo imaging business

5

In the photo imaging business, sales of print material products, including color paper and inkjet materials, proceeded smoothly. Especially for color paper, sales were robust due to the shift, in Europe and elsewhere around the world, from the products of other companies to Fujifilm's products.

As for the electronic imaging business, although sales of long zoom models and waterproof models proceeded smoothly, overall sales decreased due to the impact of the decline in demand for compact digital cameras.

Although revenue in the imaging solutions segment decreased, the segment returned to profitability owing to such factors as rises in prices in the photo imaging business.

Summary by Operating Segment

Information Solutions

- In the FPD materials business, sales of thin *FUJITAC* increased. In addition, sales of VA films and IPS films proceeded smoothly. However, the impact of the slowdown in growth of monitor demand caused sales of WV film to decline and, thus, overall revenue decreased.
- In the medical systems business, strong sales were seen in medical-use picture archiving and communications systems. In addition, sales increased due to revenue generated by SonoSite, a manufacturer of bedside and point-of-care ultrasound diagnostic equipment that has become a subsidiary of Fujifilm. As for the pharmaceuticals businesses, sales continued to be strong owing to such drugs as *ZOSYN*. New cosmetic products gained favorable reputations and online sales rose considerably.
- In the electronic materials business, sales continued to be strong. Sales dropped in the graphic arts, recording media, and optical devices businesses.

Despite the strong sales in the medical systems/life sciences business, overall revenue and profit declined

6

In the FPD materials business, sales of thin *FUJITAC* increased. Although sales of VA films and IPS films proceeded smoothly, sales of WV films declined due to the impact of the more-than-expected slowdown in growth of monitor demand and inventory adjustments, resulting in an overall decrease in revenue.

In the medical systems/life sciences business, sales of such products as medical-use picture archiving and communications systems were strong while sales increased due to revenue generated by SonoSite, a manufacturer of bedside and point-of-care ultrasound diagnostic equipment, that has become a subsidiary of Fujifilm.

As for the pharmaceuticals business, sales of such drugs as *ZOSYN* were strong. On the other hand, new cosmetic products gained favorable reputations, including the top position in the word-of-mouth website, and, thus, online sales rose considerably.

In the electronic materials business, sales increased owing to strong sales of ArF immersion resists and other products.

However, sales dropped in graphic arts, due to the considerable impact of strong yen appreciation, recording media, due to the decrease in sales of professional videotapes, and optical devices, due to the decrease in sales of camera phone lenses.

Revenue and profit in the information solutions segment both declined due to the decrease in sales of the FPD materials business and external factors, such as economic deterioration in Europe.

Summary by Operating Segment

■ Document Solutions

- Sales grew in Japan and the Asia-Oceania region, and shipments to Xerox Corporation also grew.
- Copy volume in Japan increased, compared to the previous year, when the business was adversely affected by the Great East Japan Earthquake.
- As for the production services business, sales continued to be strong in the Asia-Oceania region.
- Sales grew by double digits in the global services business in both Japan and the Asia-Oceania region.

Overall, the segment achieved growth in both revenue and profit from the previous year, even when excluding the impact of the earthquake

In the document solutions business, sales grew in Japan and the Asia-Oceania region, and shipments to Xerox Corporation also grew.

In addition, copy volume increased in Japan, compared to the previous year, when the business was adversely affected by the earthquake.

Regarding the production services business, strong sales continued in the Asia-Oceania region.

As for the global services business, sales grew by double digits in both Japan and the Asia-Oceania region.

Regarding the overall document solutions segment, growth was achieved in both revenue and profit, compared to the previous year, even when excluding the impact of the earthquake.

Consolidated Balance Sheet

	Mar' 11	Mar'12	Jun' 12	Change from Mar' 12	(Billions of yen)				
Cash and cash equivalents	313.1	235.1	258.5	23.4	Short-term and long-term debt	189.6	198.9	201.3	2.4
Notes and accounts receivable	502.2	556.5	482.7	(73.8)	Notes and accounts payable	261.4	258.4	231.0	(27.4)
Inventories	342.2	378.0	396.0	18.0	Other liabilities	406.9	425.9	425.7	(0.2)
Marketable securities and other	153.3	152.4	152.2	(0.2)	Total liabilities	857.9	883.2	858.0	(25.2)
Total current assets	1,310.8	1,322.0	1,289.4	(32.6)	Total FUJIFILM Holdings shareholders' equity	1,722.5	1,721.8	1,694.3	(27.5)
Property, plant and equipment	564.1	553.9	540.5	(13.4)	Noncontrolling interests	128.4	134.7	133.5	(1.2)
Goodwill, net	344.4	393.5	371.4	(22.1)	Total equity	1,850.9	1,856.5	1,827.8	(28.7)
Investment securities and other	489.5	470.3	484.5	14.2	Total liabilities and equity	2,708.8	2,739.7	2,685.8	(53.9)
Total noncurrent assets	1,398.0	1,417.7	1,396.4	(21.3)	(yen)				
Total assets	2,708.8	2,739.7	2,685.8	(53.9)	Exchange Rates	Mar. '11	Mar. '12	Jun' 12	Change from Mar'12
					US\$	83	82	79	+¥3
					€	118	110	99	+¥11

Total asset, as of June 2012, totaled to ¥2,685.8 billion, down ¥53.9 billion from March 2012. This was due to decrease in notes and accounts receivable and the impact of strong yen appreciation.

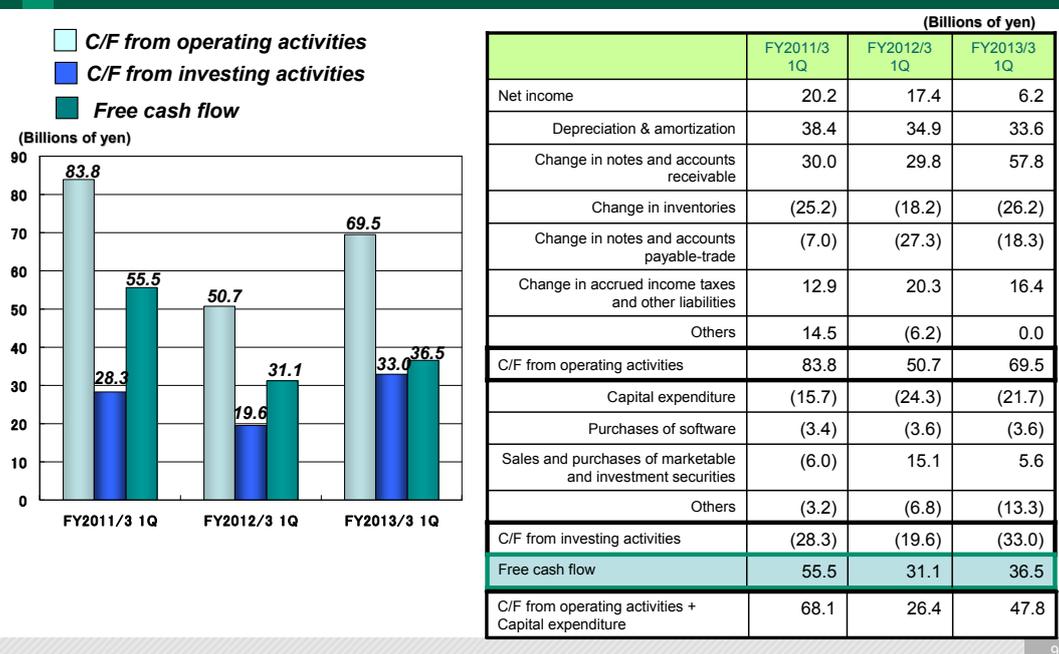
Total liabilities amounted to ¥858.0 billion, down ¥25.2 billion, reflecting the decrease in notes and accounts payable.

Total FUJIFILM Holdings shareholders' equity was ¥1,694.3 billion, down ¥27.5 billion.

As a result, the current ratio increased by 2.1 points, to 193.0%, the debt-equity ratio decreased by 0.7 points, to 50.6%, and the equity ratio increased by 0.3 points, to 63.1%.

The Company is confident that it is maintaining a stable level of asset liquidity and sound capital structure.

Cash Flow



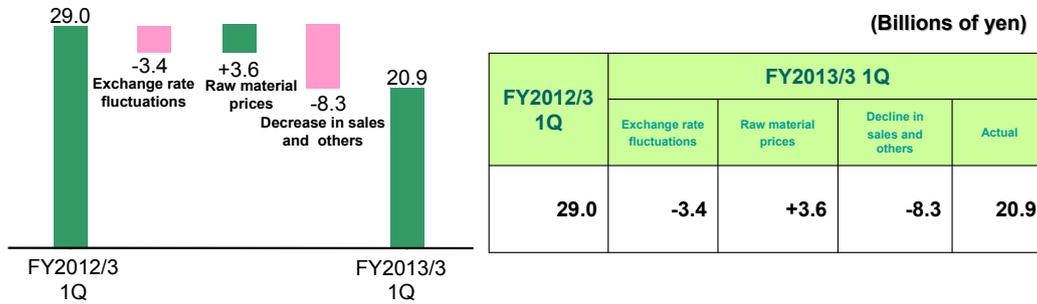
Cash flow from operating activities increased by ¥69.5 billion, owing to decrease in notes and accounts receivable.

However, expenditure in cash flow from investing activities amounted to ¥33.0 billion, due to such factors as capital expenditure, and free cash flow was ¥36.5 billion.

Earnings for 1Q FY2013/3

Appendix

Analysis of Operating Income



FY2012/3 1Q	FY2013/3 1Q			
	Exchange rate fluctuations	Raw material prices	Decline in sales and others	Actual
29.0	-3.4	+3.6	-8.3	20.9

	FY2012/3 1Q (average)	FY2013/3 1Q (average)	Change
Exchange Rates			
US\$	¥82	¥80	+¥2 (+2.4%)
€	¥117	¥103	+¥14 (+12.0%)
Material Prices			
Silver	¥101,000/Kg	¥79,000/Kg	-¥22,000 (-21.8%)

FY2013/3 1Q Performance by Operating Segment

■ Imaging Solutions

(Billions of yen)

Revenue	FY2012/3 1Q	FY2013/3 1Q	Change	
Photo Imaging	49.7	47.8	(1.9)	(-3.7%)
Electronic Imaging	32.0	25.8	(6.2)	(-19.5%)
Total	81.7	73.6	(8.1)	(-9.9%)

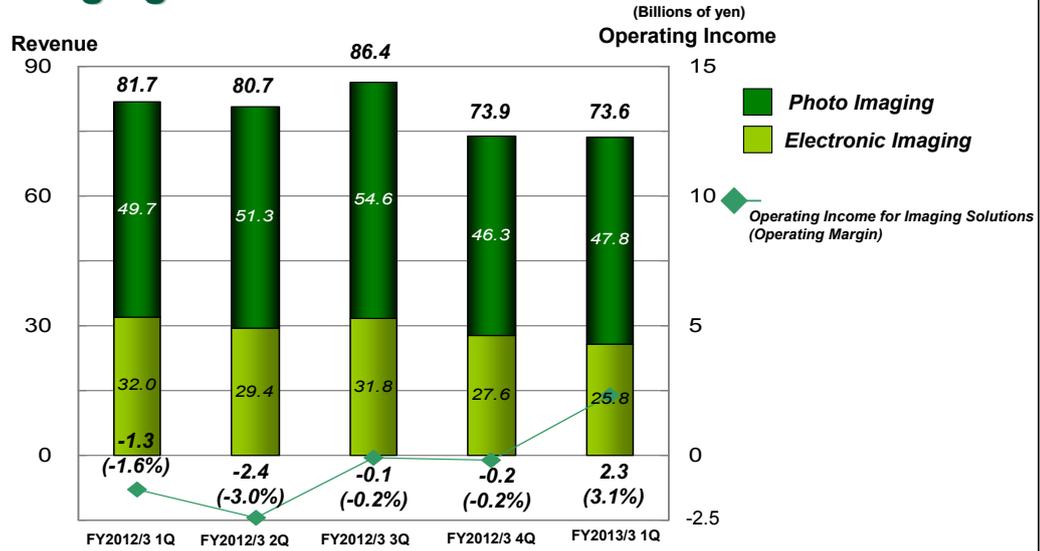
(Billions of yen)

Operating Income [Operating Margin]	FY2012/3 1Q	FY2013/3 1Q	Change	
Imaging Solutions	(1.3) [-1.6%]	2.3 [3.1%]	3.6	(Returned to profitability)

Note: After elimination of intersegment transaction.

Change in Quarterly Revenue by Operating Segment

■ Imaging Solutions



Note: After elimination of intersegment transaction.

FY2013/3 1Q Performance by Operating Segment

■ Imaging Solutions

Photo Imaging

- Sales of print materials products, including color paper and inkjet materials, proceeded smoothly.
- Especially for color paper, sales were robust due to the shift, in Europe and elsewhere around the world, from the products of other companies to Fujifilm's products.

Electronic Imaging

- Although overall sales dropped due to the decline in demand for compact digital cameras, sales of such models with such long zoom lenses as *FinePix HS30EXR* and such waterproof models as *FinePix XP50* were strong.
- *FUJIFILM X-Pro1* was launched in over 60 countries around the globe, and the Company is reinforcing sales by making the body appealing with an interchangeable lens and accessories as a set.

FY2013/3 1Q Performance by Operating Segment

Information Solutions

(Billions of yen)

Revenue	FY2012/3 1Q	FY2013/3 1Q	Change	
Medical Systems	61.1	67.6	6.5	(+10.6%)
Life Sciences				
Graphic Arts	57.7	55.3	(2.4)	(-4.2%)
FPD Materials	53.5	37.2	(16.3)	(-30.4%)
Recording Media	12.0	9.8	(2.2)	(-17.9%)
Industrial Products				
Electronic Materials & Others	19.7	20.3	0.6	(+2.3%)
Optical Devices	14.0	11.6	(2.4)	(-16.5%)
Total	218.0	201.8	(16.2)	(-7.4%)

(Billions of yen)

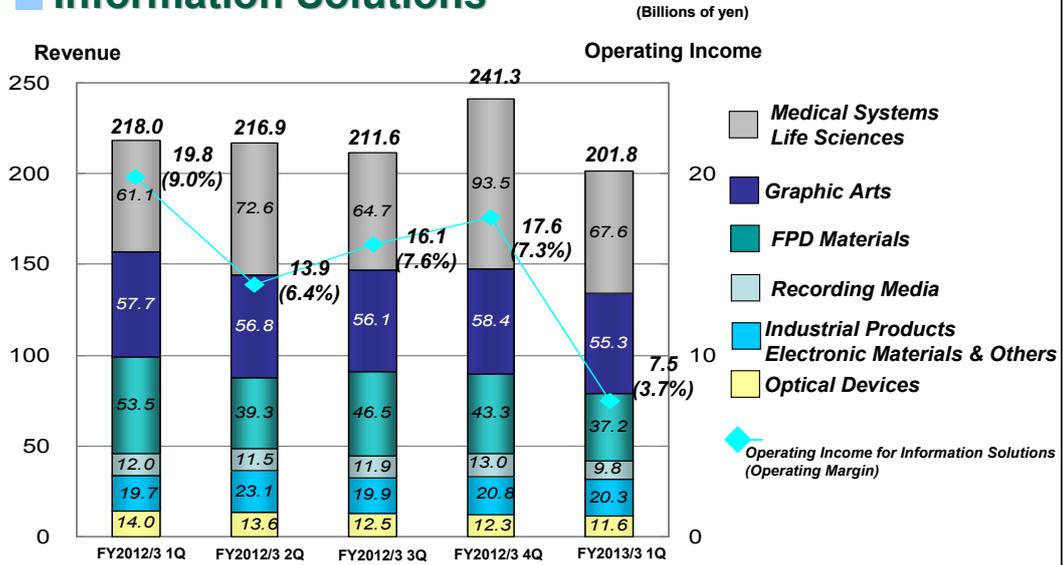
Operating Income [Operating Margin]	FY2012/3 1Q	FY2013/3 1Q	Change	
Information Solutions	19.8 [9.0%]	7.5 [3.7%]	(12.3)	(-61.8%)

Note: After elimination of intersegment transaction.

15

Change in Quarterly Revenue by Operating Segment

Information Solutions



Note: After elimination of intersegment transaction.

FY2013/3 1Q Performance by Operating Segment

Information Solutions

Medical Systems/Life Sciences

【Medical Systems】

- Sales in the network systems field increased. *SYNAPSE* medical-use picture archiving and communications systems have been adopted by approximately 1,750 medical facilities in Japan, and maintained the top market share in this field.
- *FCR PRIMA T*, a compact and relatively low-priced product in the *FCR* line, sustained robust sales.
- Sales increased due to revenue generated by SonoSite, a manufacturer of bedside and point-of-care ultrasound diagnostic equipment that has become a subsidiary of Fujifilm.

【Pharmaceuticals】

- Robust sales was recorded by Toyama Chemical, owing to strong sales of products, including *ZOSYN*, *OZEX*, and *Geninax*.
- On June 29, 2012, Toyama Chemical received approved for permission to manufacture and market *KOLBET (T-614)*.
- FUJIFILM Pharma has signed a contract with Bayer regarding patent rights of three pharmaceuticals (*Glucobay*, *Avelox*, and *Ciproxan*).

【Life Sciences】

- Both online sales and retail store sales of *ASTALIFT* functional cosmetics products have proceeded by appealing as stain preventive products that were launched this spring. These new cosmetics have gained favorable reputations and have achieved the top position as a highly rated cosmetic in beauty magazines and on word-of-mouth websites.

FY2013/3 1Q Performance by Operating Segment

Flat Panel Display Materials

- Regarding thin *FUJITAC* proactive films of 60 μ for polarizers, sales proceeded smoothly. Also, an increase in market share was seen in VA films and IPS films.
- Sales of WV films decreased due to the decline in growth of monitors.

Graphic Arts

- Despite strong sales in such products as plate processing materials, overall sales declined slightly due to strong yen appreciation.

Recording Media

- Sales for computer-use tapes were strong, but the strong yen appreciation and the sales decrease in professional-use videotape products caused overall sales to decline.

Industrial Products/Electronic Materials & Others

- Strong sales were recorded in industrial-use X-ray films.
- Sales increased in such products as ArF immersion resist products and image sensor-use *COLOR MOSAIC* products.

Optical Devices

- Sales of broadcast-use TV camera lenses recorded the same level as in the previous year, but the decrease in sales of camera phone lenses caused a decline in overall sales.

FY2013/3 1Q Performance by Operating Segment

Document Solutions

(Billions of yen)

Revenue	FY2012/3 1Q	FY2013/3 1Q	Change
Office Products	116.3	123.1	6.8 (+5.9%)
Office Printers	37.0	40.2	3.2 (+8.7%)
Production Services	35.2	34.5	(0.7) (-1.9%)
Global Services	21.4	23.8	2.4 (+11.0%)
Others	20.5	21.4	0.9 (+3.6%)
Total	230.4	242.9	12.5 (+5.4%)

(Billions of yen)

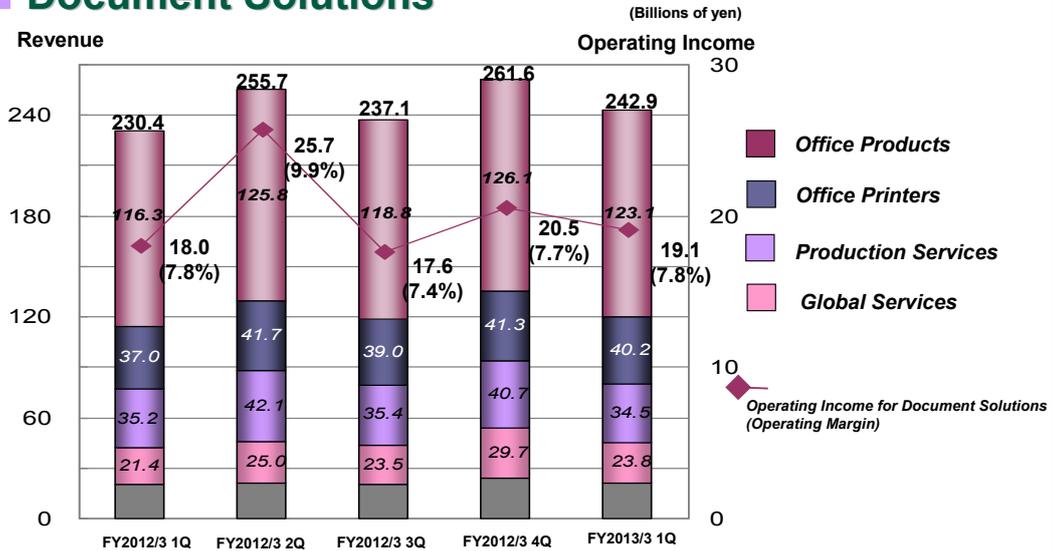
Operating Income [Operating Margin]	FY2012/3 1Q	FY2013/3 1Q	Change
Document Solutions	18.0 [7.8%]	19.1 [7.8%]	1.1 (+6.0%)

Note: Due to change in definition made in office products and production services, some numbers has been changed.

Note: After elimination of intersegment transaction.

Change in Quarterly Revenue by Operating Segment

Document Solutions



Note: Due to change in definition made in office products and production services, some numbers has been changed.
 Note: After elimination of intersegment transaction.

FY2013/3 1Q Performance by Operating Segment

Document Solutions

Office Products

- In Japan, sales volume of both color and monochrome products rose, as well as copy volume.
- In the Asia-Oceania region and shipment volume to Xerox Corporation, sales volume of both color and monochrome products increased.

Office Printers

- Sales volume of both color and monochrome products increased in Japan.
- The shipment volume to Xerox Corporation greatly increased, reflecting the rise in shipment of low-speed printers.

Production Services

- In the Asia-Oceania region, sales volume increased due to strong sales of color on-demand publishing systems.
- Shipment volume to Xerox Corporation increased.

Global Services

- Sales in both Japan and the Asia-Oceania region grew by double digits.

Revenue from Domestic and Overseas

(Billions of yen)

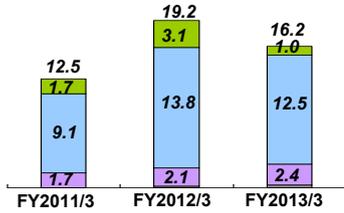
	FY2012/3 1Q		FY2013/3 1Q		Change	
	Ratio (%)		Ratio (%)			
Domestic	44.4%	235.4	44.1%	228.4	(7.0)	(-3.0%)
The Americas	16.8%	88.9	18.1%	93.8	4.9	(+5.5%)
Europe	12.4%	65.6	12.0%	62.3	(3.3)	(-5.0%)
China	9.6%	51.2	8.8%	45.5	(5.7)	(-11.1%)
Asia and others	26.4%	140.2	25.8%	133.8	(6.4)	(-4.5%)
Overseas	55.6%	294.7	55.9%	289.9	(4.8)	(-1.6%)
Consolidated total	100.0%	530.1	100.0%	518.3	(11.8)	(-2.2%)

Capital Expenditure , Depreciation & Amortization

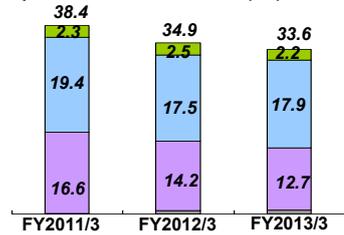
■ Imaging Solutions ■ Information Solutions
■ Document Solutions ■ Corporate

(Billions of yen)

Capital Expenditure (1Q)



Depreciation & Amortization (1Q)



	FY2011/3		FY2012/3		FY2013/3	
	1Q	Full year	1Q	Full year	1Q	Full year (forecast)
Imaging	1.7	8.1	3.1	9.2	1.0	10.0
Information	9.1	61.8	13.8	59.8	12.5	68.0
Document	1.7	19.5	2.1	19.3	2.4	29.0
Corporate	0.0	0.5	0.2	2.6	0.3	3.0
Capex *	12.5	89.9	19.2	90.9	16.2	110.0
Imaging	2.3	10.1	2.5	10.8	2.2	-
Information	19.4	77.4	17.5	76.3	17.9	-
Document	16.6	65.8	14.2	57.5	12.7	-
Corporate	0.1	3.8	0.7	3.2	0.8	-
Depreciation & Amortization	38.4	157.1	34.9	147.8	33.6	157.0
Depreciation*	25.2	106.6	22.2	96.6	20.9	110.0

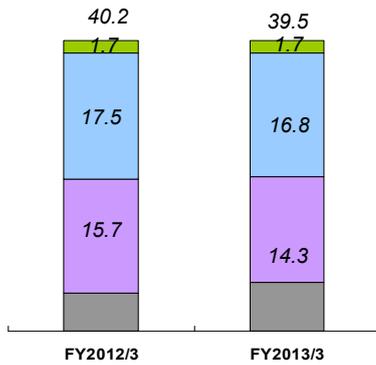
*Note: Figures do not include amounts for rental equipment handled by the Document Solutions segment.

R&D Expenses, SG&A Expenses

- Imaging Solutions
- Information Solutions
- Document Solutions
- Corporate

(Billions of yen)

R&D Expenses (1Q)



	FY2012/3		FY2013/3	
	1Q	Full year	1Q	Full year (forecast)
Imaging	1.7	7.2	1.7	-
Information	17.5	76.9	16.8	-
Document	15.7	64.1	14.3	-
Corporate	5.3	25.2	6.6	-
R&D Expenses	40.2	173.4	39.5	180.0
<ratio to revenue>	7.6%	7.9%	7.6%	7.6%
SG&A Expenses	143.5	581.4	144.8	-
<ratio to revenue >	27.0%	26.5%	28.0%	-

Exchange Rates, Sensitivity of Currency, and Number of Employees

Exchange Rates

(yen)

	FY2012/3					FY2013/3	
	1Q	2Q	3Q	4Q	Full year	1Q	Forecast
US\$	82	78	77	79	79	80	78
€	117	110	104	104	109	103	103

Impact of exchange rate movements on operating income (full year, ¥1 change)

US\$: ¥1.4 billion

€: ¥0.9 billion

Number of Employees

(People)

	2011 Jun.	2011 Sep.	2011 Dec.	2012 Mar.	2012 Jun.
Consolidated Total	79,367	81,387	81,316	81,691	80,155

Toyama Chemical Current State of New Drug Development

Development code	Therapeutic category	Region*	Development stage					Formulation
			Non-clinical	P I	P II	P III	Filed	
T-705	Antiviral	Japan						Oral
		U.S.A.						
T-3811	New-type quinolone synthetic antibacterial	Japan						Injection*
		U.S.A.						
		Europe						
T-817MA	Alzheimer's disease	U.S.A.						Oral
T-5224	Rheumatoid arthritis	Japan						Oral
		Overseas						
T-2307	Antifungal	U.S.A.						Injection
T-1106	Antiviral	Japan						Oral

*Regarding overseas markets, development is done under the name of Fujifilm Group

**Oral drugs are sold under the name "Geninax"

P III has been terminated, and on March 30, 2011, Toyama Chemical submitted an application for permission to manufacture and market T-705, a treatment for influenza infections in Japan.

In June 29, 2012, T-614 had been approved for permission to manufacture and market.

Earnings for FY2012/3 1Q

Forecast and measures for FY2013/3

Consolidated Financial Forecast for FY2013/3 (as of July 27, 2012)

(Billions of yen)

	FY2012/3	FY2013/3 (forecast)	Change
Revenue	2,195.3 100.0%	2,370.0 100.0%	174.7 +8.0%
Operating Income	112.9 5.1%	140.0 5.9%	27.1 +24.0%
Income before Income Taxes	89.2 4.1%	135.0 5.7%	45.8 +51.4%
Net Income Attributable to FUJIFILM Holdings	43.8 2.0%	65.0 2.7%	21.2 +48.5%
Net Income Attributable to FUJIFILM Holdings per Share	¥90.84	¥134.94	¥44.10
Exchange Rates			
US\$	¥79	¥78	¥(1)
€	¥109	¥103	¥(6)

28

The forecast for consolidated revenue for FY2013/3 will be set at ¥2,370.0 billion, and the operating income will be set at ¥140.0 billion. According to this forecast, consolidated revenue and operating income will be up by 8% and 24%, compared with the previous year.

Although there are concerns regarding the strong yen appreciation and the economic deterioration in Europe, there is no change in the consolidated financial forecast for FY2013/3 announced on April 27, for the earnings for the first quarter were within projections.

**Consolidated Financial Forecast for FY2013/3 by Operating Segment
(as of July 27, 2012)**

Target Revenue for FY2013/3 ¥2,370.0 billion

(Billions of yen)

	Revenue	Change
Imaging Solutions	350.0	27.3 (+8.5%)
Information Solutions	990.0	102.2 (+11.5%)
Document Solutions	1,030.0	45.2 (+4.6%)
Total	2,370.0	174.7 (+8.0%)

Target Operating Income for FY2013/3 ¥140.0 billion

Note: Impact of exchange rate movements on operating income (full year, ¥1 change) US\$: ¥1.4 billion €: ¥0.9 billion
Impact of silver price movements on operating income (full year, ¥1 change) ¥86,000/Kg

29

As for the breakdown of revenue for the consolidated financial forecast for FY2013/3, the imaging solutions segment is set at ¥350.0 billion, the information solutions segment at ¥990.0 billion, and the document solutions segment at ¥1,030.0 billion.

Because the Company is expecting a considerable rise in the second half of the year, owing to the impact of new products and other measures, higher operating income is forecast for the second half of the year, compared to the first half.

Although operating income for the first quarter was within our projection, certain measures will be conducted to achieve ¥140.0 billion, our target operating income for FY2013/3.

Measures to Achieve the Target Operating Income

Main measures for the second quarter and after

- As for FPD materials business, increase market shares and expect the market to recover
- Promote sales of new products in highly functional materials, including *EXCLEAR* and PET film for back sheets in solar cells
- Launch such new products as laser endoscopes and other medical equipments in medical systems business
- Reinforcement of sales of existing drugs and *KOLBET*, approved for permission to manufacture and market, as well as other pharmaceuticals
- Strengthen sales of mid- and high-end digital cameras while expanding system lineup
- Expand sales of digital printing business, including such products as *Jet Press*

30

Main measures for the second quarter and after are as follows.

- As for FPD materials business, increase market shares and expect the market to recover
- Promote sales of new products in highly functional materials, including *EXCLEAR* and PET film for back sheets in solar cells
- Launch such new products as laser endoscopes and other medical equipments in medical systems business
- Reinforcement of sales of existing drugs and *KOLBET*, approved for permission to manufacture and market, as well as other pharmaceuticals
- Strengthen sales of mid- and high-end digital cameras while expanding system lineup
- Expand sales of digital printing business, including such products as *Jet Press*

Measures to Achieve the Target Operating Income

Imaging Solutions

■ Photo Imaging

- Further expand market share for color paper
- Reinforce sales promotion in emerging countries
- Improve profitability by reviewing sales prices

■ Electronic Imaging

- Launch new interchangeable lenses to expand lens lineup and further promote sales of *X-Pro1* via system proposals
- Reinforce sales promotion of the *X* series and mid- and high-end models, including the *F*, *HS*, and *S* series
- Reinforce sales structure in emerging countries, especially in the BRICS and countries where new overseas Group companies have been established



To achieve the target operating income, the photo imaging business will promote measures to further expand its market share for color paper by reinforcing sales of high-value-added printing services, including *Photobook*.

On the other hand, reinforcement of sales promotion in emerging countries and improvement of profitability by review of sales prices will be undertaken.

As for the electronic imaging business, such measures will be undertaken as the launch of new *XF* lenses to expand lens lineup and further sales promotion of *X-Pro1* via system proposals, sales reinforcement of the *X* series and long zoom models, and reinforcement of the sales structure in emerging countries, especially in the BRICS and countries where new overseas Group companies have been established.

Measures to Achieve the Target Operating Income

Information Solutions

■ FPD Materials

- Expand market share for VA films, IPS films, and *FUJITAC*
- Enlarge business of thin films (60 μ, 40 μ)
- Reinforce production capacity of *FUJITAC*, IPS films, and VA films by setting up two new production lines within this fiscal year

* Strategies for FPD materials business

Increase market shares not only for large TVs, but also for small and medium-sized displays, including displays for smartphones

- Capital expenditure for reinforcing production capacity, which has been conducted since 2000, will stop this fiscal year for the present. From now on, the Company will focus on improving manufacturing technologies and move to a structure that can flexibly react to production increases or the manufacture of various types of films, by realizing sophisticated manufacturing technologies.
- The Company will also focus on developing films for small and medium-sized displays, and prepared a line that specializes in this field.

32

In the FPD materials business, the Company will aim to secure sales by raising its market share for VA films, IPS films, and WV films.

Concerns regarding the slowdown in growth of the monitor market still remain, but inventories for WV films are expected to be lowered.

In addition, reinforcement in expansion of thin films will be continued.

Regarding production lines, the Company will reinforce its production capacity of *FUJITAC*, IPS films, and VA films by setting up two new production lines within this fiscal year.

For the second quarter and thereafter, the Company will endeavor to put in place these measures to achieve the same level of sales as in the previous year.

As for strategies for the FPD materials business, measures to increase market shares not only for large TVs, but also for small and medium-sized displays, including displays for smartphones, will be conducted.

Reinforcement for production capacity will stop for the present, and from now on, the Company will focus on improving manufacturing technologies and move to a structure that can flexibly react to production increases or the manufacture of various types of films, by realizing sophisticated manufacturing technologies.

The Company will also focus on developing films for small and medium-sized displays, and prepared a line that specializes in this field.

Measures to Achieve the Target Operating Income

Information Solutions

■ Medical Systems

- Proceed with business negotiations for the 4Q, when demand is high
- Launch new high-value-added products, including laser endoscopes
- Reinforce sales in emerging countries
- Expand sales of bedside and point-of-care ultrasound diagnostic equipment owned by SonoSite

■ Life Sciences

- Gain new customers by launching *Lunamer*, a new brand of cosmetics that targets women aged 20 through 30
- Renew *ASTALIFT* functional cosmetics with new elements
- Strengthen overseas sales

■ Pharmaceuticals

- Further sales of *ZOSYN*, *OZEX*, and *Geninax*
- Launch *KOLBET*, which has been approved in June
- Expand FUJIFILM Pharma sales by launching three drugs owned by Bayer (planned to start from September)

Regarding the medical systems business, the peak demand is in the fourth quarter. The Company will proceed with business negotiations for the fourth quarter while launching new high-value-added products, including laser endoscopes. Measures to reinforce sales in the growth markets of emerging countries will also be undertaken.

Expansion of sales of bedside and point-of-care ultrasound diagnostic equipment, owned by SonoSite, will be conducted.

As for the life sciences business, on July 25, the Company launched *Lunamer*, a new series of skincare products targeting women aged 20 through 30, to gain new customers.

Regarding the *ASTALIFT* functional cosmetics product lineup for anti-aging, now with higher customer brand awareness, the lineup will be renewed by adding new elements in September.

At the same time, the Company will expand the geographic scope of *ASTALIFT* marketing in Europe as well as in Asia. In Europe, sales started in the U.K., following in France.

As for the pharmaceuticals business, measures will be carried out, such as further sales expansion of existing drugs, sales according to the sales contract with Bayer, and sales of generic drugs.

Measures to Achieve the Target Operating Income

Information Solutions

■ Graphic Arts

- Raise in market share and improve profitability in the plate processing materials fields via the promotion of environmentally friendly systems and processless plates
- Reinforce worldwide sales, marketing, and technological services by establishing a new company
- Strengthen sales in the digital printing field by products, such as *Jet Press* and wide-format inkjet printers

■ Industrial Products/Electronic Materials & Others

- Launch new products, including *EXCLEAR*, a sensor film for touch panels, and PET film for back sheets in solar cells
- Continue to expand sales, such as ArF immersion resist products and CMP slurries

■ Recording Media

- Promote sales of data tapes using barium ferrite magnetic materials

■ Optical Devices

- Expand the sales of thin camera modules for smartphones with high image quality
- Strengthen sales of broadcast-use TV camera lenses, which have a high operating margin
- Promote cost reductions by improving manufacturing efficiencies

In the graphic arts business, measures to achieve a rise in market share and to improve profitability in the plate processing materials fields will be conducted.

On the other hand, by establishing a new company, Fujifilm will utilize its abilities that have been cultivated in Japan, including sales, marketing, and technologies, into a worldwide business and strengthen its corporate structure.

The Company will also reinforce sales in the digital printing field by such products as *Jet Press* and wide-format inkjet printers.

In industrial products/electronic materials & others, the launch of new products in the growth fields of touch panels and the environment/energy fields is planned, while sales promotion for ArF immersion resist products, CMP slurries, and other products will be continued.

As for the recording media business, promotion for sales of data tapes using barium ferrite magnetic materials will be continued.

As for the optical devices business, the Company will expand the sales of thin camera modules for smartphones with high image quality while strengthening its sales of broadcast-use TV camera lenses, which have a high operating margin. At the same time, cost reductions will be made by improving manufacturing efficiencies.

Measures to Achieve the Target Operating Income

Document Solutions

■ Products & Services

- Strengthen and expand global services, production services, and solution services, which offer small to medium-scale services
- Expand sales of highly competitive products
ApeosPort-IV/DocuCentre-IV series and others

■ Regional Strategies

- Offer solution services that covers a wider economic zone by establishing regional headquarters over six areas in Japan
- Expand sales in the Asia-Oceania region while cooperating with Xerox Corporation to promote sales in Europe, the U.S., and emerging countries

- Improve profitability by strengthening such corporate structure as manufacturing efficiencies, regardless of its marketing channel or business segments

In the document solutions segment, the Company will expand such businesses as global services, production services, and solution services, which offer small to medium-scale services.

By offering high-value-added services that serve the best for customers, the Company aims for further growth.

At the same time, by expanding sales of highly competitive products, such as *ApeosPort-IV/DocuCentre-IV*, the Company will increase its sales.

As for regional strategies, the Company will offer solution services that covers a wider economic zone by establishing regional headquarters over six areas in Japan. Adding to sales promotion in such Asia-Oceania regions as China, the Company will reinforce its sales in Europe, the U.S., and emerging countries by cooperating with Xerox Corporation.

This segment aims for an operating margin of 10% in FY2014/3, and measures are being undertaken to achieve this goal, such as strengthening of corporate structure by improving manufacturing efficiencies, regardless of its marketing channel or business segments.



We will use leading-edge, proprietary technologies to provide top-quality products and services that contribute to the advancement of culture, science, technology and industry, as well as improved health and environmental protection in society. Our overarching aim is to help enhance the quality of life of people worldwide.

FUJIFILM Holdings Corporation

IR Office, Corporate Planning Div.

<http://www.fujifilmholdings.com/en/index.html>