

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 1H

FUJIFILM Holdings Corporation

Oct 31, 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 1H Earnings Summary

- Impact of strong yen appreciation against revenue and operating income, of ¥20.3 billion and ¥6.4 billion
- Decline in demand owing to economic deterioration in Europe
- Decline in demand for flat panel display (FPD) materials due to weak demand for monitors, accompanied by inventory adjustments
- Strong sales in medical systems/life sciences business

Due to the harsh business environment, revenue and profit decreased from the previous year.

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Earnings for the first half 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 ¥20.3 billion and ¥6.4 billion, and the decline in demand caused by the economic deterioration in Europe.

Reflecting the weak demand for monitors that accompanied inventory adjustments, sales in the FPD materials business decreased.

On the other hand, sales of the medical systems/life sciences business proceeded smoothly.

Due to the harsh business environment, revenue and profit decreased from the previous year.

Consolidated Performance for FY2013/3 1H

(Apr. 1, 2012 – Sept. 30, 2012)

	FY2012/3 1H	FY2013/3 1H	Change
Revenue	1,083.4 100.0%	1,061.6 100.0%	(21.8) (2.0%)
Operating Income	59.0 5.4%	42.3 4.0%	(16.7) (28.4%)
Income before Income Taxes	32.7 3.0%	33.0 3.1%	(0.3) +0.7%
Net Income Attributable to FUJIFILM Holdings	14.9 1.4%	10.5 1.0%	(4.4) (29.7%)
Net Income Attributable to FUJIFILM Holdings per Share	¥30.93	¥21.74	¥(9.19)
Exchange Rates US\$	¥80	¥79	¥(1)
€	¥114	¥101	¥(13)

(Billions of yen)

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Consolidated revenue for the first half of FY2013/3 totaled ¥1,061.6 billion, down 2.0% from the previous year.

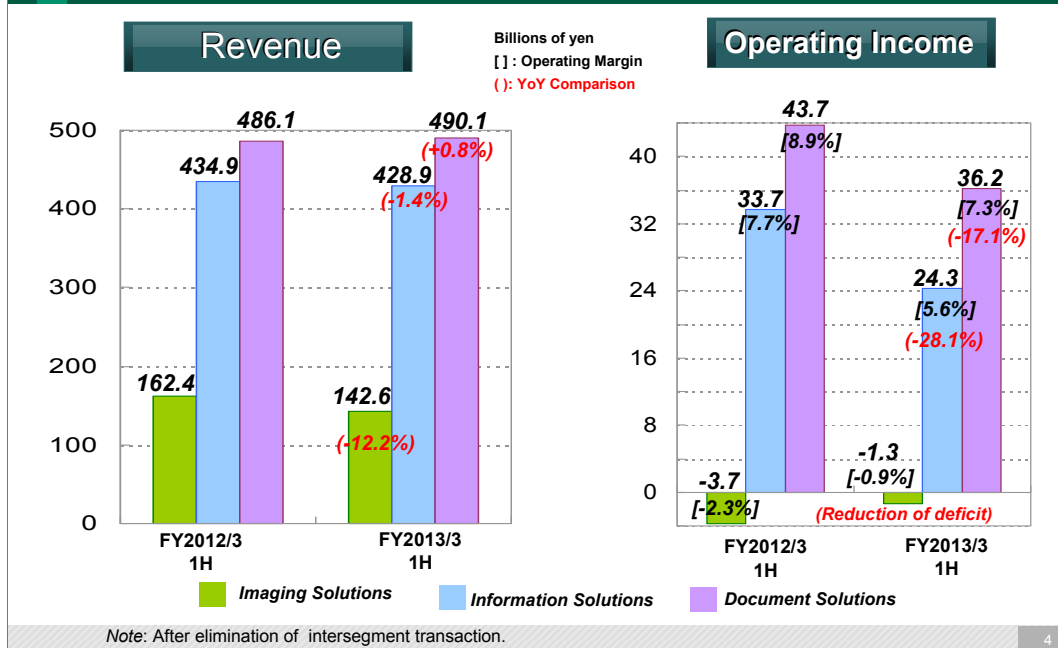
Operating income was ¥42.3 billion, down 28.4% from the previous year.

Income before income taxes was ¥33.0 billion, up 0.7% from the previous year, reflecting the decrease in the loss on impairment of investment securities and the foreign exchange loss.

Net income attributable to FUJIFILM Holdings was ¥10.5 billion, down 29.7% from the previous year, as a result of the decline in equity in net earnings of affiliated companies.

Net income attributable to FUJIFILM Holdings per share was ¥21.74.

Consolidated Revenue and Operating Income by Segments



In Imaging solutions business, revenue amounted to ¥142.6 billion, down 12.2% from the previous year.

Operating loss recorded ¥1.3 billion and the deficit had been reduced.

In Information solutions business, revenue was ¥428.9 billion, down 1.4% from the previous year.

Operating income was ¥24.3 billion, down 28.1% from the previous year.

In document solutions business, revenue was ¥490.1 billion, up 0.8% from the previous year.

Operating income was ¥36.2 billion, down 17.1% from the previous year.

Summary by Operating Segment

■ Imaging Solutions

- In the photo imaging business, sales of such print material products as color paper proceeded smoothly.
- Especially for color paper, sales were robust due to the shift, in countries all over the world, from the products of other companies to Fujifilm's products.
- In the electronic imaging business, the volume share increased despite the decrease in sales, caused by the effect of a decline in overall demand for compact digital cameras.

**Despite the decrease in revenue,
the profitability of the overall segment has
improved, owing to strong sales in the photo
imaging business.**

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In the photo imaging business, sales of print material products, including color paper, proceeded smoothly.

Especially for color paper, sales were robust due to the shift, in countries all over the world, from the products of other companies to Fujifilm's products.

As for the electronic imaging business, the volume share increased despite the decrease in sales, caused by the effect of a decline in overall demand.

Despite the decrease in revenue, the profitability of the overall segment has improved, owing to strong sales in the photo imaging business.

Summary by Operating Segment

Information Solutions

- In the FPD materials business, sales of VA film and IPS film proceeded smoothly. Sales of *FUJITAC* (60 μ) also increased, but the impact of weak demand for monitors accompanying inventory adjustments caused sales of WV film to decline; 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, strong sales were seen for Toyama Chemical and FUJIFILM Pharma. A rise in sales was seen in Japan, owing to sales promotion of the new *ASTALIFT* series.
- 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.

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In the FPD materials business, sales of VA film and IPS film proceeded smoothly. Sales of *FUJITAC* (60 μ) also increased, but the impact of weak demand for monitors accompanying inventory adjustments caused WV film to decline; thus, overall revenue decreased.

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 Toyama Chemical and FUJIFILM Pharma were strong.

Also, sales promotion of the new *ASTALIFT* series resulted in an increase in sales in Japan.

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

However, sales dropped in the graphic arts, recording media, and optical devices businesses.

Although sales of the medical systems/life sciences business proceeded smoothly, 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 both Japan and the Asia-Oceania region.
- As for the office products business, sales of both color and monochrome products increased in Japan. In addition, the total number of office copy machines and multifunction devices in the market as well as copy volume increased.
- Sales grew by double digits in the global services business in Japan.
- Profit decreased, reflecting such negative impact as economic deterioration in Europe and the strong yen appreciation.

Revenue increased, but the profit decreased, owing to such negative impact as economic deterioration in Europe.

In the document solutions business, sales grew in both Japan and the Asia-Oceania region.

As for the office products business, sales of both color and monochrome products increased in Japan, while the total number of office copy machines and multifunction devices in the market as well as copy volume increased.

As for the global services business, sales grew by double digits in Japan.

However, profit decreased, reflecting such negative impact as economic deterioration in Europe and the strong yen appreciation.

Consolidated Balance Sheet

					(Billions of yen)				
	Mar. 11	Mar. 12	Sept. 12	Change from Mar. 12		Mar. 11	Mar. 12	Sept. 12	Change from Mar. 12
Cash and cash equivalents	313.1	235.1	314.1	79.0	Short-term and long-term debt	189.6	198.9	275.1	76.2
Notes and accounts receivable	502.2	556.5	492.9	(63.6)	Notes and accounts payable	261.4	258.4	221.1	(37.3)
Inventories	342.2	378.0	388.7	10.7	Other liabilities	406.9	425.9	398.3	(27.6)
Marketable securities and other	153.3	152.4	159.6	7.2	Total liabilities	857.9	883.2	894.5	11.3
Total current assets	1,310.8	1,322.0	1,355.3	33.3	Total FUJIFILM Holdings shareholders' equity	1,722.5	1,721.8	1,690.0	(31.8)
Property, plant and equipment	564.1	553.9	537.1	(16.8)	Noncontrolling interests	128.4	134.7	137.1	2.4
Goodwill, net	344.4	393.5	370.5	(23.0)	Total equity	1,850.9	1,856.5	1,827.1	(29.4)
Investment securities and other	489.5	470.3	458.7	(11.6)	Total liabilities and equity	2,708.8	2,739.7	2,721.6	(18.1)
Total noncurrent assets	1,398.0	1,417.7	1,366.3	(51.4)	(yen)				
Total assets	2,708.8	2,739.7	2,721.6	(18.1)	Exchange Rates	Mar. 11	Mar. 12	Sept. 12	Change from Mar. 12
					US\$	83	82	78	¥(4)
					€	118	110	100	¥(10)

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Total assets, as of September 2012, totaled ¥2,721.6 billion, down ¥18.1 billion from March 2012. This was due to the decrease in notes and accounts receivable and the loss on valuation of investment securities caused by a drop in stock prices, while cash and cash equivalents increased.

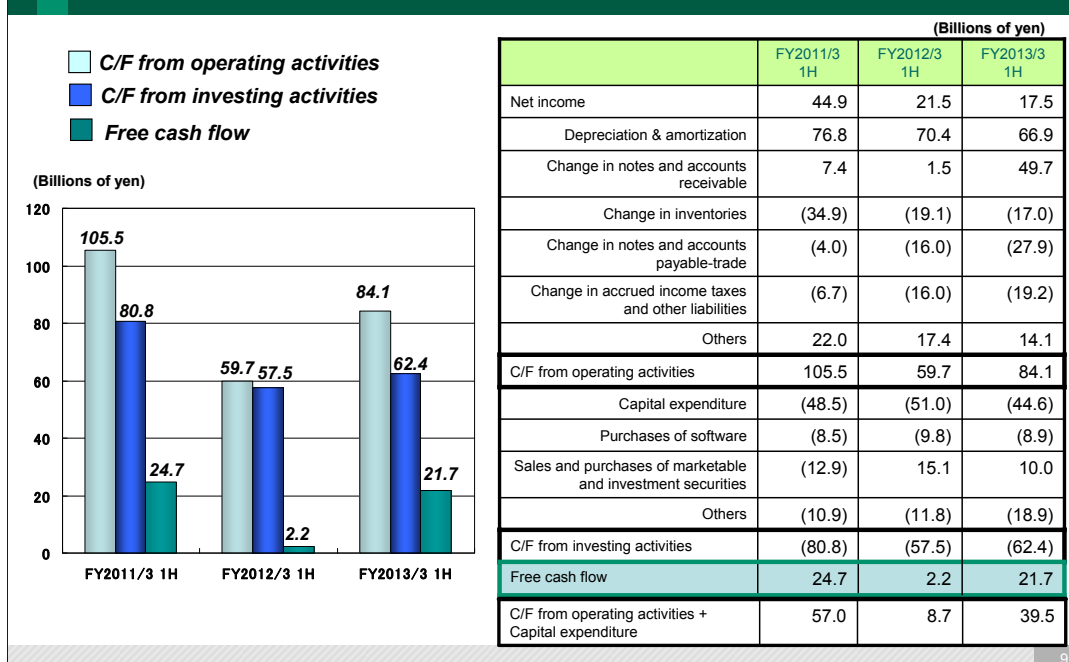
Total liabilities amounted to ¥894.5 billion, up ¥11.3 billion, owing to an increase in long-term debt and the decrease in notes and accounts payable.

Total FUJIFILM Holdings shareholders' equity was ¥1,690.0 billion, down ¥31.8 billion, reflecting the impact of the conversion of foreign currency assets.

As a result, the current ratio increased by 28.5 points, to 219.4%, the debt-equity ratio increased by 1.6 points, to 52.9%, and the equity ratio decreased by 0.7 points, to 62.1%.

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

Cash Flow



Cash flow from operating activities amounted to ¥84.1 billion, owing to the decrease in notes and accounts receivable.

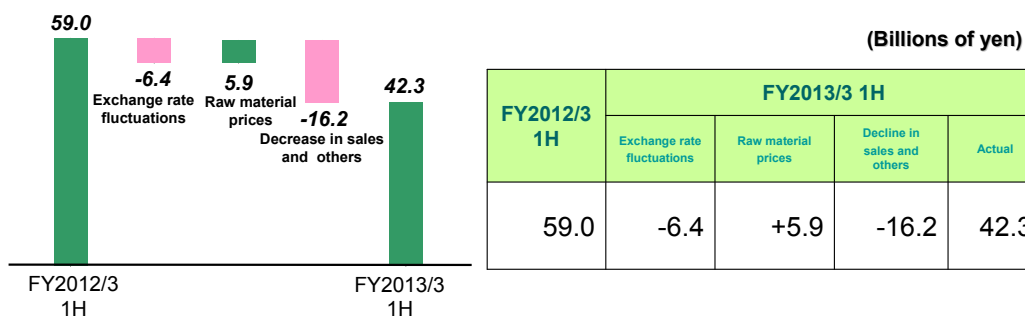
However, expenditure from cash flow from investing activities amounted to ¥62.4 billion, due to such factors as the purchase of property, plant, and equipment as a capital expenditure.

As a result, free cash flow was ¥21.7 billion.

Earnings for FY2013/3 2Q

Appendix

Analysis of Operating Income



FY2012/3 1H	FY2013/3 1H			
	Exchange rate fluctuations	Raw material prices	Decline in sales and others	Actual
59.0	-6.4	+5.9	-16.2	42.3

	FY2012/3 1H (average)	FY2013/3 1H (average)	Change
Exchange Rates			
US\$	¥80	¥79	-¥1 (+1.3%)
€	¥114	¥101	-¥13 (+11.4%)
Material Prices			
Silver	¥99,000/kg	¥76,000/kg	-¥23,000/kg (-23.2%)

Earnings of FY2013/3 2Q/1H

(Billions of yen)

Revenue	FY2012/3		FY2013/3		Change (1H)	
	2Q	1H	2Q	1H		
Imaging Solutions	80.7	162.4	69.0	142.6	(19.8)	(-12.2%)
Information Solutions	216.9	434.9	227.1	428.9	(6.0)	(-1.4%)
Document Solutions	255.7	486.1	247.2	490.1	4.0	(+0.8%)
Total	553.3	1,083.4	543.3	1,061.6	(21.8)	(-2.0%)

Note: After elimination of intersegment transaction.

(Billions of yen)

Operating Income	FY2012/3		FY2013/3		Change (1H)	
	2Q	1H	2Q	1H		
Imaging Solutions	(2.4)	(3.7)	(3.6)	(1.3)	2.4	(Reduction of deficit)
Information Solutions	13.9	33.7	16.8	24.3	(9.4)	(-28.1%)
Document Solutions	25.7	43.7	17.1	36.2	(7.5)	(-17.1%)
Corporate Expenses & Eliminations	(7.2)	(14.7)	(8.9)	(16.9)	(2.2)	
Total	30.0	59.0	21.4	42.3	(16.7)	(-28.4%)

FY2013/3 2Q/1H Performance by Operating Segment

■ Imaging Solutions

(Billions of yen)

Revenue	FY2012/3		FY2013/3		Change (1H)	
	2Q	1H	2Q	1H		
Photo Imaging	51.3	101.0	48.1	95.9	(5.1)	(-5.1%)
Electronic Imaging	29.4	61.4	20.9	46.7	(14.7)	(-23.9%)
Total	80.7	162.4	69.0	142.6	(19.8)	(-12.2%)

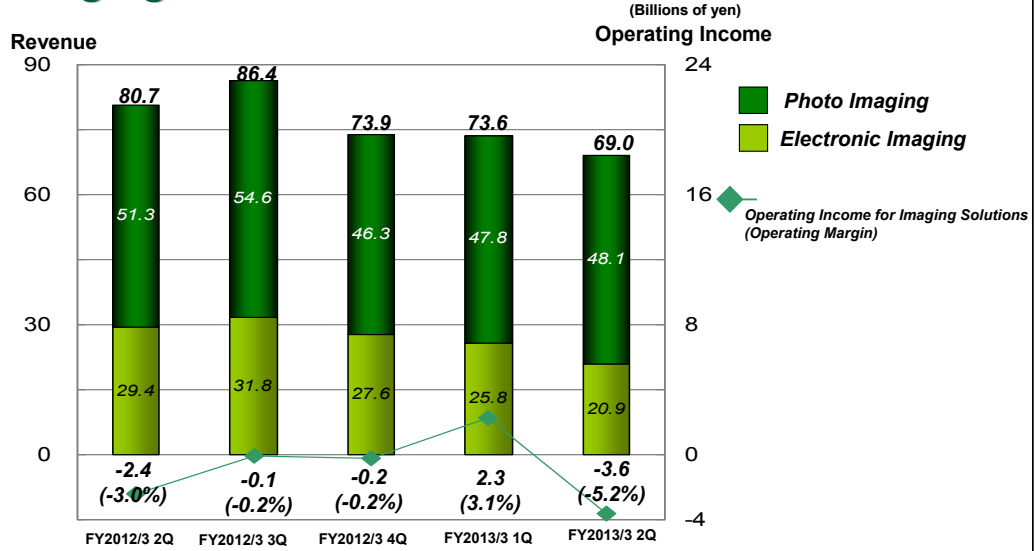
Note: After elimination of intersegment transaction.

(Billions of yen)

Operating Income [Operating Margin]	FY2012/3		FY2013/3		Change (1H)
	2Q	1H	2Q	1H	
Imaging Solutions	(2.4) [-3.0%]	(3.7) [-2.3%]	(3.6) [-5.2%]	(1.3) [-0.9%]	2.4 (Reduction of deficit)

Change in Quarterly Earnings by Operating Segment

■ Imaging Solutions



Note: After elimination of intersegment transaction.

FY2013/3 2Q Performance by Operating Segment

■ Imaging Solutions

Photo Imaging

- Sales of print material products proceeded smoothly. For color paper, sales were robust due to the shift, in countries all over the world, from the products of other companies to Fujifilm's products.
- A rise in sales of such high-value-added products as *Photobook* in principal countries, including Japan, Europe, US, and Australia, also contributed to the strong sales of color paper.

Electronic Imaging

- The volume share increased despite the decrease in sales, caused by the effect of a decline in overall demand for compact digital cameras.
- Fujifilm has introduced the premium interchangeable lens camera *X-E1*, the premium compact digital camera *XF1*, and two types of interchangeable lenses at Photokina2012. The *X-E1* won the Photokina Star Award, and the *XF1* won the Good Design Award.

FY2013/3 2Q/1H Performance by Operating Segment

Information Solutions

(Billions of yen)

Revenue	FY2012/3		FY2013/3		Change (1H)
	2Q	1H	2Q	1H	
Medical Systems	72.6	133.8	82.7	150.4	16.6 (+12.4%)
Life Sciences					
Graphic Arts	59.7	117.4	55.5	110.8	(6.6) (-5.6%)
FPD Materials	39.3	92.7	37.6	74.8	(17.9) (-19.3%)
Recording Media	11.5	23.5	9.4	19.2	(4.3) (-18.3%)
Industrial Products					
Electronic Materials & Others	20.2	40.0	29.4	49.6	9.6 (+24.0%)
Optical Devices	13.6	27.5	12.5	24.1	(3.4) (-12.3%)
Total	216.9	434.9	227.1	428.9	(6.0) (-1.4%)

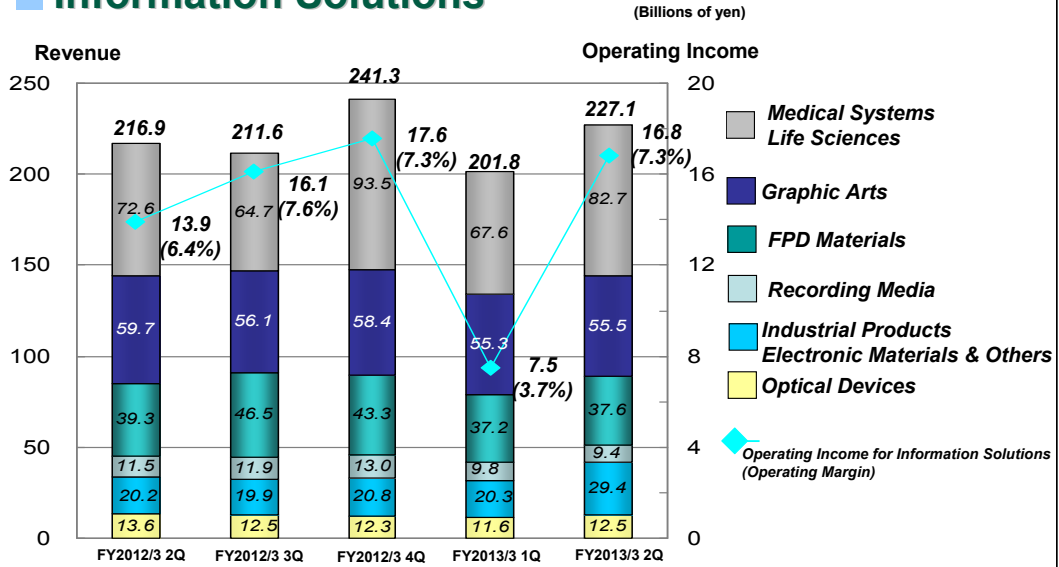
Note: After elimination of intersegment transaction.

Note: Due to transfer in business segment made in industrial products and graphic arts from FY2012/3 3Q, some numbers has been restated.
(Billions of yen)

Operating Income [Operating Margin]	FY2012/3		FY2013/3		Change (1H)
	2Q	1H	2Q	1H	
Information Solutions	13.9 [6.4%]	33.7 [7.7%]	16.8 [7.3%]	24.3 [5.6%]	(9.4) (-28.1%)

Change in Quarterly Earnings by Operating Segment

Information Solutions



Note: After elimination of intersegment transaction.

Note: Due to transfer in business segment made in industrial products and graphic arts from FY2012/3 3Q, some numbers has been restated.

FY2013/3 2Q 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 installed by approximately 1,800 medical facilities in Japan, and maintained the top market share in this field. In addition, Fujifilm has won a big tender in Europe.
- The *FCR PRIMA T*, a compact product in the *FCR* line, and transnasal endoscopes with high image quality sustained strong 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 were recorded by Toyama Chemical, owing to strong sales of such products as *ZOSYN* and *OZEX*. On the other hand, on September 12, 2012, Toyama Chemical started sales of *KOLBET (T-614)*.
- From September, FUJIFILM Pharma started sales of pharmaceuticals, for which the Company had signed a contract with Bayer regarding patent rights.

【Life Sciences】

- On July 25, 2012, the Company launched *Lunamer*, followed by the launch of the new *ASTALIFT* functional cosmetics products series in September. Strong sales were seen especially in *Essence Destiny*, one of the main products in the new *ASTALIFT* series.

FY2013/3 2Q Performance by Operating Segment

Flat Panel Display Materials

- Sales increased regarding FUJITAC (60 μ). In addition, sales of VA film and IPS film rose.
- Sales of WV film decreased due to the weak demand for monitors accompanying inventory adjustments.

Graphic Arts

- As for plate processing materials, a main product in this business, strong sales were seen in such countries and regions as North America, Europe, and China, and market share increased.
- Reflecting the impact of economic deterioration in Europe, business is being delayed regarding such large products as digital printing equipment.

Recording Media

- Sales decreased due to the strong yen appreciation and the sales decline in professional-use videotape products, caused by the drop in overall market demand.

Industrial Products/Electronic Materials & Others

- Strong sales were recorded in industrial-use X-ray films.
- Sales increased for such products as ArF immersion resist products and image sensor-use COLOR MOSAIC products.
- Sales of the OLED patent portfolio of US\$105 million were recorded.

Optical Devices

- Sales of camera phone lenses decreased, and overall sales declined.

FY2013/3 2Q/1H Performance by Operating Segment

Document Solutions

(Billions of yen)

Revenue	FY2012/3		FY2013/3		Change (1H)	
	2Q	1H	2Q	1H		
Office Products	125.8	242.1	123.0	246.1	4.0	(+1.7%)
Office Printers	41.7	78.7	38.7	78.9	0.2	(+0.3%)
Production Services	42.1	77.2	36.9	71.4	(5.8)	(-7.5%)
Global Services	25.0	46.4	27.0	50.8	4.4	(+9.5%)
Others	21.1	41.7	21.6	42.9	1.2	(+2.9%)
Total	255.7	486.1	247.2	490.1	4.0	(+0.8%)

Note: After elimination of intersegment transaction.

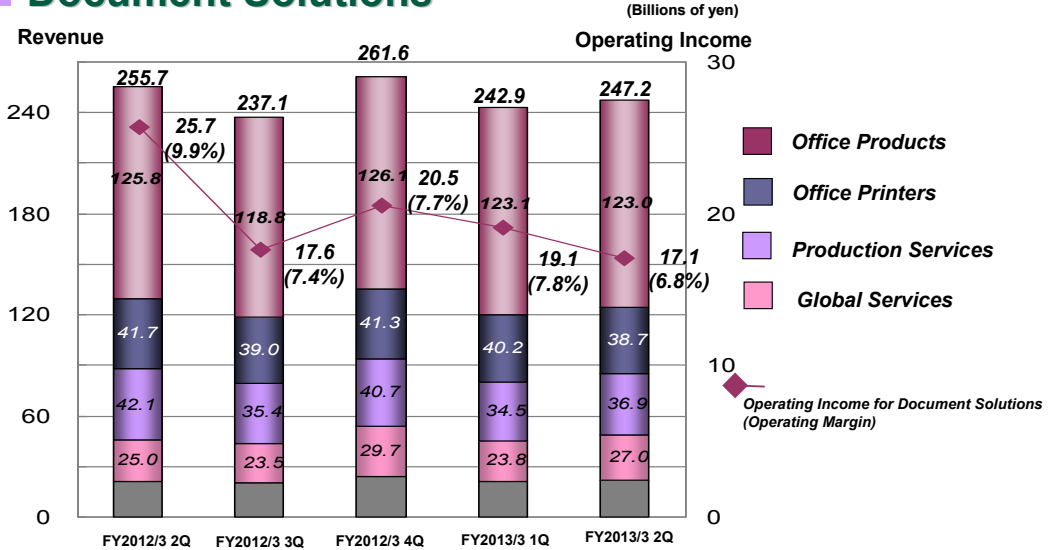
Note: Due to change in definition made in office products and production services from FY2013/3, some numbers has been changed.

(Billions of yen)

Operating Income [Operating Margin]	FY2012/3		FY2013/3		Change (1H)	
	2Q	1H	2Q	1H		
Document Solutions	25.7 [9.9%]	43.7 [8.9%]	17.1 [6.8%]	36.2 [7.3%]	(7.5)	(-17.1%)

Change in Quarterly Earnings by Operating Segment

Document Solutions



Note: After elimination of intersegment transaction.

Note: Due to change in definition made in office products and production services from FY2013/3, some numbers has been changed.

FY2013/3 2Q Performance by Operating Segment

Document Solutions

Office Products

- In Japan, sales volume of both color and monochrome products rose, while sales of consumables and revenue from maintenance services increased due to the rise in copy volume.
- In the Asia-Oceania region, robust sales of monochrome products were recorded, owing to the strong sales of *DocuCentre S2010/S1810*, launched in June. Sales of color products also increased.

Office Printers

- Shipment volume to Xerox Corporation greatly increased, reflecting the rise in shipment of low-speed printers.
- Although sales volume of monochrome products decreased, sales volume of color products increased in the Asia-Oceania region.

Production Services

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

Global Services

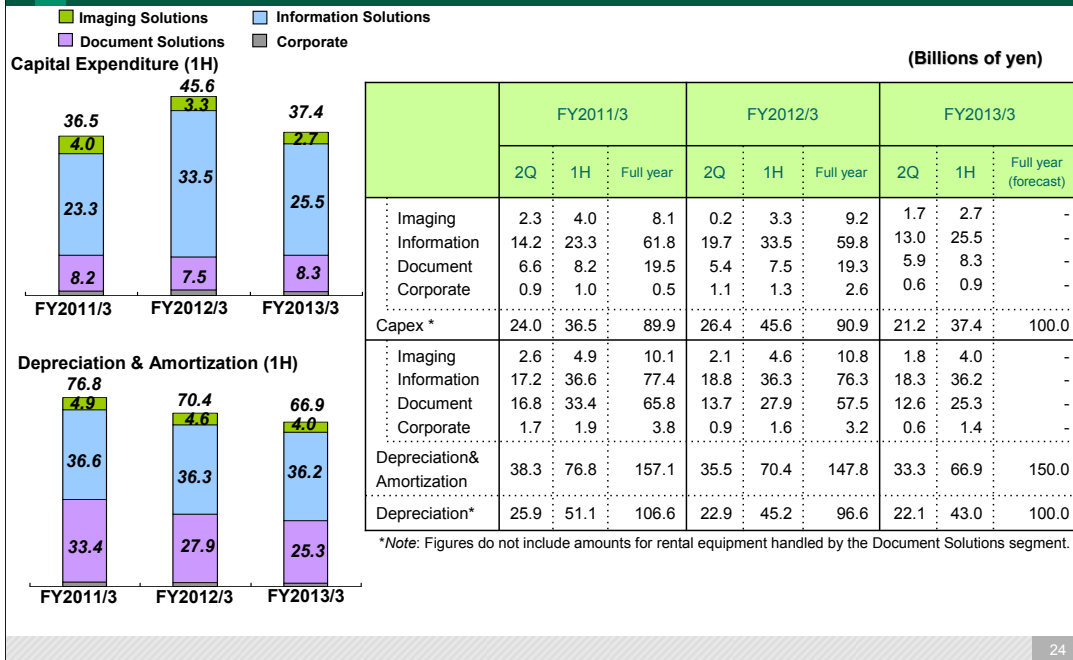
- Sales in both Japan and the Asia-Oceania region grew, and, as for Japan, sales increased by double digits.

Revenue from Domestic and Overseas

(Billions of yen)

		FY2012/3 1H		FY2013/3 1H		Change	
		Ratio (%)		Ratio (%)			
Domestic		45.0%	487.3	45.4%	481.4	(5.9)	(-1.2%)
	The Americas	16.9%	183.3	18.1%	192.0	8.7	(+4.7%)
	Europe	12.3%	133.5	11.3%	120.5	(13.0)	(-9.8%)
	China	9.4%	102.3	8.8%	93.0	(9.3)	(-9.1%)
	Asia and others	25.8%	279.3	25.2%	267.7	(11.6)	(-4.1%)
Overseas		55.0%	596.1	54.6%	580.2	(15.9)	(-2.7%)
Consolidated total		100.0%	1,083.4	100.0%	1,061.6	(21.8)	(-2.0%)

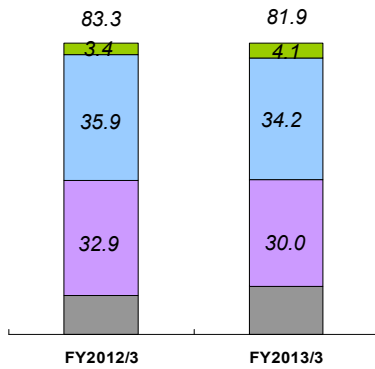
Capital Expenditure , Depreciation & Amortization



R&D Expenses, SG&A Expenses

- Imaging Solutions
- Information Solutions
- Document Solutions
- Corporate

R&D Expenses (1H)



(Billions of yen)

	FY2012/3			FY2013/3		
	2Q	1H	Full year	2Q	1H	Full year (forecast)
Imaging	1.7	3.4	7.2	2.4	4.1	-
Information	18.4	35.9	76.9	17.4	34.2	-
Document	17.2	32.9	64.1	15.6	30.0	-
Corporate	5.8	11.1	25.2	7.0	13.6	-
R&D Expenses	43.1	83.3	173.4	42.4	81.9	175.0
<ratio to revenue>	7.8%	7.7%	7.9%	7.8%	7.7%	7.9%
SG&A Expenses	142.1	285.6	581.4	144.7	289.5	-
<ratio to revenue >	25.7%	26.4%	26.5%	26.7%	27.3%	-

Exchange Rates, Sensitivity of Currency, and Number of Employees

Exchange Rates

(yen)

	FY2012/3						FY2013/3			
	1Q	2Q	1H	3Q	4Q	Full year	1Q	2Q	1H	Full year (Forecast)
US\$	82	78	80	77	79	79	80	79	79	79
€	117	110	114	104	104	109	103	98	101	100

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

US\$: ¥1.4 billion

€: ¥0.9 billion

Number of Employees

(People)

	2011 Sep.	2011 Dec.	2012 Mar.	2012 Jun.	2012 Sep.
Consolidated Total	81,387	81,316	81,691	80,155	79,845

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.

From September 12, 2012, Toyama Chemical started its sales of T-614.

Earnings for FY2012/3 2Q

Forecast and measures for FY2013/3

Consolidated Financial Forecast for FY2013/3 (as of October 31, 2012)

(Billions of yen)

	FY2012/3	FY2013/3 (Previous announcement)	FY2013/3 (Latest)	Change from previous announcement	Change from previous year
Revenue	2,195.3 100.0%	2,370.0 100.0%	2,210.0 100.0%	(160.0) (6.8%)	14.7 +0.7%
Operating Income	112.9 5.1%	140.0 5.9%	125.0 5.7%	(15.0) (10.7%)	12.1 +10.7%
Income before Income Taxes	89.2 4.1%	135.0 5.7%	105.0 4.8%	(30.0) (22.2%)	15.8 +17.7%
Net Income Attributable to FUJIFILM Holdings	43.8 2.0%	65.0 2.7%	45.0 2.0%	(20.0) (30.8%)	1.2 +2.8%
Net Income Attributable to FUJIFILM Holdings per Share	¥90.84	¥134.94	¥93.42	¥(41.52)	¥2.58
Exchange Rates					
US\$	¥79	¥78	¥79	+¥1	-
€	¥109	¥103	¥100	¥(3)	¥(9)

* Impact of exchange rate movements on operating income (full year, ¥1 change) US\$: ¥1.4 billion €: ¥0.9 billion

Exchange rates for FY2013/3 2H (forecast) US\$: ¥78 €: ¥100 silver price: ¥83,000/kg

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Unfortunately, both revenue and profit are proceeding below the Company's planned level, reflecting the negative impact of the harsh business environment in major business fields.

The severe business environment is continuing in the digital camera market due to spread of smartphones and camera-equipped cell phones. As for FPD materials, recovery in the monitor market, where WV film is mainly used, is later than the Company expected.

Also, sales of large equipment are struggling, due to the negative impact of economic deterioration in Europe.

Moreover, slowdown in growth in emerging countries, especially in China, caused a negative impact in sales.

For these reasons, the Company has revised downward the forecast for FY2013/3. The revenue and operating income are set to ¥2,210.0 billion and ¥125.0 billion, up 0.7% and 10.7% from the previous year.

The projected currency exchange rates for the second half of FY2013/3 for U.S. dollar and euro against the yen are ¥78 and ¥100.

The whole Fujifilm Group is now strongly promoting measures to improve the fundamental capability of each of its workplaces. We have named these "G-up activities," and they are under the charge of President, Representative Director and COO, Shigehiro Nakajima.

Fujifilm aims to make certain to achieve the targets in its new forecast for FY2013/3 by implementing these activities, which include drastic reduction of costs, capital expenditure, R&D costs, and SG&A costs through promotion of selection and concentration within the entire Group.

Premises of 2H to Achieve the Target of FY2013/3

Imaging Solutions

- The demand for digital cameras – mainly for compact types – is declining, but Fujifilm will promote measures to expand sales of new products, especially high-end models, and conduct cost reductions.
- Fujifilm will continue to promote sales of color paper, which is recording strong sales.

Information Solutions

- The Company expects inventory adjustments for LCD panels in the monitor market to settle, and demand for such FPD materials as WV film will gradually recover. On the other hand, Fujifilm will expand sales of VA/IPS film, of which sales are rapidly growing.

Document Solutions

- Although shipments to Xerox Corporation slowed down, especially in Europe, measures to reinforce sales in Japan and the Asia-Oceania region will be undertaken.

Achieve the target by regaining sales of the electric imaging/FPD materials business, expanding sales of the photo imaging/medical systems/life sciences/industrial materials business, where business is proceeding smoothly, and conducting thorough cost reductions throughout the Company

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In the imaging solutions segment, the electronic imaging business will promote measures to expand sales of such new products as high-end models and conduct cost reductions in the second half of FY2013/3, despite the decrease in demand for digital cameras, especially for compact types.

In photo imaging business, sales promotion for color paper, which is recording strong sales, will continue.

Regarding the information solutions segment, the Company expects that inventory adjustments for LCD panels in the monitor market will settle, and demand for such FPD materials as WV film will gradually recover. In addition, sales expansion efforts of rapidly growing VA/IPS film will be conducted. As for details, refer to slide 32.

Sales expansion in the medical systems/life sciences business, where peak demand is expected during the fourth quarter, and the launch of new products in the industrial materials business will also contribute to the rise in sales.

As for the document solutions segment, profitability has recently fallen due to such factors as further economic deterioration in Europe and the strong yen appreciation.

However, the Company will regain profit by reinforcing its sales in Japan and the Asia-Oceania region in the second half of FY2013/3.

Adding measures to thoroughly improve cost efficiency throughout the Company to such measures listed, Fujifilm will work to achieve its targets for FY2013/3.

Measures of Electronic Imaging Business in 2H

■ Sales Strategies

- Promote sales of premium interchangeable lens cameras via expansion of interchangeable lenses and system proposals to reinforce sales and increase market share
- Launch high-end compact digital cameras, such as the X series, and expand sales
- Acquire new customers by increasing the number of sales channels and retail stores
- Increase customer satisfaction by thoroughly conducting customer orientation and reinforcing customer service systems

■ Regional Strategies

- Build direct sales system by establishing local subsidiaries, especially in emerging countries, while fostering local personnel

■ Cost Reductions

- Further reduce costs and fixed costs

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In the electronic imaging business, sales promotion of premium interchangeable lens cameras via expansion of interchangeable lenses and system proposals will be conducted.

In addition, sales expansion of high-end compact digital cameras, such as the X series, will continue.

As for sales channels, the Company aims to acquire new customers by increasing the number of sales channels and retail stores, while building direct sales systems by establishing local subsidiaries, especially in emerging countries, as well as speedily fostering local personnel.

In addition, measures to further reduce costs and fixed costs will be conducted.

Measures of FPD Materials Business in 2H

Main Measures for 2H

- Raise market share in the growing market for the thin *FUJITAC* (40 μ)
- Plan to start mass production of the thin *FUJITAC* (25 μ) for small and medium-sized displays within this fiscal year
- Expand sales of IPS film, which is recording strong sales, and its oncoming *FUJITAC*
- Further increase market share of VA film, of which sales are strong, by reinforcing the manufacture and development of thin types (40 μ)
- Increase manufacturing capacity by starting operation of new two lines for *FUJITAC*, IPS film, and VA film. The existing line for VA film production is now in full operation, and by increasing manufacturing capacity, further sales expansion will be possible.

Measures for the Medium- to-Long Term

- Develop thin films for small and medium-sized displays where demand is expected to grow
- Tap into new usage of WV film (Example: *Ultrabook*, Tablet PCs etc.)
- Further increase sales of VA film by launching manufacturing line for ultra-wide film

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The first measure for the second half of FY2013/3 is to raise the share in the growing market for the thin 40 μ *FUJITAC*

On the other hand, Fujifilm developed the thin 25 μ *FUJITAC* and the mass production is planned to start within this fiscal year. This film will target such small and medium-sized displays as smartphones and tablet PCs, where rapid growth is seen.

Strong sales were recorded for IPS film, and sales rose by 14% from the previous year in the first half of FY2013/3. Continuous sales promotions will be conducted for IPS film as well as the oncoming 60 μ *FUJITAC*.

In addition, robust sales were seen of VA film, raising sales by 64% from the previous year, and the Company will work to achieve further market share by reinforcing the manufacture and development of 40 μ types.

Regarding manufacturing capacity, two new lines are planned to start operation, and manufacturing capacity of *FUJITAC*, IPS film, and VA film will be reinforced. The existing line for VA film production is now in full operation, and by increasing manufacturing capacity, further sales expansion will be possible.

As for medium- to-long term measures, development of thin films, which includes films other than *FUJITAC*, for small and medium-sized displays where demand is expected to grow, tapping into such new usage of WV film as *Ultrabook* and tablet PCs, and further increasing sales of VA film by launching a manufacturing line for ultra-wide film are being considered.

There are no plans for large-scale capital investments after these two lines, planned to start operations within this year, and by improving existing lines, the Company will conduct the measures listed above.

Measures of Document Solutions Business in 2H

■ 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
- Contribution by the Business Process Outsourcing Division of Salmat Limited, which became a subsidiary of the Company

■ Regional Strategies

- Offer wider solution services, from both aspects of service and region, by establishing regional headquarters over six areas in Japan to cover a wider economic zone and reinforcing customer relationships
- Expand sales in the Asia-Oceania region while cooperating with Xerox Corporation to promote sales in emerging countries

- Improve profitability by strengthening such corporate structure as manufacturing efficiencies, regardless of its marketing channels 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.

In the second half of FY2013/3, contribution by the Business Process Outsourcing Division of Salmat Limited, which became a subsidiary of the Company, is expected.

As for regional strategies, the Company will offer wider solution services that cover a wider economic zone and a variety of services 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 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 the corporate structure by improving manufacturing efficiencies, regardless of its marketing channels 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>