

January 29, 2013

FUJIFILM Holdings Corporation

FY2013/3 Third Quarter Performance Explanation Briefing

Main Questions and Answers

Q1: How do you expect sales of the flat panel display (FPD) materials business in the next fiscal year after inventory adjustments, especially for the demand at Chinese New Year? Do you have any good signs that show the end of inventory adjustments?

A1: As panel manufacturers increase production in the third quarter, the sales results of the FPD materials business were better than expected. Some inventory adjustments are estimated in the fourth quarter; however, adjustments will end in the next fiscal year because demand for TVs will continue. The question is whether demand for monitors where WV film is used will recover or not; we think that situation is still unclear.

Q2: Do you think you can achieve ¥180.0 billion in operating profit in the next fiscal year that is projected in VISION80?

A2: As the business environment has changed drastically, we think this target is challenging, and will have to review it.

Q3: Please indicate the businesses that will lead the Company's growth that will not be affected by macroeconomic factors.

A3: The profitability of the healthcare business, especially the pharmaceuticals business, will improve. The functional materials business can expect improved profitability if new products are launched, although it will sometimes be affected by market factors.

Q4: Which factor will have larger impact among the reasons why the forecast for the document solutions business has been revised downward: the decrease in sales, and the decrease in factories' production rates, or other factors.

A4: The two following reasons are major: the lower reduction in sales costs, and the lower gross margin. Moreover, additional costs are expected to maintain the supply of products after a fire broke out at one of our material manufacturers in the fourth quarter. We also estimate that the export business for Xerox Corporation will not recover soon.

Q5: How do you estimate digital camera unit sales for the next fiscal year?

A5: It is difficult to say now because we will review our model lineup. Currently, high-end models have a 20% market share and low-end models a 30% share on a unit basis. Regarding the other 50%, we have to check the market situation carefully and review our model lineups. We will expand the sales of our high-end models.