

Financial Results (Consolidated) for Six months ended September 30, 2012

FUJIFILM Holdings Corporation

Shigehiro Nakajima

President and Chief Operating Officer

October 31, 2012

URL: <http://www.fujifilmholdings.com/>

Projected date of Quarterly Report: November 14, 2012

Projected date of the beginning of cash dividends: December 4, 2012

Reference materials regarding operating results of the current quarter to be prepared: Yes

Meeting to explain operating results of the current quarter to be held: Yes

(Consolidated financial statements are prepared in accordance with accounting principles generally accepted in the United States of America.)

1. Results of six months ended September 30, 2012 (From April 1, 2012 to September 30, 2012)

(1) OPERATING RESULTS

Amount Unit: Millions of yen unless otherwise specified / Figures are rounded off to the nearest million yen

%: Changes from the corresponding period of the previous fiscal year

	Revenue		Operating income		Income before income taxes		Net income attributable to FUJIFILM Holdings	
		%		%		%		%
Six months ended Sept. 30, 2012	1,061,610	(2.0)	42,285	(28.4)	32,982	0.7	10,474	(29.7)
Six months ended Sept. 30, 2011	1,083,432	(2.0)	59,043	(31.3)	32,743	(57.5)	14,898	(63.0)

Note : Comprehensive income (loss)

Six months ended Sept. 30, 2012 ¥ (17,609) million (- %)

Six months ended Sept. 30, 2011 ¥ (28,549) million (- %)

	Net income attributable to FUJIFILM Holdings per share	Net income attributable to FUJIFILM Holdings per share (Assuming full dilution)
	Yen	Yen
Six months ended Sept. 30, 2012	21.74	21.22
Six months ended Sept. 30, 2011	30.93	29.90

(2) FINANCIAL POSITION

	Total assets	Total equity (Net asset)	FUJIFILM Holdings shareholders' equity	FUJIFILM Holdings shareholders' equity ratio to total assets
				%
As of Sept. 30, 2012	2,721,641	1,827,119	1,690,026	62.1
As of March 31, 2012	2,739,665	1,856,484	1,721,769	62.8

2. Cash Dividends

	Cash dividends per share				
	1st Quarter	2nd Quarter	3rd Quarter	Year End	Year Total
	Yen	Yen	Yen	Yen	Yen
Year ended March 31, 2012	-	17.50	-	17.50	35.00
Year ending March 31, 2013	-	20.00	-	-	-
Year ending March 31, 2013 (Forecast)	-	-	-	20.00	40.00

Note : Changes in dividends forecast during the quarter under review: No

3. Forecast for the Fiscal Year ending March 31, 2013 (From April 1, 2012 to March 31, 2013)

Amount Unit: Millions of yen unless otherwise specified / Figures are rounded off to the nearest million yen

%: Changes from the corresponding period of the previous fiscal year

	Revenue		Operating income		Income before income taxes		Net income attributable to FUJIFILM Holdings		Net income attributable to FUJIFILM Holdings per share
		%		%		%		%	Yen
For Year ending March 31, 2013	2,210,000	0.7	125,000	10.7	105,000	17.7	45,000	2.8	93.42

Note : Changes in dividends forecast during the quarter under review: Yes

Notes

(1) Changes in status of material subsidiaries during the quarter under review (Companies newly consolidated or removed from consolidation): None

(2) Adoption of simplified accounting methods and specific accounting methods: None

(3) Changes to consolidated financial statement principles, preparation processes, disclosure methods, etc.

1. Changes accompanying amendment of accounting principles: Yes

2. Other changes: None

Note: Please see (3) Accounting Changes, Changes in Assumptions for Accounting Estimates and Restatements in Consolidated Financial Statements in 2. MATTERS RELATING TO SUMMARY (NOTES) INFORMATION for further details.

(4) Number of Shares Outstanding

1. Issued (including treasury stock):

2. Treasury stock, at cost:

3. Average number of shares (accumulated):

As of Sept. 30, 2012	514,625,728	As of March 31, 2012	514,625,728
As of Sept. 30, 2012	32,916,392	As of March 31, 2012	32,920,287
Six months ended Sept. 30, 2012	481,707,584	Six months ended Sept. 30, 2011	481,690,795

Disclosure Regarding the Status of the Quarterly Review Process

This press release is out of scope of the quarterly review process based on the Financial Instruments and Exchange Law. As of the press release date, the quarterly review process is ongoing.

Explanation of Appropriate Use of Forecast and Other Special Items

Statements regarding future events including forecasts of operating results are based on limited available information and reasonable assumptions as of today. Actual operating results are always subject to change significantly due to various matters. Assumptions for the forecast and warnings for users of the forecast are mentioned in the page 6, (3) Qualitative Information on Forecasts of the Consolidated Operating Results in 1. QUALITATIVE INFORMATION ON OPERATING RESULTS DURING THE CURRENT QUARTER.

[INDEX]

1.	QUALITATIVE INFORMATION ON OPERATING RESULTS DURING THE CURRENT QUARTER		
(1)	Qualitative Information on Consolidated Operating Results	••••••••	P. 2
(2)	Qualitative Information on the Consolidated Financial Position	••••••••	P. 5
(3)	Qualitative Information on Forecasts of the Consolidated Operating Results	••••••••	P. 6
(4)	Distribution of Profits to Shareholders	••••••••	P. 7
2.	MATTERS RELATING TO SUMMARY (NOTES) INFORMATION		
(1)	Significant Changes in Subsidiaries during the Current Quarter	••••••••	P. 7
(2)	Application of Specific Accounting Treatments for Preparation of Quarterly Consolidated Financial Statements	••••••••	P. 7
(3)	Accounting Changes, Changes in Assumptions for Accounting Estimates and Restatements in Consolidated Financial Statements	••••••••	P. 7
3.	OVERVIEW OF MATERIAL EVENTS REGARDING THE GOING CONCERN ASSUMPTION	••••••••	P. 7
4.	CONSOLIDATED FINANCIAL STATEMENTS		
(1)	Consolidated Balance Sheets	••••••••	P. 8
(2)	Consolidated Statements of Income and Consolidated Statements of Comprehensive Income		
	Consolidated Statements of Income		
	Six months ended September 30 th	••••••••	P. 10
	Three months ended September 30 th	••••••••	P. 11
	Consolidated Statements of Comprehensive Income		
	Six months ended September 30 th	••••~•••	P. 12
	Three months ended September 30 th	••••~•••	P. 12
(3)	Consolidated Statements of Cash Flows	••••~•••	P. 13
(4)	Note Relating to the Going Concern Assumption	••••~•••	P. 14
(5)	Segment Information		
	1. Six months ended September 30 th	••••~•••	P. 14
	2. Three months ended September 30 th	••~•••••	P. 16
(6)	Note on Significant Changes to Fujifilm Holdings Shareholders' Equity	••~•••••	P. 16

1. QUALITATIVE INFORMATION ON OPERATING RESULTS DURING THE CURRENT QUARTER

(1) Qualitative Information on Consolidated Operating Results

Amount Unit: Billions of yen

	Second Quarter ended September 30, 2012 From April 1, 2012 To September 30, 2012		Second Quarter ended September 30, 2011 From April 1, 2011 To September 30, 2011		Change	
					Amount	%
Domestic revenue	45.4%	481.4	45.0%	487.3	(5.9)	(1.2)
Overseas revenue	54.6%	580.2	55.0%	596.1	(15.9)	(2.7)
Revenue	100.0%	1,061.6	100.0%	1,083.4	(21.8)	(2.0)
Operating income	4.0%	42.3	5.4%	59.0	(16.7)	(28.4)
Other income (expenses)	(0.9)%	(9.3)	(2.4)%	(26.3)	17.0	-
Income before income taxes	3.1%	33.0	3.0%	32.7	0.3	0.7
Net income attributable to FUJIFILM Holdings	1.0%	10.5	1.4%	14.9	(4.4)	(29.7)
Exchange rates (Yen / US\$)		¥79		¥80		¥(1)
Exchange rates (Yen / Euro)		¥101		¥114		¥(13)

Overviewing the global economy during the second quarter of the fiscal year ending March 31, 2013 (April 1, 2012 through September 30, 2012), the long-term protraction of the debt crisis in European countries has caused economic conditions in the European region to continue deteriorating. In the United States, the economy maintained a fundamental trend of gradual recovery, but this trend remained weak. In addition, there was a trend of decrease in the pace of economic growth in emerging countries and regions in Asia and elsewhere, reflecting the negative impact of sluggish exports, and the deceleration of growth in the Chinese economy was particularly clear. In Japan, the demand related to recovery from the Great East Japan Earthquake continues, but the impact of the deceleration of overseas economies is generating a growing sense of sluggishness.

With respect to Fujifilm's business environment, demand decreases due to the deterioration of economic conditions in Europe along with yen appreciation against the euro and other factors caused conditions in the operating environment to become harsh.

Against this backdrop, the Fujifilm Group is promoting growth strategies throughout global markets based on the new medium-term management plan—VISION80 (April 1, 2012 through March 31, 2014), which the Group formulated in the fiscal year ending March 31, 2012. The plan was based on the successful implementation of a series of all-encompassing structural reforms during the two-year period through March 31, 2011. Through concentrated investments of management resources in priority business fields of significant growth potential, where the Group has technological advantages, as well as in globalization mainly in emerging countries where growth is continuing, the Group is moving ahead to increase its sales and expand its market shares going forward.

During the second quarter of the fiscal year ending March 31, 2013, the Fujifilm Group recorded ¥1,061.6 billion in consolidated revenue (down 2.0%, or down 0.1% excluding the impact of foreign exchange fluctuations from the same period of the previous fiscal year). Despite the launch of new products and the Group's moves to step up sales promotion measures in response to growth in emerging countries' markets, consolidated revenue decreased by ¥21.8 billion, comparing to the same period of the previous fiscal year, reflecting such factors as demand decreases due to the deterioration of economic conditions in Europe, the negative impact of yen appreciation, which had the effect of reducing consolidated revenue by ¥20.3 billion, and other factors.

Operating income totaled ¥42.3 billion, down 28.4% from the same period of the previous fiscal year, reflecting the negative impact of yen appreciation by ¥6.4 billion.

Income before income taxes amounted to ¥33.0 billion, up 0.7% from the same period of the previous fiscal year, reflecting decreases in loss on impairment of investment securities and foreign exchange net loss, while the gross operating income declined under the decrease in sales. The net income attributable to FUJIFILM Holdings totaled ¥10.5 billion, down 29.7% from the same period of the previous fiscal year, as a result of the decline in equity in net earnings of affiliated companies.

The effective currency exchange rates for the U.S. dollar and the euro against the yen during the second quarter were ¥79 and ¥101, respectively.

Revenue by Operating Segment

Amount Unit: Billions of yen

Segment	Second Quarter ended September 30, 2012 From April 1, 2012 To September 30, 2012	Second Quarter ended September 30, 2011 From April 1, 2011 To September 30, 2011	Change	
			Amount	%
Imaging Solutions	142.6	162.4	(19.8)	(12.2)
Information Solutions	428.9	434.9	(6.0)	(1.4)
Document Solutions	490.1	486.1	4.0	0.8
Consolidated Total	1,061.6	1,083.4	(21.8)	(2.0)

Operating Income (Loss) by Operating Segment

Amount Unit: Billions of yen

Segment	Second Quarter ended September 30, 2012 From April 1, 2012 To September 30, 2012	Second Quarter ended September 30, 2011 From April 1, 2011 To September 30, 2011	Change	
			Amount	%
Imaging Solutions	(1.3)	(3.7)	2.4	-
Information Solutions	24.3	33.7	(9.4)	(28.1)
Document Solutions	36.2	43.7	(7.5)	(17.1)
Corporate Expenses and Eliminations	(16.9)	(14.7)	(2.2)	-
Consolidated Total	42.3	59.0	(16.7)	(28.4)

Imaging Solutions

In the Imaging Solutions segment, consolidated revenue amounted to ¥142.6 billion, down 12.2%, or down 8.5% excluding the impact of foreign exchange fluctuations from the same period of the previous fiscal year. Although the sales of the color paper were strong, such factors as the negative impact of yen appreciation, which caused a drop in consolidated revenue of ¥5.9 billion, and other factors caused Fujifilm's sales to decline.

Operating loss amounted to ¥1.3 billion, reflecting the negative impact of yen appreciation, decline in sales, and other factors.

In the photo imaging business, while strong results from marketing activities of high-value-added printing services such as *Photobook* enabled a rise in net sales and the expansion of market share in the color paper business, the negative impact of yen appreciation and other factors caused the consolidated revenue to decline.

In the electronic imaging business, Fujifilm was able to expand its market share against the backdrop of a decrease in overall demand for compact cameras, but the negative impacts of yen appreciation caused the consolidated revenue to decline. Going forward, Fujifilm is preparing to launch the *FUJIFILM X-E1*, an interchangeable-lens-type premium camera announced in September 2012, as well as the *FUJIFILM XF1*, a high-performance compact camera with a slim and stylish design, and new interchangeable lens models. Fujifilm stepped up its marketing promotion efforts for the *X Series* of premium cameras that leverage Fujifilm's exclusive technologies and strengthened the product lineup in that series, while also establishing local subsidiaries and taking other measures as a means of continuing to strengthen its marketing systems in emerging countries.

Information Solutions

In the Information Solutions segment, consolidated revenue amounted to ¥428.9 billion, down 1.4%, or up 0.3% excluding the impact of foreign exchange fluctuations from the same period of the previous fiscal year. Although sales of the growth businesses such as the medical systems business and the pharmaceutical product business rose, the negative impact of yen appreciation, which caused a drop in consolidated revenue of ¥7.5 billion, and decrease in sales of the flat panel display (FPD) materials business and other factors caused the consolidated revenue to decline.

Operating income amounted to ¥24.3 billion, down 28.1% from the same period of the previous fiscal year, reflecting the negative impact of yen appreciation, decline in sales, and other factors.

Sales of the medical systems business increased substantially, reflecting such factors as strong sales of network systems, continued robust equipment product sales in the modality and endoscope fields, as well as the conversion of a recently acquired company—U.S.-based SonoSite, Inc., a manufacturer of bedside and point-of-care ultrasound diagnostic equipment—into a consolidated subsidiary.

In the modality field, Fujifilm recorded strong sales of *FCR PRIMA Series*, a compact and relatively low-priced *FCR line* in the digital X-ray diagnostic imaging system.

Fujifilm increased its sales in the field of endoscope products, reflecting its strong sales of high-image-quality transnasal endoscopes in the hospital market. In September 2012, the Company launched a new generation of endoscope systems, under the brand name of *LASEREO*, that incorporate laser light sources and can improve the visibility of early stage cancerous lesions and other lesions.

In the network systems business, Fujifilm has been working to expand its business in the diagnostic information field centered on medical-use picture archiving and communications systems (PACS), and these efforts led to an increase in sales. The Company's *SYNAPSE* line of PACS has now been adopted by approximately 1,800 medical facilities in Japan, and Fujifilm is maintaining the leading market share in this field.

In the pharmaceutical product business, strong sales of various products of Toyama Chemical Co., Ltd.—including *ZOSYN*, an antibiotic combination product incorporating a β -lactamase inhibitor, as well as the oral new-type quinolone antibacterial agent *OZEX* fine granules —along with such factors as sales growth achieved by FUJIFILM Pharma Co., Ltd., helped boost overall sales significantly.

In the life sciences business, Fujifilm sustained sales at the same level as in the same period of the previous fiscal year. Owing to such initiatives as those to undertake proactive marketing promotion activities for the new *ASTALIFT* series of functional cosmetics products, which was renovated in September 2012, the Company recorded strong sales of cosmetics products in Japan. Going forward, the Company will emphasize vigorous marketing promotion programs for the new *ASTALIFT* series and such other new products as those in the *Lunamer* series of skincare product line, which was launched in July 2012 and is targeting women aged in their 20s and 30s.

In the graphic arts business, although the sales of the computer-to-plate (CTP) proceeded smoothly and its share increased, the impact of yen appreciation caused a decrease in overall sales. Fujifilm will emphasize operations in the digital printing field centered on wide-format inkjet printers and the *Jet Press 720* next-generation inkjet digital press, and will concurrently work to strengthen its sales promotion activities in emerging countries.

Regarding the flat panel display materials business, Fujifilm sustained strong sales of its *retardation film for VA mode* and *retardation film for IPS mode*. However, overall sales declined because the weak demand of IT devices and inventory adjustments in the supply chain negatively impacted sales of *WV film* products. Fujifilm is endeavoring to expand and strengthen its product lineup through the introduction of thinner products, and the Company also plans to respond to growing demand associated with large-sized LCD TVs by initiating the operation of two more *ultra-wide FUJITAC* manufacturing lines by the end of the fiscal year ending March 31, 2013. In conjunction with the operation of new manufacturing lines, one existing line will be turned into specialized facility for the development of products for small and medium-sized displays. Going forward, the Company plans to progressively strengthen its new product development and manufacturing capabilities for meeting rapidly expanding demand for films incorporated in tablet PCs and smartphones.

In the industrial products business, although the sales of industrial-use X-ray films proceeded smoothly, overall sales declined with such factors as the negative impact of yen appreciation. Fujifilm plans to commence the marketing of *EXCLEAR* transparent conductive film products and highly weather-resistant PET film products. Through the launch of these products, Fujifilm is endeavoring to expand its sales in the touch panels and environmental and energy fields with expectations of growth.

Sales in the electronic materials business increased, reflecting strong sales of such products as ArF immersion resist products, image sensor-use *COLOR MOSAIC* products, advanced etchant, and CMP slurries.

In the optical device business, a decrease in sales of camera phone lens units caused a decline in overall sales. Going forward, Fujifilm plans to progressively expand its business in new fields centered on thin-model lens modules for use in smartphones.

In the recording media business, the impact of yen appreciation and a decrease in sales of professional-use videotapes, reflecting demand decreases and other factors, led to a decline in overall sales.

Document Solutions

In the Document Solutions segment, consolidated revenue increased to ¥490.1 billion, up 0.8%, or up 2.3% excluding the impact of foreign exchange fluctuations from the same period of the previous fiscal year because the sales in Japan and the Asia-Oceania region were robust, in spite of such factors as the negative impact of yen appreciation, which caused a drop in consolidated revenue of ¥6.9 billion.

Operating income amounted to ¥36.2 billion, down 17.1% from the same period of the previous fiscal year, reflecting the deterioration of economic conditions in Europe, the negative impact of yen appreciation and other factors.

Regarding the office products business, sales of full-color digital multifunction *Fuji Xerox ApeosPort-IV/DocuCentre-IV* series models continued to be strong, and, reflecting the arrangement of large-scale contracts for the installation of large numbers of products, unit sales increases were realized for both full-color products and monochrome products in the domestic market. The revenue from consumables sales and the provision of maintenance services also increased, reflecting the number of office copy machines and multifunction devices in the domestic market and the number of copies made per unit increased. Regarding sales in the Asia-Oceania region, strong sales of monochrome digital multifunction *Fuji Xerox DocuCentreS2010/S1810*, which was launched in June 2012, helped increase sales volume of monochrome models significantly, and sales volume of full-color models also increased. Regarding sales in export shipments to Xerox Corporation, greater sales and shipment volume were recorded of monochrome models led to a rise in the overall unit sales volume.

In the office printer business, regarding exports to Xerox Corporation, a rise in low-speed printer shipments supported a large increase in overall shipment volume. Domestic sales volume of full-color and monochrome models decreased. In the Asia-Oceania region, while the unit sales volume of full-color models grew, a decrease in the unit sales volume of monochrome models led to a decline in the overall unit sales volume.

Regarding the production services business, Fuji Xerox recorded strong sales of the network printer for mission-critical operations *Fuji Xerox DI25 Printer/D110 Printer*, which was launched in April 2012 in the domestic market. However, the arrangement of large-scale contracts for the installation of large numbers of the mid-and-small-sized printers for mission-critical operations in the same period of the previous fiscal year caused a decline in overall domestic sales volume. Regarding exports to Xerox Corporation, Fuji Xerox's overall shipment volume decreased. In the Asia-Oceania region, sales of the *Fuji Xerox Color 1000 Press/Color 800 Press* color on-demand publishing systems continued to be strong, and overall sales volume increased.

In the global services business, revenue increased in both Japan and the Asia-Oceania region. In Japan double-digit revenue growth rates were achieved.

(2) Qualitative Information on the Consolidated Financial Position

At the end of the second quarter, total assets decreased by ¥18.0 billion or 0.7% compared with the end of the previous fiscal year, to ¥2,721.6 billion, owing to a decrease in trade and finance receivable, yen appreciation, and other factors. Total liabilities increased by ¥11.3 billion, or 1.3% compared with the end of the previous

fiscal year, to ¥894.5 billion, owing to a increase in long-term debt and other factors. FUJIFILM Holdings shareholders' equity decreased by ¥31.7 billion, or 1.8% compared with the end of the previous fiscal year, to ¥1,690.0 billion. As a result, the current ratio increased by 28.5 percentage points, to 219.4%, the debt-equity ratio increased by 1.6 percentage points, to 52.9%, and the equity ratio decreased by 0.7 percentage points, to 62.1%, compared with the end of the previous fiscal year. The Company is confident that it is maintaining a stable level of asset liquidity and a sound capital structure.

(Cash Flows)

Amount Unit: Billions of yen

	Second Quarter ended September 30, 2012 From April 1, 2012 To September 30, 2012	Second Quarter ended September 30, 2011 From April 1, 2011 To September 30, 2011	Change
Net cash provided by operating activities	84.1	59.7	24.4
Net cash used in investing activities	(62.4)	(57.5)	(4.9)
Net cash provided by (used in) financing activities	65.5	(19.3)	84.8

During the second quarter of the fiscal year ending March 31, 2013, net cash provided by operating activities totaled ¥84.1 billion, due to a decrease in notes and accounts receivable and other. Net cash used in investing activities amounted to ¥62.4 billion, due primarily to purchases of property, plant and equipment for capital investments. Thus, free cash flows—or the sum of cash flows from operating and investing activities—were ¥21.7 billion. Net cash provided by financing activities amounted to ¥65.5 billion, due primarily to proceeds from long-term debt.

As a result, cash and cash equivalents at the end of the quarter under review amounted to ¥314.1 billion, up ¥79.0 billion from the previous fiscal year ended March 31, 2012.

(3) Qualitative Information on Forecasts of the Consolidated Operating Results Revised Consolidated Earnings Forecast for the Fiscal Year Ending March 31, 2013 (April 1, 2012—March 31, 2013)

Amount Unit: Millions of yen unless otherwise specified

	Revenue	Operating income	Income before income taxes	Net income attributable to FUJIFILM Holdings	Net income attributable to FUJIFILM Holdings per share
Previous forecast (A) (announced on Apr. 27, 2012)	2,370,000	140,000	135,000	65,000	Yen 134.94
Latest revised forecast (B)	2,210,000	125,000	105,000	45,000	93.42
Change (B–A)	(160,000)	(15,000)	(30,000)	(20,000)	(41.52)
Percentage (%)	(6.8)	(10.7)	(22.2)	(30.8)	(30.8)
(Ref.) Actual results for FY 2012/3	2,195,293	112,948	89,187	43,758	90.84

Fujifilm's operating environment is expected to be affected by the weakness of the fundamental trend of recovery in the U.S. economy as well as the economic stagnation in Europe. In addition, there is a trend of slowdown of the pace of economic growth in emerging countries centered in China. In Japan, the impact of the deceleration of overseas economies is generating a growing sense of sluggishness.

In view of these conditions, Fujifilm's overall sales have been below planned levels owing to the slowdown in demand accompanying the risk for global economic downturn. Operating income has also been below planned levels.

Considering these circumstances, the Company has revised down its forecasts of revenue, operating income, income before income taxes, net income attributable to FUJIFILM Holdings, and net income attributable to FUJIFILM Holdings per share for the fiscal year ending March 31, 2013.

(4) Distribution of Profits to Shareholders

In addition to reflecting consolidated performance trends, dividend levels are to be determined based on the consideration of such factors as the level of funds required for M&A transactions, capital investment and new product development investments needed to support priority business expansion, as well as other measures aimed at increasing the Company's corporate value in the future. Adequate buybacks will be undertaken considering the situation of cash flows and stock prices. FUJIFILM Holdings set the target dividend payout ratio at over 25%.

The Company concluded that the interim cash dividends would be paid at ¥20.00 per share. Together with year-end cash dividends of ¥20.00 per share, cash dividends applicable to the fiscal year under review are expected to be paid at ¥40.00 per share, up ¥5.00 per share from the previous fiscal year.

2. MATTERS RELATING TO SUMMARY (NOTES) INFORMATION

(1) Significant Changes in Subsidiaries during the Current Quarter: None

(2) Application of Specific Accounting Treatments for Preparation of Quarterly Consolidated Financial Statements: None

(3) Accounting Changes, Changes in Assumptions for Accounting Estimates and Restatements in Consolidated Financial Statements: In June 2011, FASB issued ASU No.2011-05, "Presentation of Comprehensive Income" ("ASU2011-05"). ASU2011-05 provides amendments to ASC220 and requires to present the total of comprehensive income, the components of net income, and the components of other comprehensive income either in a single continuous statement of comprehensive income or in two separate but consecutive statements. ASU2011-05 eliminated the option to present the components of other comprehensive income as part of the consolidated statement of changes in equity. In December 2011, FASB issued ASU No.2011-12, "Deferral of the Effective Date for Amendments to the Presentation of Reclassifications of Items Out of Accumulated Other Comprehensive Income in Accounting Standards Update No. 2011-05" ("ASU2011-12") to defer the requirement in ASU2011-05 to present on the face of the financial statements, items that are reclassified from accumulated other comprehensive income to net income separately with their respective components of net income and other comprehensive income. ASU2011-05 and ASU2011-12 were effective for fiscal years, and interim periods within those years, beginning after December 15, 2011 and was adopted retrospectively by the Company in the year beginning April 1, 2012. The Company elected to present comprehensive income in two separate but consecutive statements. The adoption of ASU2011-05 and ASU2011-12 did not have an impact on the results of operations and financial condition of the Company.

3. OVERVIEW OF MATERIAL EVENTS REGARDING THE GOING CONCERN ASSUMPTION: NONE

Note: This document is a faithful translation into English of a financial condition-related report prepared in Japanese by FUJIFILM Holdings Corporation in accordance with Tokyo Stock Exchange guidelines.

Accordingly, the explanations for each business segment may include references to products that are marketed under different product names overseas or are not marketed overseas and may also include references to product marketing periods that differ by region.

"Xerox" is a registered trademark of Xerox Corporation in the United States and other countries. All other product names contained in this material are trademarks of their respective companies.

4. CONSOLIDATED FINANCIAL STATEMENTS

(1) Consolidated Balance Sheets

Amount Unit: Millions of yen

	Consolidated balance sheet for the 2nd quarter As of September 30, 2012	Condensed consolidated balance sheet for the fiscal year As of March 31, 2012	Change
ASSETS			
Current assets:			
Cash and cash equivalents	314,140	235,104	79,036
Marketable securities	8,414	12,364	(3,950)
Notes and accounts receivable:			
Trade and finance	478,632	541,988	(63,356)
Affiliated companies	30,924	32,102	(1,178)
Allowance for doubtful receivables	(16,638)	(17,607)	969
	492,918	556,483	(63,565)
Inventories	388,736	377,952	10,784
Prepaid expenses and other	151,118	140,088	11,030
Total current assets	1,355,326	1,321,991	33,335
Investments and long-term receivables:			
Investments in and advances to affiliated companies	34,419	35,614	(1,195)
Investment securities	99,447	118,954	(19,507)
Long-term finance and other receivables	126,098	128,493	(2,395)
Allowance for doubtful receivables	(3,211)	(3,221)	10
Total investments and long-term receivables	256,753	279,840	(23,087)
Property, plant and equipment:			
Land	93,997	94,730	(733)
Buildings	663,885	666,724	(2,839)
Machinery and equipment	1,564,173	1,557,424	6,749
Construction in progress	28,382	41,030	(12,648)
	2,350,437	2,359,908	(9,471)
Less accumulated depreciation	(1,813,324)	(1,805,992)	(7,332)
Total property, plant and equipment	537,113	553,916	(16,803)
Other assets:			
Goodwill, net	370,468	393,541	(23,073)
Other intangible assets, net	69,520	43,900	25,620
Other	132,461	146,477	(14,016)
Total other assets	572,449	583,918	(11,469)
Total assets	2,721,641	2,739,665	(18,024)

Amount Unit: Millions of yen

	Consolidated balance sheet for the 2nd quarter As of September 30, 2012	Condensed consolidated balance sheet for the fiscal year As of March 31, 2012	Change
LIABILITIES			
Current liabilities:			
Short-term debt	160,309	178,536	(18,227)
Notes and accounts payable:			
Trade	195,961	228,383	(32,422)
Construction	22,364	26,729	(4,365)
Affiliated companies	2,789	3,292	(503)
	221,114	258,404	(37,290)
Accrued income taxes	14,811	12,864	1,947
Accrued liabilities	162,477	178,618	(16,141)
Other current liabilities	59,093	63,945	(4,852)
Total current liabilities	617,804	692,367	(74,563)
Long-term liabilities:			
Long-term debt	114,801	20,334	94,467
Accrued pension and severance costs	74,127	85,116	(10,989)
Customers' guarantee deposits and other	87,790	85,364	2,426
Total long-term liabilities	276,718	190,814	85,904
Total liabilities	894,522	883,181	11,341
EQUITY			
FUJIFILM Holdings shareholders' equity	40,363	40,363	-
Common stock, without par value:			
Authorized: 800,000,000 shares			
Issued: 514,625,728 shares			
Additional paid-in capital	75,097	74,780	317
Retained earnings	1,945,397	1,944,557	840
Accumulated other comprehensive income (loss)	(268,314)	(235,400)	(32,914)
Treasury stock, at cost	(102,517)	(102,531)	14
Total FUJIFILM Holdings shareholders' equity	1,690,026	1,721,769	(31,743)
Noncontrolling interests	137,093	134,715	2,378
Total equity	1,827,119	1,856,484	(29,365)
Total liabilities and equity	2,721,641	2,739,665	(18,024)

Note: Details of accumulated other comprehensive income (loss)

	As of September 30, 2012	As of March 31, 2012	Change
Unrealized gains (losses) on securities	1,901	9,869	(7,968)
Foreign currency translation adjustments	(172,729)	(145,845)	(26,884)
Pension liability adjustments	(97,662)	(99,470)	1,808
Unrealized gains (losses) on derivatives	176	46	130

(2) Consolidated Statements of Income and Consolidated Statements of Comprehensive Income**Consolidated Statements of Income****Six months ended September 30th**

Amount Unit: Millions of yen

	Six months ended September 30, 2012 From April 1, 2012 To September 30, 2012		Six months ended September 30, 2011 From April 1, 2011 To September 30, 2011		Change	
					Amount	%
Revenue:	%		%			
Sales		890,292		914,757	(24,465)	(2.7)
Rentals		171,318		168,675	2,643	1.6
	100.0	1,061,610	100.0	1,083,432	(21,822)	(2.0)
Cost of sales:						
Sales		575,721		579,815	(4,094)	(0.7)
Rentals		72,262		75,751	(3,489)	(4.6)
	61.0	647,983	60.5	655,566	(7,583)	(1.2)
Gross profit	39.0	413,627	39.5	427,866	(14,239)	(3.3)
Operating expenses:						
Selling, general and administrative	27.3	289,498	26.4	285,537	3,961	1.4
Research and development	7.7	81,844	7.7	83,286	(1,442)	(1.7)
	35.0	371,342	34.1	368,823	2,519	0.7
Operating income	4.0	42,285	5.4	59,043	(16,758)	(28.4)
Other income (expenses):						
Interest and dividend income		2,322		2,701	(379)	
Interest expense		(1,853)		(1,606)	(247)	
Foreign exchange gains (losses), net		(9,535)		(11,876)	2,341	
Impairment of investment securities		(1,187)		(15,031)	13,844	
Other, net		950		(488)	1,438	
	(0.9)	(9,303)	(2.4)	(26,300)	16,997	-
Income before income taxes	3.1	32,982	3.0	32,743	239	0.7
Income taxes	1.1	11,904	1.1	11,747	157	1.3
Equity in net earnings (losses) of affiliated companies	(0.4)	(3,616)	0.1	492	(4,108)	-
Net income	1.6	17,462	2.0	21,488	(4,026)	(18.7)
Less: Net income attributable to the noncontrolling interests	(0.6)	(6,988)	(0.6)	(6,590)	(398)	-
Net income attributable to FUJIFILM Holdings	1.0	10,474	1.4	14,898	(4,424)	(29.7)

Three months ended September 30th

Amount Unit: Millions of yen

	Three months ended September 30, 2012 From July 1, 2012 To September 30, 2012		Three months ended September 30, 2011 From July 1, 2011 To September 30, 2011		Change	
					Amount	%
Revenue:		%		%		
Sales		459,866		469,186	(9,320)	(2.0)
Rentals		83,404		84,110	(706)	(0.8)
	100.0	543,270	100.0	553,296	(10,026)	(1.8)
Cost of sales:						
Sales		299,751		297,778	1,973	0.7
Rentals		35,135		40,317	(5,182)	(12.9)
	61.6	334,886	61.1	338,095	(3,209)	(0.9)
Gross profit	38.4	208,384	38.9	215,201	(6,817)	(3.2)
Operating expenses:						
Selling, general and administrative	26.7	144,656	25.7	142,091	2,565	1.8
Research and development	7.8	42,387	7.8	43,060	(673)	(1.6)
	34.5	187,043	33.5	185,151	1,892	1.0
Operating income	3.9	21,341	5.4	30,050	(8,709)	(29.0)
Other income (expenses):						
Interest and dividend income		809		1,015	(206)	
Interest expense		(1,062)		(804)	(258)	
Foreign exchange gains (losses), net		(1,280)		(9,460)	8,180	
Impairment of investment securities		(907)		(14,928)	14,021	
Other, net		729		(1,247)	1,976	
	(0.3)	(1,711)	(4.6)	(25,424)	23,713	-
Income before income taxes	3.6	19,630	0.8	4,626	15,004	324.3
Income taxes	1.3	6,946	0.1	482	6,464	-
Equity in net losses of affiliated companies	(0.2)	(1,374)	(0.0)	(59)	(1,315)	-
Net income	2.1	11,310	0.7	4,085	7,225	176.9
Less: Net income attributable to the noncontrolling interests	(0.6)	(3,340)	(0.6)	(3,700)	360	-
Net income attributable to FUJIFILM Holdings	1.5	7,970	0.1	385	7,585	-

Consolidated Statements of Comprehensive Income**Six months ended September 30th**

Amount Unit: Millions of yen

	Six months ended September 30, 2012 From April 1, 2012 To September 30, 2012	Six months ended September 30, 2011 From April 1, 2011 To September 30, 2011	Change
Net income	17,462	21,488	(4,026)
Other comprehensive income (loss), net of tax:			
Unrealized gains (losses) on securities	(8,050)	(747)	(7,303)
Foreign currency translation adjustments	(29,317)	(50,181)	20,864
Pension liability adjustments	2,172	981	1,191
Unrealized gains (losses) on derivatives	124	(90)	214
Other comprehensive income (loss)	(35,071)	(50,037)	14,966
Comprehensive loss	(17,609)	(28,549)	10,940
Less: Comprehensive income attributable to noncontrolling interests	(4,831)	(2,755)	(2,076)
Comprehensive loss attributable to FUJIFILM Holdings	(22,440)	(31,304)	8,864

Three months ended September 30th

Amount Unit: Millions of yen

	Three months ended September 30, 2012 From July 1, 2012 To September 30, 2012	Three months ended September 30, 2011 From July 1, 2011 To September 30, 2011	Change
Net income	11,310	4,085	7,225
Other comprehensive income (loss), net of tax:			
Unrealized gains (losses) on securities	(1,348)	2,388	(3,736)
Foreign currency translation adjustments	(2,514)	(40,593)	38,079
Pension liability adjustments	1,149	(446)	1,595
Unrealized gains (losses) on derivatives	148	(50)	198
Other comprehensive income (loss)	(2,565)	(38,701)	36,136
Comprehensive income (loss)	8,745	(34,616)	43,361
Less: Comprehensive income attributable to noncontrolling interests	(3,546)	(343)	(3,203)
Comprehensive income (loss) attributable to FUJIFILM Holdings	5,199	(34,959)	40,158

(3) Consolidated Statements of Cash Flows

Amount Unit: Millions of yen

	Six months ended September 30, 2012 From April 1, 2012 To September 30, 2012	Six months ended September 30, 2011 From April 1, 2011 To September 30, 2011	Change
Operating activities			
Net income	17,462	21,488	(4,026)
Adjustments to reconcile net income to net cash provided by operating activities:			
Depreciation and amortization	66,859	70,405	(3,546)
Impairment of investment securities	1,187	15,031	(13,844)
Equity in net earnings of affiliated companies, less dividends received	4,214	261	3,953
Changes in operating assets and liabilities:			
Notes and accounts receivable	49,680	1,459	48,221
Inventories	(16,979)	(19,105)	2,126
Notes and accounts payable - trade	(27,941)	(16,031)	(11,910)
Accrued income taxes and other liabilities	(19,214)	(16,001)	(3,213)
Other	8,867	2,174	6,693
Subtotal	66,673	38,193	28,480
Net cash provided by operating activities	84,135	59,681	24,454
Investing activities			
Purchases of property, plant and equipment	(44,642)	(51,007)	6,365
Purchases of software	(8,911)	(9,830)	919
Proceeds from sales and maturities of marketable and investment securities	10,713	25,714	(15,001)
Purchases of marketable and investment securities	(702)	(10,616)	9,914
(Increase) decrease in investments in and advances to affiliated companies	(3,348)	122	(3,470)
Acquisitions of businesses and minority interests, net of cash acquired	(2,232)	(1,850)	(382)
Other	(13,300)	(9,962)	(3,338)
Net cash used in investing activities	(62,422)	(57,429)	(4,993)
Financing activities			
Proceeds from long-term debt	100,649	6,785	93,864
Repayments of long-term debt	(15,974)	(19,117)	3,143
Increase (decrease) in short-term debt, net	(8,336)	622	(8,958)
Cash dividends paid	(8,430)	(7,225)	(1,205)
Subsidiaries' cash dividends paid to noncontrolling interests	(2,373)	(2,061)	(312)
Net purchases of stock for treasury	(2)	(2)	0
Other	(24)	1,710	(1,734)
Net cash provided by (used in) financing activities	65,510	(19,288)	84,798
Effect of exchange rate changes on cash and cash equivalents	(8,187)	(16,101)	7,914
Net increase (decrease) in cash and cash equivalents	79,036	(33,137)	112,173
Cash and cash equivalents at beginning of period	235,104	313,070	(77,966)
Cash and cash equivalents at end of period	314,140	279,933	34,207

(4) Note Relating to the Going Concern Assumption

N/A

(5) Segment Information**1. Six months ended September 30th****(A) Operating Segment Information****a. Revenue**

Amount Unit: Millions of yen

	Six months ended September 30, 2012 From April 1, 2012 To September 30, 2012		Six months ended September 30, 2011 From April 1, 2011 To September 30, 2011		Change	
					Amount	%
Revenue:	%		%			
Imaging Solutions:						
External customers	13.4	142,598	15.0	162,395	(19,797)	(12.2)
Intersegment		358		334	24	-
Total		142,956		162,729	(19,773)	(12.2)
Information Solutions:						
External customers	40.4	428,875	40.1	434,959	(6,084)	(1.4)
Intersegment		983		725	258	-
Total		429,858		435,684	(5,826)	(1.3)
Document Solutions:						
External customers	46.2	490,137	44.9	486,078	4,059	0.8
Intersegment		5,761		4,821	940	-
Total		495,898		490,899	4,999	1.0
Eliminations		(7,102)		(5,880)	(1,222)	-
Consolidated total	100.0	1,061,610	100.0	1,083,432	(21,822)	(2.0)

b. Operating income

Amount Unit: Millions of yen

	Six months ended September 30, 2012 From April 1, 2012 To September 30, 2012		Six months ended September 30, 2011 From April 1, 2011 To September 30, 2011		Change	
					Amount	%
Operating Income (Loss):	%		%			
Imaging Solutions	(0.9)	(1,320)	(2.3)	(3,693)	2,373	-
Information Solutions	5.6	24,265	7.7	33,733	(9,468)	(28.1)
Document Solutions	7.3	36,184	8.9	43,654	(7,470)	(17.1)
Total		59,129		73,694	(14,565)	(19.8)
Corporate expenses and eliminations		(16,844)		(14,651)	(2,193)	-
Consolidated total	4.0	42,285	5.4	59,043	(16,758)	(28.4)

Note: The major products and services of each operating segment are as follows:

Imaging Solutions	Color films, digital cameras, photofinishing equipment and color paper, chemicals and services for photofinishing
Information Solutions	Equipment and materials for medical systems, life sciences products, pharmaceuticals, equipment and materials for graphic arts, flat panel display materials, recording media, optical devices and electronic materials
Document Solutions	Office copy machines/MFPs, printers, production systems and services, office services, paper and consumables

(B) Geographic Information**a. Revenue**

Amount Unit: Millions of yen

	Six months ended September 30, 2012 From April 1, 2012 To September 30, 2012		Six months ended September 30, 2011 From April 1, 2011 To September 30, 2011		Change	
	%		%		Amount	%
Revenue:						
Japan						
External customers	58.0	616,251	58.6	634,566	(18,315)	(2.9)
Intersegment		187,336		200,626	(13,290)	-
Total		803,587		835,192	(31,605)	(3.8)
The Americas						
External customers	14.9	157,678	14.6	158,254	(576)	(0.4)
Intersegment		16,739		12,047	4,692	-
Total		174,417		170,301	4,116	2.4
Europe						
External customers	9.1	96,981	9.7	104,826	(7,845)	(7.5)
Intersegment		8,137		7,331	806	-
Total		105,118		112,157	(7,039)	(6.3)
Asia and others						
External customers	18.0	190,700	17.1	185,786	4,914	2.6
Intersegment		133,426		128,674	4,752	-
Total		324,126		314,460	9,666	3.1
Eliminations		(345,638)		(348,678)	3,040	-
Consolidated total	100.0	1,061,610	100.0	1,083,432	(21,822)	(2.0)

b. Operating income

Amount Unit: Millions of yen

	Six months ended September 30, 2012 From April 1, 2012 To September 30, 2012		Six months ended September 30, 2011 From April 1, 2011 To September 30, 2011		Change	
	%		%		Amount	%
Operating Income (Loss):						
Japan	3.0	23,816	4.7	39,309	(15,493)	(39.4)
The Americas	1.7	2,883	2.2	3,702	(819)	(22.1)
Europe	0.2	205	(0.6)	(723)	928	-
Asia and others	3.7	12,133	5.0	15,738	(3,605)	(22.9)
Eliminations		3,248		1,017	2,231	-
Consolidated total	4.0	42,285	5.4	59,043	(16,758)	(28.4)

(C) Overseas revenue (Destination Base)

Amount Unit: Millions of yen

	Six months ended September 30, 2012 From April 1, 2012 To September 30, 2012		Six months ended September 30, 2011 From April 1, 2011 To September 30, 2011		Change	
					Amount	%
Revenue:	%		%			
Domestic	45.4	481,441	45.0	487,328	(5,887)	(1.2)
Overseas						
The Americas	18.1	191,970	16.9	183,294	8,676	4.7
Europe	11.3	120,469	12.3	133,515	(13,046)	(9.8)
Asia and others	25.2	267,730	25.8	279,295	(11,565)	(4.1)
Subtotal	54.6	580,169	55.0	596,104	(15,935)	(2.7)
Consolidated total	100.0	1,061,610	100.0	1,083,432	(21,822)	(2.0)

Note: The presentation of the overseas revenue (Destination Base) has been classified and disclosed based on the customer's location.

2. Three months ended September 30th**(A) Revenue by Operating Segments**

Amount Unit: Millions of yen

	Three months ended September 30, 2012 From July 1, 2012 To September 30, 2012		Three months ended September 30, 2011 From July 1, 2011 To September 30, 2011		Change	
					Amount	%
Revenue:	%		%			
Imaging Solutions:	12.7	69,021	14.6	80,740	(11,719)	(14.5)
Information Solutions:	41.8	227,046	39.2	216,915	10,131	4.7
Document Solutions:	45.5	247,203	46.2	255,641	(8,438)	(3.3)
Consolidated total	100.0	543,270	100.0	553,296	(10,026)	(1.8)

Note: The major products and services of each operating segment are as follows:

Imaging Solutions	Color films, digital cameras, photofinishing equipment and color paper, chemicals and services for photofinishing
Information Solutions	Equipment and materials for medical systems, life sciences products, pharmaceuticals, equipment and materials for graphic arts, flat panel display materials, recording media, optical devices and electronic materials
Document Solutions	Office copy machines/MFPs, printers, production systems and services, office services, paper and consumables

(B) Overseas Revenue (Destination Base)

Amount Unit: Millions of yen

	Three months ended September 30, 2012 From July 1, 2012 To September 30, 2012		Three months ended September 30, 2011 From July 1, 2011 To September 30, 2011		Change	
					Amount	%
Revenue:	%		%			
Domestic	46.6	253,013	45.5	251,871	1,142	0.5
Overseas						
The Americas	18.1	98,177	17.1	94,387	3,790	4.0
Europe	10.7	58,147	12.3	67,917	(9,770)	(14.4)
Asia and others	24.6	133,933	25.1	139,121	(5,188)	(3.7)
Subtotal	53.4	290,257	54.5	301,425	(11,168)	(3.7)
Consolidated total	100.0	543,270	100.0	553,296	(10,026)	(1.8)

(6) Note on Significant Changes to Fujifilm Holdings Shareholders' Equity

N/A