

Notice of Change of President (Representative Director)

FUJIFILM Holdings Corporation (the “Company”) today announced that a new President of the Company as well as its subsidiary, FUJIFILM Corporation was appointed. It was approved at the Board of Directors’ meeting of each company held today on April 27, 2016. The new President will assume his office on June 1, 2016.

1. New Management Structure

1) FUJIFILM Holdings Corporation

Name	New Position Effective as of June 1, 2016	Current Position
Shigetaka Komori	(Remains unchanged) Chairman, Representative Director and CEO	Chairman, Representative Director and CEO
Shigehiro Nakajima	Vice Chairman, Representative Director*	President, Representative Director and COO
Kenji Sukeno	President, Representative Director and COO	Director, Corporate Vice President

* Shigehiro Nakajima will resign at the expiration of his term of office as of June 29, 2016

2) FUJIFILM Corporation

Name	New Position Effective as of June 1, 2016	Current Position
Shigetaka Komori	(Remains unchanged) Chairman, Representative Director and CEO	Chairman, Representative Director and CEO
Shigehiro Nakajima	Vice Chairman, Representative Director*	President, Representative Director and COO
Kenji Sukeno	President, Representative Director and COO	Director, Senior Vice President

* Shigehiro Nakajima will resign at the expiration of his term of office as of June 29, 2016

2. Reason for change

Due to health reasons, Shigehiro Nakajima expressed his intention to resign from Director at the expiration of his term which ends at the close of the 120th Ordinary General Meeting of Shareholders scheduled on June 29, 2016. Prior to the resignation, Nakajima proposed to step down from the position of President and COO as of June 1, 2016.

3. Brief Biography of the New Representative Director

Date of Birth	Brief Biography	Number of Shares of the Company Owned
October 21, 1954	1977 April Joined the Company 2012 June Corporate Vice President of the Company (to present) Director, Corporate Vice President of FUJIFILM Corporation 2013 June Director of the Company (to present) 2015 June Director, Senior Vice President of FUJIFILM Corporation (to present)	Common Stock 3,600