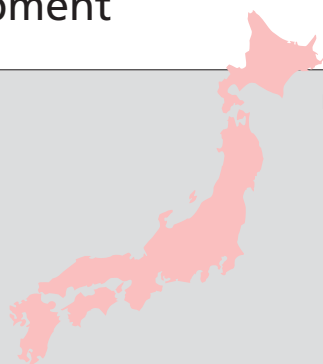
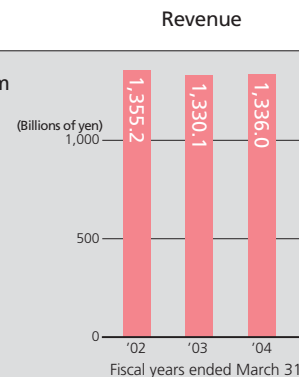
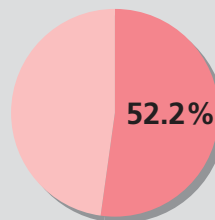


Japan



Proportion of Revenue from Japan Segment to Total Revenue



Performance

Sales of FPD materials increased considerably, and sales of the new series of digital color multifunction machines were also robust.

Consolidated revenue in this region edged up 0.4%, to ¥1,336.0 billion.

Izumi Factory of FUJIFILM Microdevices Begins Manufacturing CCDs

Responsible for the development and manufacturing of electronic devices, FUJIFILM Microdevices Co., Ltd., is responding to the rising demand for CCDs used in digital cameras and camera phones. The subsidiary acquired the general-use wafer manufacturing plant of Tohoku Semiconductor Corporation and initiated CCD production at the plant (Izumi factory) in early 2004. Besides enabling stable supplies of digital cameras equipped with Fujifilm's outstanding Super CCDs, these steps will allow Fujifilm to more proactively expand its business involving the supply of Super CCD products for various applications in addition to digital cameras and camera phones.



Fuji Photo Film and Fuji Xerox were supporters of the East Asian Football Championship 2003.

Domestic Marketing Capabilities Strengthened through Consolidation of Marketing Subsidiaries

FUJIFILM AXIA Co., Ltd., merged with FUJIFILM Battery Co., Ltd., on April 1, 2004, with FUJIFILM AXIA continuing as the surviving entity. In addition, sales promotions for domestic sales of digital cameras as well as technical services and other operations previously handled by Fuji Photo Film Co., Ltd., have been unified within FUJIFILM AXIA. The merger is expected to boost sales through the respective companies' sales channels and help consolidate back-office, distribution, and other operations.

Two medical equipment sales subsidiaries—FUJIFILM Medical Co., Ltd., and Chiyoda Medical Co., Ltd.—also merged on April 1, 2004, with FUJIFILM Medical continuing as the surviving entity. Besides increasing efficiency by reducing duplicated businesses, the merger will integrate the predecessor companies' strengths and bolster capabilities for marketing, services, and the collection of data on market needs.

Topics

Sponsorship of East Asian Football Championship 2003 by Fuji Photo Film and Fuji Xerox

Two members of the Fujifilm Group—Fuji Photo Film Co., Ltd., and Fuji Xerox Co., Ltd.—were sponsors of the East Asian Football Championship 2003, which was held in December 2003. This event, established in 2002 by the East Asian Football Federation, will be held every other year beginning from 2003. Characterized by fierce competition, the inaugural 2003 event was ultimately won by the Korea Republic national team. By sponsoring the event, Fuji Photo Film and Fuji Xerox were able to place advertising signs inside and outside stadiums and effectively enhance the appeal of their brand images among soccer fans.

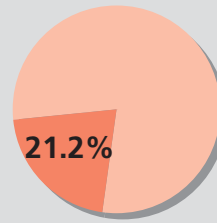


The Izumi factory of FUJIFILM Microdevices in Miyagi, Japan

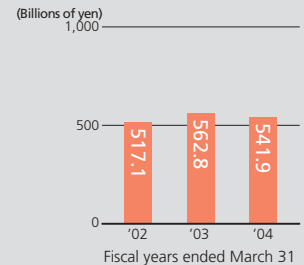
The Americas



Proportion of Revenue from The Americas Segment to Total Revenue



Revenue



Performance

Sales of digital cameras and digital minilabs continued to be robust, and a surge was seen in exports of Fuji Xerox's digital multifunction machines, particularly color models.

Consolidated revenue in this region declined 3.7%, to ¥541.9 billion.

Promoting Prints from Digital Cameras

In addition to striving to create the infrastructure for printing digital photos through the introduction of Frontier digital minilabs and Printpix DigiCam Picture Center kiosks, Fuji Photo Film U.S.A., Inc., has dynamically implemented promotional campaigns aimed at expanding the popularity and volume of digital photo prints. In 2002, Fuji Photo Film U.S.A. began full-scale efforts in this regard, including introducing an Internet-based service that helps customers find the digital photo print shops closest to their homes. In 2003, the company began a service allowing customers to send in their digital photo data via the Internet and later pick up their prints at retail outlets. Measures are being made to upgrade in-store equipment so that it can better meet needs related to creating prints from camera phone images, whose popularity is expected to continue rising.

Topics

Sponsorship of NASCAR Team

The National Association for Stock Car Auto Racing (NASCAR) events are among the most popular motor racing events in the United States. By becoming a sponsor of the Target Chip Ganassi Racing team, Fuji Photo Film U.S.A. arranged for the FUJIFILM logo to adorn the team's cars through the NASCAR season. At the Tropicana 400 NASCAR event held in July 2003 in Chicago, the Target Chip Ganassi Racing team car sported the FUJIFILM

logo and the distinctive Fujifilm Green, and Fuji Photo Film U.S.A. also considerably increased its presence by displaying logo signs, attracting considerable attention from enthusiastic NASCAR fans.

PMA 2004

Fujifilm had a noteworthy presence commensurate with its leading position in the imaging industry at the PMA 2004 photography industry trade show in Las Vegas. Under the slogan "Fujifilm. Picture Your Solutions," the Company highlighted its capabilities for providing optimal solutions spanning the gamut "from inputting through outputting," "from silver-halide photography through digital photography," and "from amateurs through professionals." The Fujifilm booth area featured a wide lineup of products—including new models of the FinePix digital camera



Fujifilm highlighted its capabilities through product exhibits and demonstrations at PMA 2004.

series, products in the Frontier digital minilab series, and such silver-halide photography products as new models in the QuickSnap series of one-time-use recyclable cameras—and all the corners of the booth attracted throngs of highly interested visitors.

Fuji Photo Film U.S.A. Moves to New Head Office

In April 2003, Fuji Photo Film U.S.A. moved its head office to three floors of the Reckson Summit Office Park Building in Valhalla, New York. The new office features a modern design and furnishings that reflect the company's position on the leading edge of technological progress as well as its traditional emphasis on human resources, open communications, and teamwork. Enovation Graphic Systems, Inc., a Fujifilm Group company that is the largest distributor in the U.S. graphic arts industry, also has its head office in the building.

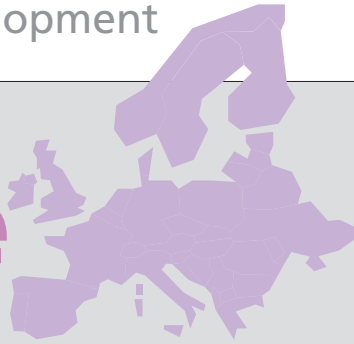


This building houses Fuji Photo Film U.S.A.'s new head office.

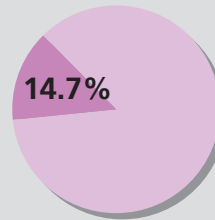


A race car sporting the Fujifilm logo speeds around a track.

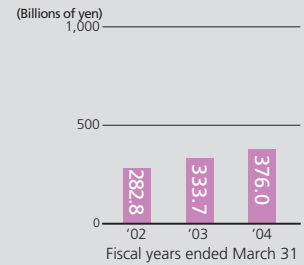
Europe



Proportion of Revenue from Europe Segment to Total Revenue



Revenue



Performance

Amid growth in overall demand for digital cameras, sales of the Company's digital cameras surged. In graphic arts products, sales of CTP-related products continued to be strong.

Consolidated revenue in this region grew 12.7%, to ¥376.0 billion.

Expanded Production at Factory in the Netherlands

During the fiscal year ended March 31, 2004, the Fujifilm Group's manufacturing unit in the Netherlands, Fuji Photo Film B.V., undertook its largest facilities expansion project since it constructed a pre-sensitized (PS) plate plant in 1991. The project has enabled the company to manufacture photopolymer computer-to-plate (CTP) plates, thereby giving the Company better capabilities for rapidly responding to the needs of the European printing industry. The new facility is scheduled to begin operations in early 2005, beginning a new chapter in the 22-year history of Fuji Photo Film B.V., which was Fujifilm's first overseas manufacturing base.



Fuji Photo Film B.V. (Tilburg, the Netherlands)



The soccer-ball monument near the Brandenburg Gate in Berlin, Germany



Fujifilm supports the World Cup competitions as an official sponsor.

Topics

A Rise in Soccer Fever in Anticipation of 2006 FIFA World Cup Germany™

Only two years remain until the 2006 FIFA World Cup Germany™, for which Fujifilm has concluded a sponsorship contract, and the qualification rounds for the finals have been proceeding throughout the world. The host country, Germany, is showing great enthusiasm for the event, expressed in such ways as the placement of a huge soccer-ball monument near the Brandenburg Gate in Berlin.

Sponsorship of World Figure Skating Championships

Fujifilm was a sponsor of the 2004 World Figure Skating Championships held in March 2004 in Dortmund, Germany. Japanese contestants featured prominently in the event, winning the first and fourth places in the women's singles competition. Fujifilm had a booth by the entranceway to the event that featured a life-size photograph of Maria Butyrskaya, the winner of the women's singles competition in 1999. Each day, the booth was swarmed with visitors seeking to



Copyright by Barry Mittan

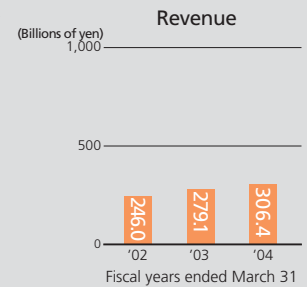
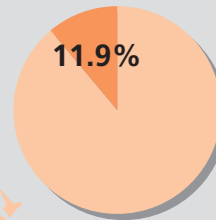
One of the sparkling performances in the 2004 World Figure Skating Championships

have souvenir photos taken with the image of that famous skater. The Company also sponsored two prior international figure skating competitions, steadily enhancing the appeal of the Fujifilm brand through close association with the graceful performances on the ice.

Asia and Others



Proportion of Revenue from Asia and Others Segment to Total Revenue



Performance

Besides recording strong sales of digital cameras and minilabs, Fujifilm achieved large increases in sales of copy machines and multifunction machines, particularly color products.

Consolidated revenue in this region rose 9.8%, to ¥306.4 billion.

FUJIFILM STARLIGHT Completes New Production Line

A PS plate manufacturing and marketing company based near Beijing, China, FUJIFILM STARLIGHT Co., Ltd., has taken measures to meet local demand for CTP plates, which is projected to surge. The company constructed a second manufacturing line, which is capable of producing CTP plates. This new line, which began operations in November 2003, has tripled FUJIFILM STARLIGHT's manufacturing capacity and positioned the Fujifilm Group for the timely supply of products in China's CTP plate market.

Topics

Helping Combat SARS

To help the Chinese government in its all-out struggle to eliminate fearsome outbreaks of SARS, Fuji Photo Film (China) Investment Co., Ltd., contributed equipment to the country's Ministry of Health. This donation, with a value of roughly

RMB1 million yuen, included FCR (Fuji Computed Radiography) digital X-ray diagnostic systems, DRYPIX dry laser imagers, X-ray film, and other medical equipment products, all of which was installed at the China-Japan Friendship Hospital in Beijing. In appreciation, the ministry awarded the company a special certificate of merit in May 2003.

Product and Technology Exhibit in Shanghai

In November 2003, Fuji Photo Film (China) Investment organized an exhibition of Fujifilm technologies and products that spotlighted the capabilities of Frontier digital minilabs. Centered on a Frontier 350 unit and an FDi Service model shop, the exhibit attracted great attention from photographic industry visitors as well as investors and mass media representatives. Demonstrations were held at a photo studio set up at the exhibit while prints were distributed on the spot, and an FDi model shop closely resembling actual shops enabled visitors to experience FDi services. The entire exhibit was designed to effectively promote greater appreciation of Fujifilm's impressive world of imaging.

The opening ceremony for the exhibit



The entrance to the exhibit featured an impressive presentation of the imaging world generated by Frontier digital minilabs.



FUJIFILM STARLIGHT's new CTP plate manufacturing plant has started operations.