

Enhancing Consolidated Management

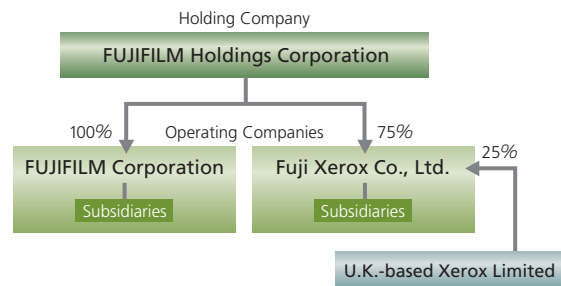
The Fujifilm Group moved to a holding company structure in October 2006 and concentrated the head office functions of FUJIFILM Holdings Corporation, FUJIFILM Corporation and Fuji Xerox Co., Ltd. in February 2007. As a result, we laid the foundations to further reinforce consolidated management of the Group.

Move to Holding Company Structure and Concentration of Head-office Functions

On October 1, 2006, the Fujifilm Group moved to a holding company structure and became a new consolidated group organization centered on FUJIFILM Corporation and Fuji Xerox Co., Ltd. under FUJIFILM Holdings Corporation, which plays a supervisory role in the management of the entire Group. As FUJIFILM Holdings Corporation will oversee strategic planning for the entire Group, it will allocate resources by emphasizing overall optimization. At the same time, the new structure will promote an increase in areas of synergy among Group companies, personnel exchange within the Group, and improved efficiency by consolidating common operations.

In February 2007, we concentrated the head office functions of these three companies in Tokyo Midtown, located

in Roppongi, Tokyo. Through this move, we aim to promote further strategic collaboration and realize concrete synergies among the three companies.



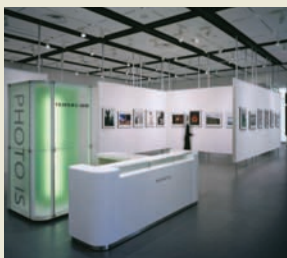
Promotion of the "Slim & Strong Drive"

Taking advantage of the move to a new structure, we initiated the "Slim & Strong Drive" targeting all organizations in the Fujifilm Group. The activities promote thorough improvements in efficiency and the prioritized use of manufacturing costs,

selling, general and administrative expenses, and R&D expenses, and aim to realize a more muscular and robust corporate constitution.

Fujifilm Group's Head Office Functions Concentrated in Tokyo Midtown

Sharing the knowledge and human resources cultivated by the three companies so far will enable us to further enhance the quality and speed of management and produce more advanced synergies. Those are the major aims of concentrating head office functions. When establishing offices, the Fujifilm Group makes maximum use of the solutions skills and IT technologies associated with office creation that it has built up. We are promoting strategic Group management by facilitating



FUJIFILM SQUARE

communication among the three companies and improving operating efficiency by integrating office services common to all three.

Furthermore, as a new information distribution base relating to "photo culture," we opened FUJIFILM SQUARE, our first showroom complex on the first and second floors of the Tokyo Midtown Head Office. This showroom presents the beauty and value of photos in a number of ways and contributes to maintaining and developing photo culture. For example, it includes photo exhibitions in two photo galleries with different individual characteristics, an exhibition of Fujifilm's treasured collections, such as antique cameras and photos that have historical value, and a photo shop that demonstrates the pleasures of decorating one's home with photos.



Fujifilm Group's head office building