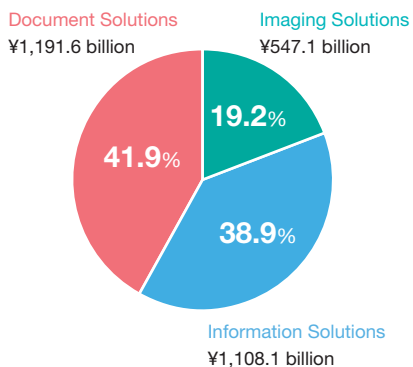


Operating Segment Information

Revenue

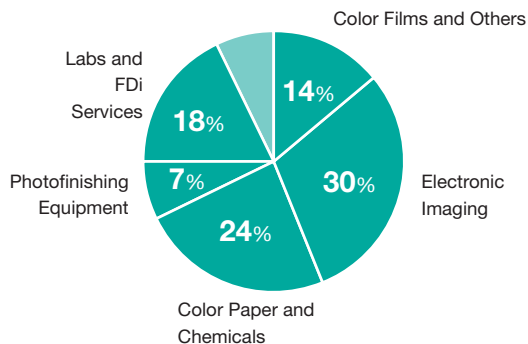
Breakdown of Group Business Revenue

Year Ended March 31, 2008



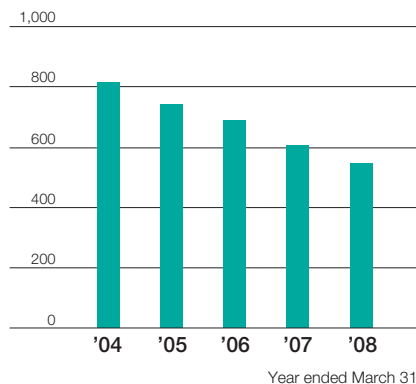
Breakdown of Segment Revenue

Imaging Solutions

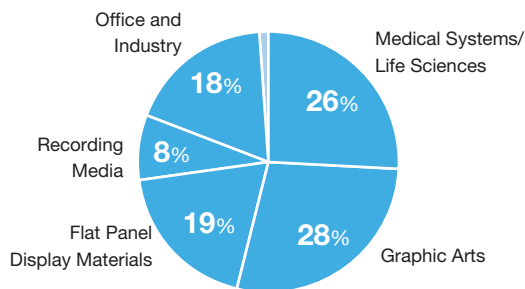


Trend in Segment Revenue

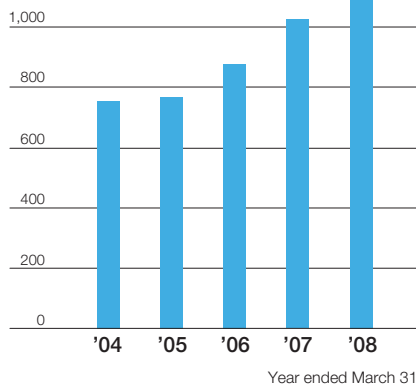
(Billions of yen)



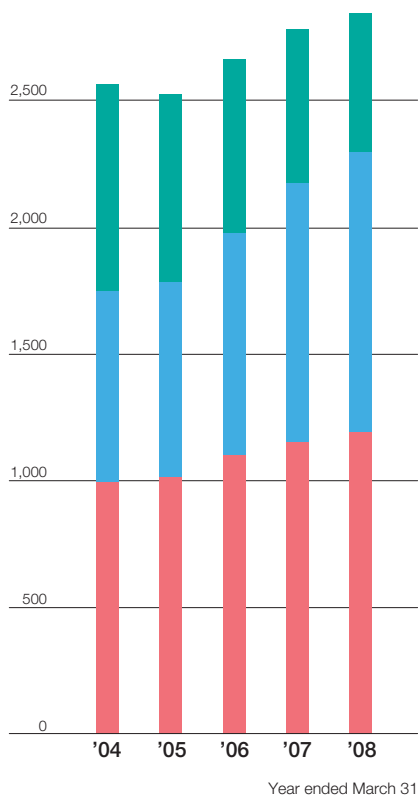
Information Solutions



(Billions of yen)

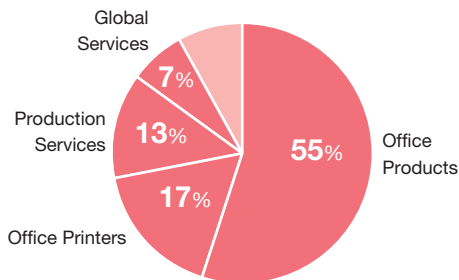


(Billions of yen)

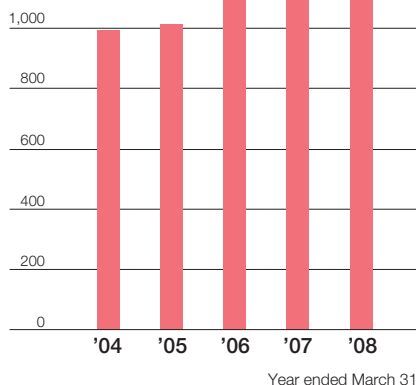


■ Imaging Solutions
■ Information Solutions
■ Document Solutions

Document Solutions



(Billions of yen)



Year ended March 31

Line of Business and Main Products and Services

- **Color Films and Others**
Color negative films
"QuickSnap"
Color reversal films
- **Electronic Imaging**
"FinePix" digital camera
Digital camera accessories
- **Color Paper and Chemicals**
Photographic paper for color prints
Photofinishing chemicals
- **Photofinishing Equipment**
Film processors/Printing equipment
"Frontier" Digital Minilab
Thermal photo printers
- **Labs and FDI Services**
Film processing services
Photo printing services

- **Medical Systems/Life Sciences**
"FCR" digital x-ray imaging and diagnostic systems
"SYNAPSE" medical-use picture archiving and communications systems (PACS)
Dry imaging films/Dry imagers
X-ray films Radiopharmaceuticals
Digital endoscopes
Nucleic acid isolation systems
Healthcare products
- **Graphic Arts**
Materials and equipment for graphic arts
CTP (Computer-to-Plate) plates
CTP plate setters
Inks for industrial inkjet printers
- **Flat Panel Display Materials**
"FUJITAC" protective films for polarizers
"WV films" for expanding viewing angles
"Transer films" for manufacturing color filters
- **Recording Media**
LTO Ultrium data cartridges
Data cartridges for IBM 3592
- **Office and Industry**
Camera phone lens units
TV lens/CINE lens
Electronic materials
Inks for consumer-use inkjet printers
Industrial inkjet printer heads

- **Office Products**
Color/monochrome digital multifunction devices
"DocuWorks" document handling software
- **Office Printers**
Color/monochrome laser printers
- **Production Services**
On-demand publishing systems
Computer printing systems
- **Global Services**
Business process services
Document outsourcing and Communication services
Office services

Business Overview

World-Class Provider of Products and Services from Photo-taking to Photo-printing

Fujifilm develops products and services in fields ranging from film and photo-taking through to photo development and printing. Photo-taking products include color film, the QuickSnap disposable camera and digital cameras, while output products and services include photographic paper for color prints, photofinishing equipment and photo printing services. Applying such proprietary Fujifilm technology features as high sensitivity, high image quality and face detection technology in the development of its "FinePix" digital cameras, the Company has constantly introduced distinctive products to the global market. Responding to an increase in digital printing needs attributable to the popularization of digital cameras and camera phones, Fujifilm has taken steps to promote and enhance its retail printing services for the production of "easy, beautiful and long-lasting" photos. While strengthening the services it provides to address increasingly diverse user needs in line with advancing digital technologies, Fujifilm is working to expand its photo printing services by enhancing its online photo services.

Leveraging a Top Global Market Share in FCR Systems and Top Domestic Market Share in SYNAPSE to Become a Comprehensive Healthcare Company

Fujifilm contributes to the advancement of the medical imaging and diagnostic field. In 1936, these efforts began in earnest with the release of x-ray films, and in 1983, the Company launched its FCR system, the world's first digital x-ray imaging and diagnostic system. The Company's SYNAPSE, a medical-use picture archiving and communications system (PACS), has been the main driver of our contributions to digital and IT advancement in the medical field. The SYNAPSE system has subsequently helped medical institutions to centrally manage image data in the endoscopy, ultrasonography, pathology and cardiovascular fields. Fujifilm expanded the scope of its medical business to include the preventive healthcare field with functional cosmetics and internal care products. In 2008, the Company commenced full-scale operation in the pharmaceuticals business and entered the treatment field.

Aiming for a 40% Global Share in Digital Printing CTP Plates

Fujifilm provides printing, newspaper and publishing companies around the world with the means to create printed media. Its wide range of devices and materials include graphic-arts-use scanners, editing software, proofing devices for checking edited data, output devices for plate-making films, proofing materials, plate-making films and printing plates (PS and CTP). Fujifilm is aiming to strengthen its CTP plate production structure and grow its global share to 40% on the back of expanding worldwide demand attributable to digitization. At the same time it is focusing on further expansion of its on-demand printing and inkjet businesses.

No. 1 Global Share in FPD-Use Protective Films and Optical Compensation Films

Fujifilm manufactures and sells films for polarizing plates used in LCD TVs, laptop PCs and monitors. Its FUJITAC films, which are essential for LCD panels, maintain an 80% world market share. Its WV films hold a 100% global market share. In response to growing demand for these products, Fujifilm is making active investments to fortifying its supply structure.

Top Global Share in Mid-Range Data Storage Media Market

This business develops high-capacity, high-quality data storage media products widely used by data centers operated by large-scale organizations such as finance and research firms.

Expanding the Optical Device Business and Other New Growth Businesses

Fujifilm is strengthening its market position in line with increasingly higher camera phone lens functioning and pixel counts. For example, the Company commands approximately 50% of the global market share for lens units with 2.0 mega pixel and higher pixel counts. At the same time, it is exerting efforts to expand its semiconductor materials business in addition to the consumer-use inkjet business, where demand continues to grow.

Targeting the No. 1 Market Share through the Supply of High-Value-Added Products

Fuji Xerox supplies office-use digital color/monochrome multifunction devices. Since Japan's first encounter with plain-paper copy machines in 1962, Fuji Xerox has constantly provided new value to the market by launching digital copy machines and multifunction devices. Boasting a top domestic market share in terms of the volume of color multifunction device shipments and copies made using its devices, Fuji Xerox is targeting the top share in the entire color/monochrome device market, while expanding operations in the rapidly growing markets of the Asia-Pacific region including China.

Pursuing Compactness, High Performance, High Quality and Bolstered Environment Consciousness

Fuji Xerox is expanding sales of products, centered on color laser printers in the markets of Asia, as well as Europe and North America, where products are supplied on an OEM basis. In addition, the A4 color laser printer DocuPrint C1100 was recognized with its ninth consecutive Energy-Saving Award, drawing attention to its features, which help to reduce environmental burden.

Our High-Speed, High-Quality Digital Printing Systems Leading the Print-on-Demand Market

In the Production Services business, Fuji Xerox provides on-demand printing systems, printing workflow support services and continuous- and intermittent-feed printers linked with core systems. Particularly notable is our leading market share for color on-demand printing systems in Japan. Pursuing new possibilities for digital printing, we meet customer needs for high-mix, low-volume printing.

Leveraging Know-How and Experience to Provide Comprehensive Customer Support and Consultation

Fuji Xerox is providing comprehensive services centered on the acceptance of outsourced operations, covering consulting and management, to help customers solve their document-related issues.