

# Financial Highlights

FUJIFILM Holdings Corporation and Subsidiaries

	Years ended March 31					Thousands of
	Millions of yen					U.S. dollars (Note 1)
	2010	2009	2008	2007	2006	2010
<b>Results of Operations</b>						
<b>Revenue</b>	<b>¥2,181,693</b>	¥2,434,344	¥2,846,828	¥2,782,526	¥2,667,495	<b>\$23,459,065</b>
<b>Selling, general and administrative expenses</b>	<b>588,109</b>	694,740	759,139	760,042	735,058	<b>6,323,753</b>
<b>Research and development expenses</b>	<b>175,120</b>	191,076	187,589	177,004	182,154	<b>1,883,011</b>
<b>Operating income before restructuring and other charges</b> (Note 2)	<b>101,629</b>	70,769	207,342	207,143	156,479	<b>1,092,785</b>
<b>Operating (loss) income after restructuring and other charges</b> (Note 2)	<b>(42,112)</b>	37,286	207,342	113,062	70,436	<b>(452,817)</b>
<b>(Loss) income before income taxes</b>	<b>(41,999)</b>	9,442	199,342	103,264	79,615	<b>(451,602)</b>
<b>Net (loss) income attributable to FUJIFILM Holdings</b> (Note 3)	<b>(38,441)</b>	10,524	104,431	34,446	37,016	<b>(413,344)</b>
<b>Cash Flows</b>						
<b>Net cash provided by operating activities</b>	<b>314,826</b>	209,506	298,110	297,276	272,558	<b>3,385,226</b>
<b>Net cash used in investing activities</b>	<b>(131,204)</b>	(152,781)	(259,715)	(298,001)	(272,129)	<b>(1,410,796)</b>
<b>Free cash flow</b> (Note 4)	<b>183,622</b>	56,725	38,395	(725)	429	<b>1,974,430</b>
<b>Net cash provided by (used in) financial activities</b>	<b>(42,609)</b>	(102,139)	(72,308)	158,287	(80,309)	<b>(458,161)</b>
<b>Financial Position</b>						
<b>Total Assets</b>	<b>2,827,428</b>	2,896,637	3,266,384	3,319,102	3,027,491	<b>30,402,452</b>
<b>Inventories</b>	<b>303,120</b>	368,250	416,827	393,594	385,463	<b>3,259,355</b>
<b>Interest-bearing debt</b> (Note 5)	<b>295,648</b>	321,546	370,010	374,008	173,417	<b>3,179,011</b>
<b>Total FUJIFILM Holdings shareholders' equity</b>	<b>1,746,107</b>	1,756,313	1,922,353	1,976,508	1,963,497	<b>18,775,344</b>
<b>Capital expenditures</b> (Note 6)	<b>77,913</b>	112,402	170,179	165,159	179,808	<b>837,774</b>
<b>Depreciation and amortization</b> (Note 6)	<b>195,083</b>	212,565	226,753	215,429	225,434	<b>2,097,667</b>
<b>(Depreciation)</b>	<b>135,103</b>	149,912	159,572	146,325	156,928	<b>1,452,720</b>
			Yen			U.S. dollars (Note 1)
<b>Per Share of Common Stock</b>						
<b>Net (loss) income attributable to FUJIFILM Holdings:</b>						
<b>Basic</b> (Notes 3 and 7)	<b>¥ (78.67)</b>	¥ 21.10	¥ 205.43	¥ 67.46	¥ 72.65	<b>\$ (0.85)</b>
<b>Diluted</b> (Notes 3 and 8)	<b>(78.67)</b>	21.09	193.56	65.04	72.65	<b>(0.85)</b>
<b>Cash dividends</b>	<b>25.00</b>	30.00	35.00	25.00	25.00	<b>0.27</b>
<b>Financial Indicators</b>						
<b>Ratio of operating income before restructuring and other charges to revenue</b>	<b>4.7%</b>	2.9%	7.3%	7.4%	5.9%	
<b>Ratio of operating (loss) income after restructuring and other charges to revenue</b>	<b>(1.9)%</b>	1.5%	7.3%	4.1%	2.6%	
<b>ROE</b>	<b>(2.2)%</b>	0.6%	5.4%	1.7%	1.9%	
<b>ROA</b>	<b>(1.3)%</b>	0.3%	3.2%	1.1%	1.2%	
<b>Equity ratio</b>	<b>61.8%</b>	60.6%	58.9%	59.5%	64.9%	
<b>Payout ratio</b> (Consolidated base)	<b>—</b>	142.2%	17.0%	37.1%	34.4%	

- Notes 1. U.S. dollar amounts presented are translated from yen, for convenience only, at the rate of ¥93=U.S.\$1, the exchange rate prevailing on March 31, 2010.
2. Effective from the fiscal year ended March 31, 2010, restructuring and other charges are separately presented in the Company's consolidated statement of income. (See page 52.) Operating income before restructuring and other charges for the fiscal year ended March 31, 2009 presented in the table above includes ¥33,483 million, the amount calculated as the restructuring and other charges incurred during that fiscal year. Similarly, operating (loss) income on the same consolidated statement of income is disclosed as operating (loss) income after restructuring and other charges above, which represent an operating (loss) income after the recognition of restructuring and other charges.
3. Effective from the fiscal year ended March 31, 2010, net (loss) income is stated as net (loss) income attributable to FUJIFILM Holdings.
4. Free cash flow = Net cash provided by operating activities + Net cash used in investing activities
5. Interest-bearing debt=Short-term debt + Long-term debt
6. Figures do not include amounts for rental equipment handled by the Document Solution segment.
7. The computation of net (loss) income attributable to FUJIFILM Holdings per share is based on the weighted average number of shares of common stock (excluding treasury stock) outstanding the year.
8. Diluted net (loss) income attributable to FUJIFILM Holdings per share reflects the potential dilution attributable to additional shares issued in connection with the exercise of stock acquisition rights allotted as stock options and has been computed on the basis that at conversion rights of the Euroyen convertible bonds were exercised and outstanding.

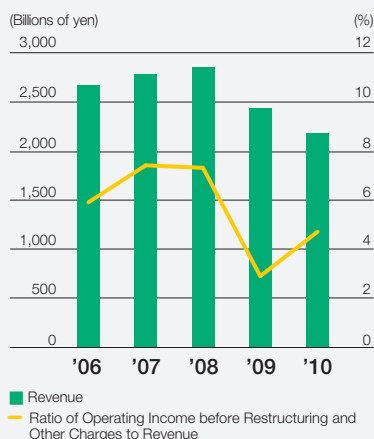
## Operating Segment Revenue

	Years ended March 31					Thousands of U.S. dollars (Note 1)
	Millions of yen					
	2010	2009	2008	2007	2006	2010
Imaging Solutions	¥ 345,489	¥ 410,399	¥ 547,066	¥ 605,383	¥ 689,458	\$ 3,714,935
Information Solutions	900,844	946,156	1,108,134	1,026,085	877,366	9,686,495
Document Solutions	935,360	1,077,789	1,191,628	1,151,058	1,100,671	10,057,634
<b>Consolidated total</b>	<b>¥2,181,693</b>	<b>¥2,434,344</b>	<b>¥2,846,828</b>	<b>¥2,782,526</b>	<b>¥2,667,495</b>	<b>\$23,459,065</b>

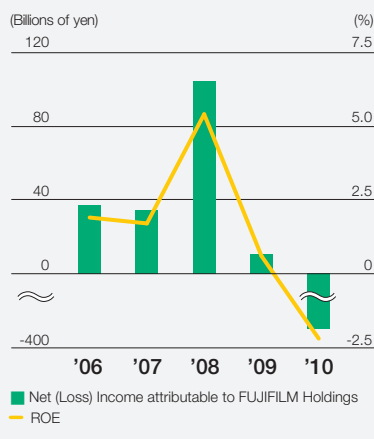
## Revenue by Region (Destination Base)

	Years ended March 31					Thousands of U.S. dollars (Note 1)
	Millions of yen					
	2010	2009	2008	2007	2006	2010
Japan	¥1,059,395	¥1,134,192	¥1,259,506	¥1,303,647	¥1,329,284	\$11,391,344
The Americas	354,142	447,677	557,203	572,797	558,702	3,807,978
Europe	268,531	350,548	449,241	422,965	375,516	2,887,430
Asia and Others	499,625	501,927	580,878	483,117	403,993	5,372,312
<b>Consolidated total</b>	<b>¥2,181,693</b>	<b>¥2,434,344</b>	<b>¥2,846,828</b>	<b>¥2,782,526</b>	<b>¥2,667,495</b>	<b>\$23,459,065</b>

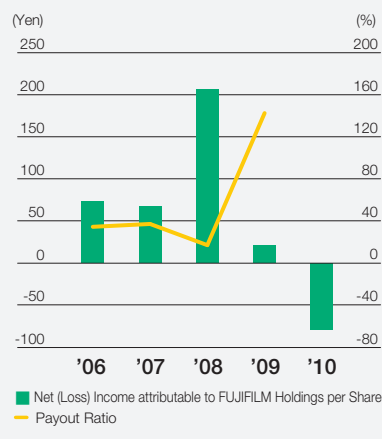
### Revenue/ Ratio of Operating Income before Restructuring and Other Charges to Revenue



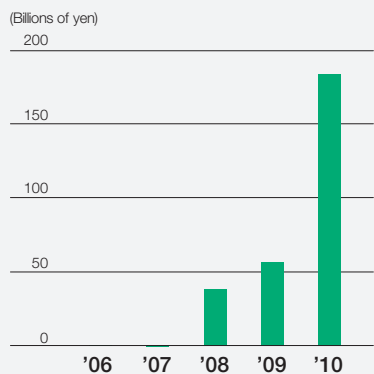
### Net (Loss) Income attributable to FUJIFILM Holdings/ROE



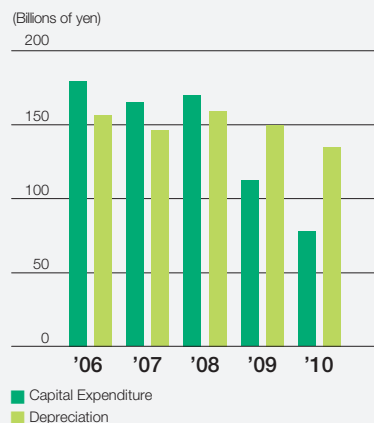
### Net (Loss) Income attributable to FUJIFILM Holdings per Share/Payout Ratio



### Free Cash Flow



### Capital Expenditure/Depreciation



### Total FUJIFILM Holdings shareholders' equity/ Equity Ratio

