

FUJIFILM Holdings Corporation

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President and Chief Executive Officer

April 28, 2008

URL: <http://www.fujifilmholdings.com/>

Financial Results (Consolidated) for the Fiscal Year ended March 31, 2008

Date of regular shareholders' meeting: June 27, 2008

Projected date of the beginning of cash dividends: June 30, 2008

Projected date of annual securities report: June 30, 2008

(Consolidated financial statements are prepared in accordance with accounting principles generally accepted in the United States of America.)

1. Results of the Fiscal Year ended March 31, 2008 (From April 1, 2007 to March 31, 2008)

(1) OPERATING RESULTS

Amount Unit: Millions of yen unless otherwise specified / Figures are rounded off to the nearest million yen
%: Changes from the corresponding period of the previous fiscal year

| | Revenue | | Operating Income | | Income before Income Taxes | | Net Income | |
|---------------------------|-----------|-----|------------------|------|----------------------------|------|------------|-------|
| | | % | | % | | % | | % |
| Year ended March 31, 2008 | 2,846,828 | 2.3 | 207,342 | 83.4 | 199,342 | 93.0 | 104,431 | 203.2 |
| Year ended March 31, 2007 | 2,782,526 | 4.3 | 113,062 | 60.5 | 103,264 | 29.7 | 34,446 | (6.9) |

| | Net Income Per Share of Common Stock | Net Income Per Share of Common Stock (Assuming Full Dilution) | Ratio of Net Income to Shareholders' Equity | Ratio of Income before Income Taxes to Total Assets | Ratio of Operating income to Revenue |
|---------------------------|--------------------------------------|---|---|---|--------------------------------------|
| | Yen | Yen | % | % | % |
| Year ended March 31, 2008 | 205.43 | 193.56 | 5.4 | 6.1 | 7.3 |
| Year ended March 31, 2007 | 67.46 | 65.04 | 1.7 | 3.3 | 4.1 |

(Ref) Equity in net earnings of affiliated companies (including unconsolidated subsidiaries)

Year ended March 31, 2008: ¥2,706 million Year ended March 31, 2007: ¥3,358 million

(2) FINANCIAL POSITION

| | Total Assets | Shareholders' Equity | Shareholders' Equity Ratio to Total Assets | Shareholders' Equity per Share of Common Stock |
|----------------------|--------------|----------------------|--|--|
| | | | % | Yen |
| As of March 31, 2008 | 3,266,384 | 1,922,353 | 58.9 | 3,811.19 |
| As of March 31, 2007 | 3,319,102 | 1,976,508 | 59.5 | 3,867.04 |

(3) CASH FLOWS

| | Net Cash provided by Operating Activities | Net Cash used in Investing Activities | Net Cash provided by (used in) Financing Activities | Cash and Cash Equivalents at the end of year |
|---------------------------|---|---------------------------------------|---|--|
| Year ended March 31, 2008 | 298,110 | (259,715) | (72,308) | 330,926 |
| Year ended March 31, 2007 | 297,276 | (298,001) | 158,287 | 384,719 |

2. Cash Dividends

| | 1 st Quarter | Interim | 3 rd Quarter | Year End | Year Total | Total cash dividends | Consolidated Pay out Ratio | Ratio of Cash Dividends to Shareholder's Equity |
|--------------------------------------|-------------------------|---------|-------------------------|----------|------------|----------------------|----------------------------|---|
| | Yen | Yen | Yen | Yen | Yen | | % | % |
| Year ended March 31, 2007 | - | 12.50 | - | 12.50 | 25.00 | 12,766 | 37.1 | 0.6 |
| Year ended March 31, 2008 | - | 17.50 | - | 17.50 | 35.00 | 17,773 | 17.0 | 0.9 |
| Year ended March 31, 2009 (Forecast) | - | 17.50 | - | 17.50 | 35.00 | | 16.0 | |

3. Forecast for the Fiscal Year ending March 31, 2009 (From April 1, 2008 to March 31, 2009)

| | Revenue | | Operating Income | | Income before Income Taxes | | Net Income | | Net income per share of Common stock |
|--------------------------------------|-----------|-------|------------------|--------|----------------------------|--------|------------|--------|--------------------------------------|
| | | % | | % | | % | | % | Yen |
| For six months ending Sept. 30, 2008 | 1,400,000 | (0.6) | 95,000 | (12.6) | 95,000 | (17.2) | 50,000 | (22.7) | 99.13 |
| For Year ending March 31, 2009 | 2,900,000 | 1.9 | 210,000 | 1.3 | 210,000 | 5.3 | 110,000 | 5.3 | 218.08 |

4. Other

- (1) Changes in status of material subsidiaries during the period (Companies newly consolidated or removed from consolidation): Yes
 Newly consolidated: 1 (Toyama Chemical Co., Ltd.)
 Removed: 1 (Fuji Xerox Printing Systems Co., Ltd.)
- (2) Changes to consolidated financial statement principles, preparation processes, disclosure methods, etc.
 (Description of changes to important items fundamental to financial statement preparation)
1. Changes accompanying amendment of accounting principles: Yes
 2. Other changes: None
- (3) Number of Shares Outstanding:
- | | | |
|---------------------------------------|--|--|
| 1. Issued (including treasury stock): | As of March 31, 2008: 514,625,728 | As of March 31, 2007: 514,625,728 |
| 2. Treasury stock, at cost: | As of March 31, 2008: 10,228,426 | As of March 31, 2007: 3,509,582 |
| 3. Average number of shares: | Year ended March 31, 2008: 508,354,176 | Year ended March 31, 2007: 510,620,624 |

(Reference) Summary of Financial Results (Non-Consolidated)

1. Results of the Fiscal Year ended March 31, 2008 (From April 1, 2007 to March 31, 2008)

(1) OPERATING RESULTS

(Figures are rounded down to the nearest million yen)

| | Revenue | Operating Income | Ordinary Income | Net Income |
|---------------------------|----------------|------------------|-----------------|---------------|
| | % | % | % | % |
| Year ended March 31, 2008 | 30,861 (92.0) | 26,649 (41.9) | 26,756 (57.9) | 27,759 (27.7) |
| Year ended March 31, 2007 | 384,644 (48.6) | 45,882 (26.1) | 63,575 (24.4) | 38,390 (11.5) |

| | Net Income Per Share of Common Stock | Net Income Per Share of Common Stock (Assuming Full Dilution) |
|---------------------------|--------------------------------------|---|
| | Yen | Yen |
| Year ended March 31, 2008 | 54.60 | 53.59 |
| Year ended March 31, 2007 | 75.17 | 72.21 |

(2) FINANCIAL POSITION

| | Total Assets | Net Assets | Net Asset Ratio to Total Assets | Net Assets Per Share of Common Stock |
|----------------------|--------------|------------|---------------------------------|--------------------------------------|
| | | | % | Yen |
| As of March 31, 2008 | 1,780,271 | 1,562,911 | 87.8 | 3,096.49 |
| As of March 31, 2007 | 1,815,292 | 1,586,939 | 87.4 | 3,104.58 |

Notice: Regarding Non-consolidated Performance

The Company shifted to a holding company structure on October 1, 2006. Because of this, non-consolidated performance of the year ended March 31, 2008 and the year ended March 31, 2007 are considerably different from each previous year.

Explanation of Appropriate Use of Forecast and Other Special Items

Forward-looking statements such as those relating to earnings forecasts and other projections contained in this report are management's current assumptions and beliefs based on information available at the time. Such forward-looking statements are subject to a number of risks, uncertainties and other factors. Accordingly, actual results may differ materially from those projected due to various factors.

1. OPERATING RESULTS

(1) Analysis of Results of Operations

During the first half of the fiscal year under review, the Japanese economy achieved gradual growth, reflecting the robustness of capital investments amid strong corporate performances. In the latter half of the year, however, the trend of economic recovery was clouded by sharp rises in the prices of crude oil and other raw materials along with the progressive appreciation of the yen. The U.S. economy was slightly weakened by such factors as the sub-prime loan crisis and other situations that led to a perception of deceleration in housing investment and personal consumption. European economies benefited from improvement in the employment environment and other trends, while Asian economies centered on China sustained a rapid rate of growth.

Regarding markets related to the operations of Fujifilm Holdings Corporation (“the Company”), the LCD market continued growing, and document solutions markets also grew, primarily overseas. On the other hand, the diffusion of digital cameras caused an additional decrease in global demand for color films.

Regarding consolidated revenue during the period under review (April 1, 2007, through March 31, 2008), despite a decrease in imaging solutions sales centered on sales of color films, a large increase was recorded in information solutions sales centered on sales of medical products and services, CTP plates, and flat panel display materials. Moreover, document solutions sales also grew, reflecting robust sales of digital multifunction devices centered on sales in overseas markets. The overall impact of exchange-rate trends was positive, as the yen appreciated against the U.S. dollar but depreciated against the euro compared with the previous fiscal year, and such positive factors boosted consolidated revenue, to ¥2,846.8 billion, a rise of 2.3% from the previous fiscal year. Domestic revenue amounted to ¥1,259.5 billion, down 3.4%, and overseas revenue totaled ¥1,587.3 billion, up 7.3%.

Operating income was negatively affected by such factors as the cost-boosting impact of a surge in prices of such principal raw materials as silver and aluminum, a rise in depreciation expense that accompanied the adoption of revised depreciation methods from the second quarter of the fiscal year, and the temporary costs associated with the implementation of “Slim and Strong Drive” measures. Together, these factors had the effect of reducing operating income by approximately ¥60.0 billion. However, these factors were more than offset by a rise in sales volume along with such factors as the benefits stemming from the concentrated implementation of structural reforms implemented through the fiscal year ended March 31, 2007, and the “Slim & Strong Drive” Groupwide cost reform program begun in the latter half of the fiscal year ended March 31, 2007. As a result, a large increase was achieved in operating income, which amounted to ¥207.3 billion, up 83.4% from the previous fiscal year. The levels of consolidated revenue and operating income for the period under review were both record high levels of performance.

Similarly, large gains were recorded in income before income taxes and net income. Income before income taxes increased to ¥199.3 billion, up 93.0% from the level in the previous fiscal year, and net income also rose greatly, up 203.2%, to ¥104.4 billion.

The effective currency exchange rates for the U.S. dollar and the euro against the yen during the fiscal year were ¥115 and ¥162, respectively.

The Company plans to distribute year-end cash dividends of ¥17.50 per share. As ¥17.50 per share interim cash dividends have already been distributed, cash dividends applicable to the fiscal year under review will total ¥35.00 per share.

Sales Trends and Business Development Measures in each Business Segment

Imaging Solutions

In the Imaging Solutions segment, Fujifilm’s sales of color paper grew, reflecting a rise in the Company’s market share and other factors. However, because of such factors as declining demand for color films and digital minilabs, consolidated revenue in the Imaging Solutions segment amounted to ¥547.1 billion, down 9.6% from the level in the previous fiscal year.

Color paper sales remained robust, reflecting market share growth in principal countries, a rise in prints of photos taken by digital cameras and camera phones, and the benefits of stepped-up digital camera print business marketing promotion campaigns aimed at stimulating demand for photo books and other high-value-added print products. In addition, Fujifilm acquired Germany-based IP Labs GmbH in January

2008 and will continue taking measures to expand and upgrade its print services with steps to strengthen its online photo services.

While continued shrinkage of the color film market reduced Fujifilm's sales of color film products, marketing promotion campaigns aimed at opportunities presented by the discontinuation of color film business by competing companies supported a rise in the Company's market share.

Regarding electronic imaging business, Fujifilm was able to increase its sales volume owing to its launch of such products as the FinePix F50fd compact digital camera, which features advanced Face Detection technology, and the FinePix Z10fd, with rounded-edge design that has helped make it highly popular, despite challenges stemming from a drop in prices amid intensifying specification-oriented competition and from the impact of the economic slowdown in North America. Fujifilm will continue striving to expand its sales centered on such highly innovative new products as the FinePix S100FS, which is able to express a rich range of color and light gradations, and the FinePix F100fd, which features Face Detection technology with an expanded face-detection scope.

Information Solutions

In the Information Solutions segment, consolidated revenue grew to ¥1,108.1 billion, up 8.0% from the previous fiscal year. This growth reflected such factors as higher sales of medical systems products and services centered on SYNAPSE medical-use picture archiving and communications systems, strong demand for FPD materials, and a positive trend in sales of optical devices centered on lens units for camera phones.

With respect to the medical systems/life sciences business, higher sales were recorded of such equipment and materials as FCR (Fuji Computed Radiography) and dry films, particularly in overseas markets. Amid the steadily growing use of IT related to medical facilities, sales of SYNAPSE medical-use picture archiving and communications systems also grew. Although endoscope product operations were conducted in a harsh environment owing to intensifying competition, Fujifilm is dynamically moving ahead with measures to expand endoscope sales by leveraging a lineup of highly distinctive products, including the Transnasal Endoscope and by reinforcing its marketing network in Japan and overseas. In addition, the Company advanced with moves to create comprehensive healthcare functions by supplementing the existing field related to "prevention" and "diagnosis" with the addition of the "treatment" field centered on Toyama Chemical Co., Ltd., which became our subsidiary in March 2008.

In graphic arts business, Fujifilm's efforts to augment its manufacturing capacity in response to the increasing demand in the newly industrialized countries and a progressive rise in use of CTP products helped support a continued rise in sales. In April 2007, Fujifilm initiated the North American marketing of industrial-use inkjet printers that are designed to use FUJIFILM Sericol's UV inks with outstanding weather-resistance characteristics and solvent inks. The Company is now expanding the scope of these printers' marketing to include Europe and Asia.

Regarding FPD materials, Fujifilm's sales of its mainstay FUJITAC and WV film products grew, supported by abundant demand in LCD markets. The Company also took steps to expand its manufacturing capacity for FUJITAC and value-added film for IPS-mode LCDs, including the start of operations of the No. 3 line at the No. 2 FUJITAC manufacturing plant of FUJIFILM Kyushu Co., Ltd., in August 2007 and the start of the No. 4 line at the plant in January 2008.

In recording media, Fujifilm recorded higher sales of its data cartridge products used for the IBM TotalStorage® Enterprise Tape Drive 3592 in the high-end enterprise data storage product market, although continued harsh price competition in the mid-range data storage media market somewhat weakened sales of the Company's products.

Regarding Fujifilm's office and industrial operations, in the field of optical devices, amid the trend of rising pixel counts and other sophisticated needs related to camera phones, Fujifilm's lens units for camera phones were highly evaluated in the market for their compactness, lightness, high image quality, and autofocus and zoom capabilities, and sales of these lens unit products grew.

Document Solutions

In the Document Solutions segment, the Company recorded higher sales of color digital multifunction devices and on-demand publishing systems, particularly in the Asia-Pacific region, including China, as well as robust exports of such products to Europe and North America. As a result, consolidated revenue in this segment rose 3.5% above the level in the previous fiscal year, to ¥1,191.6 billion.

Regarding the office product business, the Company recorded strong domestic sales of new models—including ApeosPort-III C3300/C2200 and DocuCentre-III C3300/C2200 color multifunction devices, which were launched at the end of November 2007 and incorporate a newly developed LED print-head system—but overall sales volume in Japan decreased slightly, owing to a decrease in domestic demand centered on monochrome models. Overseas, considerable increases in sales of color devices were recorded in the Asia-Pacific region, including China. Moreover, the volume of exports of color and monochrome models to Europe and North America grew substantially, due to a rise in exports to U.S.-based Xerox Corporation, which acquired GIS.

With respect to office printer operations, growth was achieved in domestic sales of our mainstay own brand office printers centered on such products as the DocuPrint C3050, and the product lineup was expanded with the launch of the DocuPrint C2250, a color laser printer that incorporates an LED print-head system. However, OEM sales decreased, owing to a decline in sales by OEM customers. Against the backdrop of continued growth in the markets of the Asia-Pacific region, including China, the Company increased its sales volume of both color and monochrome printers in that region.

In production services business, sales in Japan were slightly weak despite a rise in the sales volume of color on-demand publishing systems for the digital printing market, owing to such factors as a decrease in monochrome product sales and a decline in selling prices associated with the intensification of competition. Regarding export shipments to Xerox Corporation, sales of the entry-level DocuColor 5000 Digital Press were strong. In the Asia-Pacific region, including China, increases were achieved in the sales volume of color entry-level models and monochrome models.

In global services business, the Company sustained domestic and overseas growth in its consulting and document outsourcing business designed to help customers enhance their operational processes and execute a comprehensive range of document administration work.

Outlook for the Fiscal Year ending March 31, 2009

Looking at prospective trends in the Company's operating environment during the fiscal year ending March 31, 2009, in addition to a forecast of a deceleration of the U.S. economy following the emergence of the sub-prime loan crisis, we anticipate such factors as the progressive depreciation of the U.S. dollar and the appreciation of the yen, and the persistently high price levels of silver, aluminum, and other principal raw materials are expected to have the effect of reducing operating income by ¥45.0 billion from the fiscal year ended March 31, 2008.

Under this business environment, we intend to offset the abovementioned negative impact by implementing our "Slim & Strong Drive," which is our supreme project for cutting down on fixed costs, as well as by promoting sales of our competitive products centered on products in the information solutions and document solutions fields during the fiscal year ended March 31, 2009.

Consequently, regarding consolidated performance in the fiscal year ending March 31, 2009, the Company projects ¥2,900.0 billion in revenue (up 1.9% from the previous fiscal year), ¥210.0 billion in operating income (up 1.3%), ¥210.0 billion in income before income taxes (up 5.3%), and ¥110.0 billion in net income (up 5.3%). The targets for revenue, operating income, and income before income taxes represent the highest performance levels.

The projected currency exchange rates for the U.S. dollar and the euro against the yen during the fiscal year ending March 31, 2009 are ¥100 (up ¥15) and ¥155 (up ¥7), respectively.

Implementing the VISION75 (2007) Medium-Term Management Plan

Fujifilm is dynamically implementing its VISION75 medium-term management plan, which has the three fundamental strategies of “building new growth strategies,” “implementing comprehensive structural reforms at all management levels,” and “enhancing consolidated management.” During the period under review, in accordance with the main themes of VISION75 (2007)—“further promoting growth strategies” and “realizing a robust corporate constitution”—Fujifilm has augmented investments in strategic business fields while implementing a Groupwide “Slim and Strong Drive” designed to cut manufacturing costs, reduce SG&A expenses, and increase the efficiency of R&D investment.

Regarding the goal of “further promoting growth strategies,” Fujifilm is taking such measures as making capital investments to expand its supply capabilities in response to strong demand for FPD materials. To expand the scope of medical systems/life-sciences business, the Company acquired Toyama Chemical Co., Ltd.—an R&D-oriented pharmaceutical company that has promising drug candidates for treating influenza and other conditions. Also the Company is proactively strengthening R&D capabilities to create additional new businesses.

With respect to the goal of “realizing a robust corporate constitution,” as a part of the “Slim & Strong Drive” cost reform program, on July 1, 2007, Fujifilm established FUJIFILM Business Expert Corporation, a shared services company responsible for providing various services to Fujifilm Group companies and worked to use that new company’s capabilities to reduce costs. The Company is also seeking to reduce costs by increasing distribution efficiency through such measures as those providing for Fujifilm and Fuji Xerox to increase their cooperation regarding such activities as warehousing and shipping operations. Moreover, to strengthen the competitiveness of digital camera operations, which are facing increasingly intense competition, Fujifilm has reevaluated its manufacturing system as well as consolidated product development, procurement, and quality assurance functions into a single facility. In the Document Solutions segment, the Company reorganized its office supply and consumables product marketing business associated with copy machines and multifunction devices, particularly business involving copy paper.

(2) Financial Position

(Assets, Liabilities, and Shareholders’ Equity)

At year-end, total assets amounted to ¥3,266.4 billion, down ¥52.7 billion, or 1.6% compared with the end of the same period of the previous fiscal year, reflecting decreases in cash and cash equivalents and in investment securities. Total liabilities were ¥1,215.0 billion, down ¥15.5 billion, or 1.3%, due to decrease in accrued liabilities although accrued pension and severance costs increased. Shareholders’ equity was down ¥54.2 billion, or 2.7%, to ¥1,922.4 billion, due to an increase in the accumulated other comprehensive loss affected by the foreign currency translation adjustments, and a rise in treasury stock.

As a result, the current ratio decreased 2.5 percentage point, to 200.4%, the debt ratio increased 0.9 percentage point, to 63.2%, and the equity ratio decreased 0.6 percentage point, to 58.9%. The Company is confident that it is maintaining a stable level of asset liquidity and a sound capital structure.

(Cash Flows)

Net cash inflow provided by operating activities amounted to ¥298.1 billion reflecting an increase in net income. Net cash used in investing activities totaled ¥259.7 billion, mainly reflected the application of ¥166.1 billion for purchases of property, plant and equipment and of ¥99.0 billion to acquisitions of businesses. Net cash used in financing activities totaled ¥72.3 billion reflecting the use of ¥34.2 billion to net purchases of stock for treasury. As a result, cash and cash equivalents at the end of the period under review amounted to ¥330.9 billion, down ¥53.8 billion from the previous fiscal year-end.

Cash Flow Indices (consolidated)

| | Year ended March 31, 2007 From April 1, 2006, to March 31, 2007 | Year ended March 31, 2008 From April 1, 2007, to March 31, 2008 |
|---|---|---|
| Ratio of shareholders’ equity to total assets (%) | 59.5 | 58.9 |
| Ratio of market capitalization to total assets (%) | 74.2 | 54.5 |
| Ratio of interest-bearing debt to operating cash flow (years) | 1.3 | 1.2 |
| Interest coverage ratio (times) | 46.8 | 40.4 |

Notes:

1. Market capitalization equals the stock price at the end of the year multiplied by the number of shares outstanding at the end of the fiscal year, excluding treasury stock.
2. Interest-bearing debt includes corporate debt securities and short- and long-term debt.
3. Interest coverage ratio: Operating cash flow divided by interest paid

(3) Basic Policy Regarding Distribution of Profits

In addition to reflecting consolidated performance trends, dividend levels are to be determined based on the consideration of such factors as the level of funds required for capital investment and R&D activities needed to support future business expansion as well as other measures aimed at increasing the Company's corporate value in the future. As a means of supplementing dividends, the Company will also flexibly move to employ surplus cash flow to acquire treasury stock in a manner that contributes to greater capital efficiency.

Considering the current time period to be a "second corporate founding" period, the Company is intensively implementing capital investments, M&A transactions, and R&D investments in its core business areas. In view of this situation, the Company has targeted a return to shareholders ratio of 25%, which represents the ratio of total cash dividends and acquisition of treasury stock to consolidated net income.

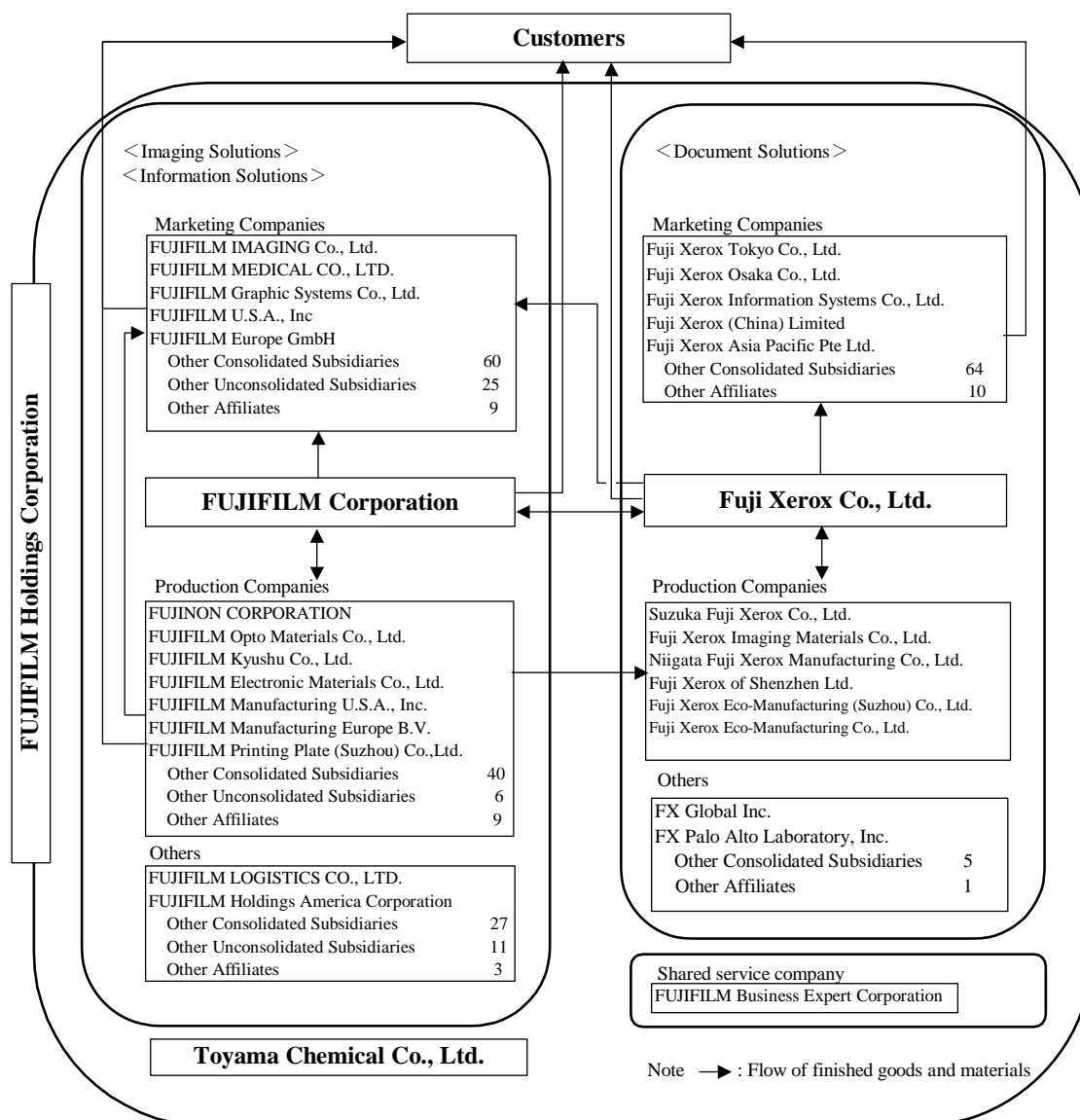
The Company plans to distribute year-end cash dividends of ¥17.50 per share, up ¥5.00 per share from the previous fiscal year. As ¥17.50 per share, which were also up ¥5.00 per share from the interim period of the previous fiscal year, interim cash dividends have already been distributed, cash dividends applicable to the fiscal year under review will total ¥35.00 per share, up ¥10.00 per share from the previous fiscal year. During the year, we bought back 6.7 million shares at a total acquisition cost of ¥34.1 billion. As a result, the return to shareholders ratio for the year was 49.6%.

Regarding the current fiscal year, we anticipate that interim dividends will be ¥17.50 per share, year-end dividends will be ¥17.50 per share, and total dividends applicable to the year will amount to ¥35.00 per share.

2. THE FUJIFILM GROUP

FUJIFILM Group (“ the Group”) shifted to a holding company structure as of October 1, 2006. Under FUJIFILM Holdings Corporation (“ the Company”), which is now responsible for the overall management of the Group, the Group is developing its operations through a new Group management structure centered on FUJIFILM Corporation, which is responsible for imaging solutions and information solutions operations, and Fuji Xerox Co., Ltd., (“ Fuji Xerox”) which is responsible for document solutions operations. As of March 31, 2008, the FUJIFILM Group included FUJIFILM Holdings Corporation, its 267 subsidiaries, and 32 affiliates. The positioning of the Company and its subsidiaries and affiliates as well as the relationship of Group companies to business segments are shown below.

| | Description | Main companies |
|-----------------------|--|--|
| Imaging Solutions | Color films, digital cameras, photofinishing equipment and color paper, chemicals and services for photofinishing, etc. | FUJIFILM Corporation, FUJIFILM IMAGING Co., Ltd., FUJIFILM U.S.A., Inc., FUJIFILM Europe GmbH, FUJIFILM Manufacturing U.S.A., Inc., FUJIFILM Manufacturing Europe B.V. etc. |
| Information Solutions | Equipment and materials for medical systems and life sciences, equipment and materials for graphic arts, flat panel display materials, recording media, optical devices, electronic materials and inkjet materials, etc. | FUJIFILM Corporation, FUJIFILM MEDICAL CO., LTD., FUJINON CORPORATION, FUJIFILM Graphic Systems Co., Ltd., FUJIFILM Opto Materials Co., Ltd., FUJIFILM Kyushu Co., Ltd., FUJIFILM Electronic Materials Co., Ltd., FUJIFILM U.S.A., Inc., FUJIFILM Europe GmbH, FUJIFILM Manufacturing U.S.A., Inc., FUJIFILM Manufacturing Europe B.V., FUJIFILM Printing Plate (Suzhou) Co., Ltd. etc. |
| Document Solutions | Office copy machines /multifunction devices, printers, production systems and services, paper, consumables and office services, etc. | Fuji Xerox Co., Ltd., Fuji Xerox Tokyo Co., Ltd., Fuji Xerox Osaka Co., Ltd., Fuji Xerox Information Systems Co., Ltd., Suzuka Fuji Xerox Co., Ltd., Fuji Xerox Imaging Materials Co., Ltd., Niigata Fuji Xerox Manufacturing Co., Ltd., Fuji Xerox (China) Limited, Fuji Xerox Asia Pacific Pte Ltd., Fuji Xerox of Shenzhen Ltd., Fuji Xerox Eco-Manufacturing (Suzhou) Co., Ltd., Fuji Xerox Eco-Manufacturing Co., Ltd., FX Global, Inc., FX Palo Alto Laboratory, Inc. etc. |



3. MANAGEMENT POLICIES

Medium- and Long-Term Strategies and Essential Tasks

Considering the current time period to be a “second corporate founding” period, the Fujifilm Group is intensively implementing measures that are based on its VISION75 medium-term management plan while giving particular emphasis to measures related to the following two strategic themes.

- i) “Further promoting growth strategies” by strengthening investment in emphasized business fields
- ii) “Realizing a robust corporate constitution” by expeditiously and decisively implementing the “Slim & Strong Drive” program to reform costs Groupwide and thereby achieve reductions in manufacturing costs, marketing costs, and selling, general, and administrative costs as well as an increase in the efficiency of R&D expenditures

Such factors as surging raw materials prices and the progressive appreciation of the yen are increasing the harshness of conditions in the Fujifilm Group’s operating environment. In view of this, Fujifilm has reevaluated the VISION75 (2008) medium-term management plan and taken measures to further accelerate its growth strategy while also dynamically moving ahead with the “Slim & Strong Drive” program. These changes are designed to further reinforce the basis for future growth and provide additional upward impetus to the Group’s corporate value.

To sustain its growth in the future, the Fujifilm Group must continually foster the development of growth businesses and create additional new businesses. It must move ahead with the application of distinctive technologies and address the challenge of creating new kinds of value. One initiative taken in recognition of these facts is that to begin full-scale participation in pharmaceutical business beginning with the acquisition of Toyama Chemical Co., Ltd., which has been a consolidated subsidiary of Fujifilm Holdings Corporation since March 26, 2008. By effectively leveraging that company’s outstanding drug discovery capabilities and know-how along with the nanotechnologies and other exclusive technologies that Fujifilm has developed over many years, we intend to create a new model for promoting productive drug discovery operations based on cooperation between companies in different industries. By investing in the Fujifilm Group’s financial strength, overseas marketing know-how, dynamic human resources, and other strengths, we are confident of generating considerable synergies that swiftly facilitate drug development programs.

CONSOLIDATED BALANCE SHEETS

Amount Unit: Millions of yen

| | As of March 31, 2008 | | As of March 31, 2007 | | Change |
|--|-------------------------|------------------|-------------------------|------------------|-----------------|
| ASSETS | % | | % | | |
| Current assets: | | | | | |
| Cash and cash equivalents | | 330,926 | | 384,719 | (53,793) |
| Marketable securities | | 14,936 | | 48,536 | (33,600) |
| Notes and accounts receivable: | | | | | |
| Trade and finance | | 584,349 | | 597,985 | (13,636) |
| Affiliated companies | | 28,461 | | 23,952 | 4,509 |
| Allowance for doubtful receivables | | (15,950) | | (16,345) | 395 |
| | | 596,860 | | 605,592 | (8,732) |
| Inventories | | 416,827 | | 393,594 | 23,233 |
| Deferred income taxes | | 90,956 | | 100,440 | (9,484) |
| Prepaid expenses and other | | 61,447 | | 52,368 | 9,079 |
| Total current assets | 46.3 | 1,511,952 | 47.8 | 1,585,249 | (73,297) |
| Investments and long-term receivables: | | | | | |
| Investments in and advances to affiliated companies | | 50,737 | | 44,782 | 5,955 |
| Investment securities | | 234,684 | | 336,886 | (102,202) |
| Long-term finance and other receivables | | 133,543 | | 106,979 | 26,564 |
| Allowance for doubtful receivables | | (4,109) | | (3,975) | (134) |
| Total investments and long-term receivables | 12.7 | 414,855 | 14.6 | 484,672 | (69,817) |
| Property, plant and equipment: | | | | | |
| Land | | 101,492 | | 92,400 | 9,092 |
| Buildings | | 673,175 | | 634,045 | 39,130 |
| Machinery and equipment | | 1,709,104 | | 1,674,487 | 34,617 |
| Construction in progress | | 57,139 | | 44,444 | 12,695 |
| | | 2,540,910 | | 2,445,376 | 95,534 |
| Less accumulated depreciation | | (1,764,543) | | (1,672,344) | (92,199) |
| Total property, plant and equipment | 23.8 | 776,367 | 23.3 | 773,032 | 3,335 |
| Other assets: | | | | | |
| Goodwill, net | | 326,777 | | 257,866 | 68,911 |
| Other intangible assets, net | | 91,689 | | 59,397 | 32,292 |
| Deferred income taxes | | 54,889 | | 53,798 | 1,091 |
| Other | | 89,855 | | 105,088 | (15,233) |
| Total other assets | 17.2 | 563,210 | 14.3 | 476,149 | 87,061 |
| Total assets | 100.0 | 3,266,384 | 100.0 | 3,319,102 | (52,718) |

| | As of March 31, 2008 | | As of March 31, 2007 | | Change |
|---|-------------------------|-----------|-------------------------|-----------|-----------|
| LIABILITIES | % | | % | | |
| Current liabilities: | | | | | |
| Short-term debt | 113,797 | | 106,043 | | 7,754 |
| Notes and accounts payable: | | | | | |
| Trade | 278,950 | | 279,470 | | (520) |
| Construction | 58,654 | | 49,548 | | 9,106 |
| Affiliated companies | 5,210 | | 4,887 | | 323 |
| | 342,814 | | 333,905 | | 8,909 |
| Accrued income taxes | 41,636 | | 41,034 | | 602 |
| Accrued liabilities | 189,741 | | 225,848 | | (36,107) |
| Other current liabilities | 66,643 | | 74,534 | | (7,891) |
| Total current liabilities | 23.1 | 754,631 | 23.5 | 781,364 | (26,733) |
| Long-term liabilities: | | | | | |
| Long-term debt | 256,213 | | 267,965 | | (11,752) |
| Accrued pension and severance costs | 111,942 | | 84,510 | | 27,432 |
| Deferred income taxes | 44,936 | | 54,268 | | (9,332) |
| Customers' guarantee deposits and other | 47,317 | | 42,459 | | 4,858 |
| Total long-term liabilities | 14.1 | 460,408 | 13.6 | 449,202 | 11,206 |
| Minority interests in subsidiaries | 3.9 | 128,992 | 3.4 | 112,028 | 16,964 |
| SHAREHOLDERS' EQUITY | | | | | |
| Common stock, without par value: | 40,363 | | 40,363 | | 0 |
| Authorized: 800,000,000 shares | | | | | |
| Issued: 514,625,728 shares | | | | | |
| Additional paid-in capital | 69,329 | | 68,412 | | 917 |
| Retained earnings | 1,923,432 | | 1,840,168 | | 83,264 |
| Accumulated other comprehensive income (loss) | (63,171) | | 40,950 | | (104,121) |
| Treasury stock, at cost | | | | | |
| As of March 31, 2007: 3,509,582 shares | | | | | |
| As of March 31, 2008: 10,228,426 shares | (47,600) | | (13,385) | | (34,215) |
| Total shareholders' equity | 58.9 | 1,922,353 | 59.5 | 1,976,508 | (54,155) |
| Total liabilities and shareholders' equity | 100.0 | 3,266,384 | 100.0 | 3,319,102 | (52,718) |

Note: Details of accumulated other comprehensive income (loss)

| | As of March 31, 2008 | As of March 31, 2007 | Change |
|--|-------------------------|-------------------------|----------|
| Unrealized gains on securities | 18,172 | 46,231 | (28,059) |
| Foreign currency translation adjustments | (17,599) | 39,404 | (57,003) |
| Pension liability adjustments | (63,638) | (44,694) | (18,944) |
| Unrealized gains (losses) on derivatives | (106) | 9 | (115) |

CONSOLIDATED STATEMENTS OF INCOME

Amount Unit: Millions of yen

| | Year ended March 31, 2008 From April 1, 2007 To March 31, 2008 | | Year ended March 31, 2007 From April 1, 2006 To March 31, 2007 | | Change | |
|--|---|-----------|---|-----------|----------|--------|
| | | | | | Amount | % |
| Revenue: | | | | | | |
| Sales | | 2,450,256 | | 2,399,636 | 50,620 | 2.1 |
| Rentals | | 396,572 | | 382,890 | 13,682 | 3.6 |
| | 100.0 | 2,846,828 | 100.0 | 2,782,526 | 64,302 | 2.3 |
| Cost of sales: | | | | | | |
| Sales | | 1,532,596 | | 1,478,828 | 53,768 | 3.6 |
| Rentals | | 160,162 | | 159,509 | 653 | 0.4 |
| | 59.4 | 1,692,758 | 58.9 | 1,638,337 | 54,421 | 3.3 |
| Gross profit | 40.6 | 1,154,070 | 41.1 | 1,144,189 | 9,881 | 0.9 |
| Operating expenses: | | | | | | |
| Selling, general and administrative | 26.7 | 759,139 | 27.3 | 760,042 | (903) | (0.1) |
| Research and development | 6.6 | 187,589 | 6.4 | 177,004 | 10,585 | 6.0 |
| Restructuring and other charges | - | - | 3.3 | 94,081 | (94,081) | - |
| | 33.3 | 946,728 | 37.0 | 1,031,127 | (84,399) | (8.2) |
| Operating income | 7.3 | 207,342 | 4.1 | 113,062 | 94,280 | 83.4 |
| Other income (expenses): | | | | | | |
| Interest and dividend income | | 13,462 | | 11,376 | 2,086 | |
| Interest expense | | (7,380) | | (6,351) | (1,029) | |
| Foreign exchange gains (losses), net | | (14,640) | | 6,746 | (21,386) | |
| Decline in value of investment securities | | (864) | | (23,946) | 23,082 | |
| Other, net | | 1,422 | | 2,377 | (955) | |
| | (0.3) | (8,000) | (0.4) | (9,798) | 1,798 | 18.4 |
| Income before income taxes | 7.0 | 199,342 | 3.7 | 103,264 | 96,078 | 93.0 |
| Income taxes | | | | | | |
| Current | | 73,322 | | 62,910 | 10,412 | 16.6 |
| Deferred | | 8,821 | | (3,377) | 12,198 | - |
| | 2.9 | 82,143 | 2.1 | 59,533 | 22,610 | 38.0 |
| Income before minority interests and equity in net earnings of affiliated companies | 4.1 | 117,199 | 1.6 | 43,731 | 73,468 | 168.0 |
| Minority interests | (0.5) | (15,474) | (0.5) | (12,643) | (2,831) | (22.4) |
| Equity in net earnings of affiliated companies | 0.1 | 2,706 | 0.1 | 3,358 | (652) | (19.4) |
| Net income | 3.7 | 104,431 | 1.2 | 34,446 | 69,985 | 203.2 |

CONSOLIDATED STATEMENTS OF CASH FLOWS

Amount Unit: Millions of yen

| | Year ended March 31, 2008 From April 1, 2007 To March 31, 2008 | Year ended March 31, 2007 From April 1, 2006 To March 31, 2007 | Change |
|--|---|---|-----------|
| Operating activities | | | |
| Net income | 104,431 | 34,446 | 69,985 |
| Adjustments to reconcile net income to net cash provided by operating activities: | | | |
| Depreciation and amortization | 226,753 | 215,429 | 11,324 |
| Impairment losses for long-lived assets | 6,910 | 12,202 | (5,292) |
| Decline in value of investment securities | 864 | 23,946 | (23,082) |
| Deferred income taxes | 8,821 | (3,377) | 12,198 |
| Minority interests | 15,474 | 12,643 | 2,831 |
| Equity in net earnings of affiliated companies, less dividends received | 95 | (1,987) | 2,082 |
| Changes in operating assets and liabilities: | | | |
| Notes and accounts receivable | (12,990) | (9,637) | (3,353) |
| Inventories | (30,479) | 10,976 | (41,455) |
| Notes and accounts payable - trade | 10,169 | 12,700 | (2,531) |
| Accrued income taxes and other liabilities | (52,001) | 1,326 | (53,327) |
| Other | 20,063 | (11,391) | 31,454 |
| Subtotal | 193,679 | 262,830 | (69,151) |
| Net cash provided by operating activities | 298,110 | 297,276 | 834 |
| Investing activities | | | |
| Purchases of property, plant and equipment | (166,136) | (172,572) | 6,436 |
| Purchases of software | (20,714) | (20,483) | (231) |
| Proceeds from sales and maturities of marketable and investment securities | 141,615 | 109,116 | 32,499 |
| Purchases of marketable and investment securities | (47,303) | (146,911) | 99,608 |
| (Increase) decrease in investments in and advances to affiliated companies | (41,039) | 1,383 | (42,422) |
| Acquisitions of businesses and minority interests, net of cash acquired | (98,973) | (45,741) | (53,232) |
| Other | (27,165) | (22,793) | (4,372) |
| Net cash used in investing activities | (259,715) | (298,001) | 38,286 |
| Financing activities | | | |
| Proceeds from long-term debt | 2,602 | 200,568 | (197,966) |
| Repayments of long-term debt | (10,124) | (29,725) | 19,601 |
| Decrease (increase) in short-term debt, net | (10,579) | 6,120 | (16,699) |
| Cash dividends paid | (15,335) | (12,754) | (2,581) |
| Subsidiaries' cash dividends paid to minority interests | (4,658) | (5,220) | 562 |
| Net purchases of stock for treasury | (34,214) | (702) | (33,512) |
| Net cash provided by (used in) financing activities | (72,308) | 158,287 | (230,595) |
| Effect of exchange rate changes on cash and cash equivalents | (19,880) | 8,559 | (28,439) |
| Net increase (decrease) in cash and cash equivalents | (53,793) | 166,121 | (219,914) |
| Cash and cash equivalents at beginning of year | 384,719 | 218,598 | 166,121 |
| Cash and cash equivalents at end of year | 330,926 | 384,719 | (53,793) |

CONSOLIDATED STATEMENTS OF CHANGES IN SHAREHOLDERS' EQUITY

Year ended March 31, 2008

Amount Unit: Millions of yen

| | Common stock | Additional paid-in capital | Retained earnings | Accumulated other comprehensive income (loss) | Treasury stock | Total shareholders' equity |
|---|--------------|----------------------------|-------------------|---|----------------|----------------------------|
| Balance at March 31, 2006 | 40,363 | 68,412 | 1,818,610 | 52,917 | (16,805) | 1,963,497 |
| Comprehensive income: | | | | | | |
| Net income | | | 34,446 | | | 34,446 |
| Net decrease in unrealized gains on securities | | | | (6,888) | | (6,888) |
| Foreign currency translation adjustments | | | | 27,539 | | 27,539 |
| Minimum pension liability adjustments | | | | (13,729) | | (13,729) |
| Change in net unrealized gains (losses) on derivatives | | | | (2) | | (2) |
| Net comprehensive income | | | | | | 41,366 |
| Adjustment to initially apply SFAS 158, net of tax | | | | (18,887) | | (18,887) |
| Purchases of stock for treasury | | | | | (711) | (711) |
| Sales of stock from treasury | | | (122) | | 4,131 | 4,009 |
| Dividends applicable to earnings of the year | | | (12,766) | | | (12,766) |
| Balance at March 31, 2007 | 40,363 | 68,412 | 1,840,168 | 40,950 | (13,385) | 1,976,508 |
| Cumulative-effect adjustment to initially apply EITF No. 06-2, net of tax | | | (3,394) | | | (3,394) |
| Comprehensive income: | | | | | | |
| Net income | | | 104,431 | | | 104,431 |
| Net decrease in unrealized gains on securities | | | | (28,059) | | (28,059) |
| Foreign currency translation adjustments | | | | (57,003) | | (57,003) |
| Pension liability adjustments | | | | (18,944) | | (18,944) |
| Change in net unrealized gains (losses) on derivatives | | | | (115) | | (115) |
| Net comprehensive income | | | | | | 310 |
| Purchases of stock for treasury | | | | | (34,232) | (34,232) |
| Sales of stock from treasury | | 1 | | | 17 | 18 |
| Dividends applicable to earnings of the period | | | (17,773) | | | (17,773) |
| Issuance of stock acquisition rights | | 916 | | | | 916 |
| Balance at March 31, 2008 | 40,363 | 69,329 | 1,923,432 | (63,171) | (47,600) | 1,922,353 |

DETAILS OF CONSOLIDATED REVENUE

(1) Revenue by product

Amount Unit: Millions of yen

| | Year ended March 31, 2008 From April 1, 2007 To March 31, 2008 | | Year ended March 31, 2007 From April 1, 2006 To March 31, 2007 | | Change | |
|-----------------------|---|-----------|---|-----------|----------|-------|
| | | | | | Amount | % |
| Revenue: | | | | | | |
| Imaging Solutions | 19.2% | 547,066 | 21.7% | 605,383 | (58,317) | (9.6) |
| Information Solutions | 38.9% | 1,108,134 | 36.9% | 1,026,085 | 82,049 | 8.0 |
| Document Solutions | 41.9% | 1,191,628 | 41.4% | 1,151,058 | 40,570 | 3.5 |
| Consolidated total | 100.0% | 2,846,828 | 100.0% | 2,782,526 | 64,302 | 2.3 |

Note: The major products and services of each operating segment are as follows:

| | |
|-----------------------|--|
| Imaging Solutions | Color films, digital cameras, photofinishing equipment and color paper, chemicals and services for photofinishing |
| Information Solutions | Equipment and materials for medical system and life science, equipment and materials for graphic arts, flat panel display materials, recording media, optical devices, electronic materials and inkjet materials |
| Document Solutions | Office copy machines/MFPs, printers, production systems and services, paper, consumables and office services |

(2) Domestic and overseas revenue

Amount Unit: Millions of yen

| | Year ended March 31, 2008 From April 1, 2007 To March 31, 2008 | | Year ended March 31, 2007 From April 1, 2006 To March 31, 2007 | | Change | |
|--------------------|---|-----------|---|-----------|----------|-------|
| | | | | | Amount | % |
| Revenue: | | | | | | |
| Domestic | 44.2% | 1,259,506 | 46.9% | 1,303,647 | (44,141) | (3.4) |
| Overseas | | | | | | |
| The Americas | 19.6% | 557,203 | 20.6% | 572,797 | (15,594) | (2.7) |
| Europe | 15.8% | 449,241 | 15.2% | 422,965 | 26,276 | 6.2 |
| Asia and others | 20.4% | 580,878 | 17.3% | 483,117 | 97,761 | 20.2 |
| Subtotal | 55.8% | 1,587,322 | 53.1% | 1,478,879 | 108,443 | 7.3 |
| Consolidated total | 100.0% | 2,846,828 | 100.0% | 2,782,526 | 64,302 | 2.3 |

SEGMENT INFORMATION

(1) Operating segments

(a) Revenue and Operating Income

Amount Unit: Millions of yen

| | Year ended March 31, 2008 From April 1, 2007 To March 31, 2008 | | Year ended March 31, 2007 From April 1, 2006 To March 31, 2007 | | Change | |
|------------------------|---|-----------|---|-----------|----------|-------|
| | | | | | Amount | % |
| Revenue: | | | | | | |
| Imaging Solutions: | | | | | | |
| External customers | 19.2% | 547,066 | 21.7% | 605,383 | (58,317) | (9.6) |
| Intersegment | | 874 | | 899 | (25) | - |
| Total | | 547,940 | | 606,282 | (58,342) | (9.6) |
| Information Solutions: | | | | | | |
| External customers | 38.9% | 1,108,134 | 36.9% | 1,026,085 | 82,049 | 8.0 |
| Intersegment | | 2,136 | | 2,818 | (682) | - |
| Total | | 1,110,270 | | 1,028,903 | 81,367 | 7.9 |
| Document Solutions: | | | | | | |
| External customers | 41.9% | 1,191,628 | 41.4% | 1,151,058 | 40,570 | 3.5 |
| Intersegment | | 9,274 | | 12,187 | (2,913) | - |
| Total | | 1,200,902 | | 1,163,245 | 37,657 | 3.2 |
| Eliminations | | (12,284) | | (15,904) | 3,620 | - |
| Consolidated total | 100.0% | 2,846,828 | 100.0% | 2,782,526 | 64,302 | 2.3 |

Amount Unit: Millions of yen

| | Year ended March 31, 2008 From April 1, 2007 To March 31, 2008 | | Year ended March 31, 2007 From April 1, 2006 To March 31, 2007 | | Change | |
|-------------------------------------|---|---------|---|----------|---------|------|
| | | | | | Amount | % |
| Operating Income (Loss): | | | | | | |
| Imaging Solutions | (0.4)% | (2,394) | (7.0)% | (42,631) | 40,237 | 94.4 |
| Information Solutions | 11.5% | 127,432 | 9.2% | 95,170 | 32,262 | 33.9 |
| Document Solutions | 7.2% | 86,664 | 5.3% | 61,186 | 25,478 | 41.6 |
| Total | | 211,702 | | 113,725 | 97,977 | 86.2 |
| Corporate expenses and eliminations | | (4,360) | | (663) | (3,697) | - |
| Consolidated total | 7.3% | 207,342 | 4.1% | 113,062 | 94,280 | 83.4 |

(Ref.)

Restructuring charges included in the operating income and loss by operating segment

Amount Unit: Millions of yen

| | Year ended March 31, 2008 From April 1, 2007 To March 31, 2008 | Year ended March 31, 2007 From April 1, 2006 To March 31, 2007 | Change |
|------------------------|---|---|----------|
| Restructuring charges: | | | |
| Imaging Solutions | - | 60,121 | (60,121) |
| Information Solutions | - | 17,269 | (17,269) |
| Document Solutions | - | 16,691 | (16,691) |
| Consolidated total | - | 94,081 | (94,081) |

Note: The major products and services of each operating segment are as follows:

| | |
|-----------------------|---|
| Imaging Solutions | Color films, digital cameras, photofinishing equipment and color paper, chemicals and services for photofinishing |
| Information Solutions | Equipment and materials for medical diagnostics and life science, equipment and materials for graphic arts, flat panel display materials, recording media, optical devices, electronic materials and inkjet materials |
| Document Solutions | Office copy machines/MFPs, printers, production systems and services, paper, consumables and office services |

(b) Assets

Amount Unit: Millions of yen

| | As of March 31, 2008 | As of March 31, 2007 | Change | |
|-----------------------|-------------------------|-------------------------|-----------|--------|
| | | | Amount | % |
| Total assets: | | | | |
| Imaging Solutions | 497,237 | 542,419 | (45,182) | (8.3) |
| Information Solutions | 1,454,928 | 1,242,844 | 212,084 | 17.1 |
| Document Solutions | 1,054,538 | 1,056,374 | (1,836) | (0.2) |
| Subtotal | 3,006,703 | 2,841,637 | 165,066 | 5.8 |
| Eliminations | (5,196) | (5,292) | 96 | - |
| Corporate assets | 264,877 | 482,757 | (217,880) | (45.1) |
| Consolidated total | 3,266,384 | 3,319,102 | (52,718) | (1.6) |

(c) Depreciation and amortization, and Capital expenditures

Amount Unit: Millions of yen

| | Year ended March 31, 2008 From April 1, 2007 To March 31, 2008 | Year ended March 31, 2007 From April 1, 2006 To March 31, 2007 | Change | |
|--------------------------------|---|---|----------|--------|
| | | | Amount | % |
| Depreciation and amortization: | | | | |
| Imaging Solutions | 37,773 | 52,818 | (15,045) | (28.5) |
| Information Solutions | 107,454 | 88,147 | 19,307 | 21.9 |
| Document Solutions | 80,975 | 74,333 | 6,642 | 8.9 |
| Corporate | 551 | 131 | 420 | 320.6 |
| Consolidated total | 226,753 | 215,429 | 11,324 | 5.3 |
| Capital expenditures: | | | | |
| Imaging Solutions | 17,929 | 19,827 | (1,898) | (9.6) |
| Information Solutions | 101,421 | 95,947 | 5,474 | 5.7 |
| Document Solutions | 50,708 | 48,127 | 2,581 | 5.4 |
| Corporate | 121 | 1,258 | (1,137) | (90.4) |
| Consolidated total | 170,179 | 165,159 | 5,020 | 3.0 |

(2) Geographic information

(a) Revenue and Operating income

Amount Unit: Millions of yen

| | Year ended March 31, 2008 From April 1, 2007 To March 31, 2008 | | Year ended March 31, 2007 From April 1, 2006 To March 31, 2007 | | Change | |
|--------------------|---|-----------|---|-----------|----------|-------|
| | | | | | Amount | % |
| Revenue: | | | | | | |
| Japan | | | | | | |
| External customers | 57.7% | 1,643,710 | 59.9% | 1,666,182 | (22,472) | (1.3) |
| Intersegment | | 513,364 | | 459,120 | 54,244 | - |
| Total | | 2,157,074 | | 2,125,302 | 31,772 | 1.5 |
| The Americas | | | | | | |
| External customers | 17.6% | 500,910 | 17.7% | 491,129 | 9,781 | 2.0 |
| Intersegment | | 19,847 | | 25,021 | (5,174) | - |
| Total | | 520,757 | | 516,150 | 4,607 | 0.9 |
| Europe | | | | | | |
| External customers | 12.2% | 347,028 | 12.2% | 340,246 | 6,782 | 2.0 |
| Intersegment | | 16,565 | | 18,536 | (1,971) | - |
| Total | | 363,593 | | 358,782 | 4,811 | 1.3 |
| Asia and others | | | | | | |
| External customers | 12.5% | 355,180 | 10.2% | 284,969 | 70,211 | 24.6 |
| Intersegment | | 368,011 | | 316,774 | 51,237 | - |
| Total | | 723,191 | | 601,743 | 121,448 | 20.2 |
| Eliminations | | (917,787) | | (819,451) | (98,336) | - |
| Consolidated total | 100.0% | 2,846,828 | 100.0% | 2,782,526 | 64,302 | 2.3 |

Amount Unit: Millions of yen

| | Year ended March 31, 2008 From April 1, 2007 To March 31, 2008 | | Year ended March 31, 2007 From April 1, 2006 To March 31, 2007 | | Change | |
|--------------------------|---|---------|---|----------|--------|------|
| | | | | | Amount | % |
| Operating Income (Loss): | | | | | | |
| Japan | 6.8% | 146,222 | 4.1% | 86,999 | 59,223 | 68.1 |
| The Americas | 1.0% | 5,133 | (2.5)% | (12,927) | 18,060 | - |
| Europe | (0.5)% | (1,798) | (0.7)% | (2,356) | 558 | 23.7 |
| Asia and others | 7.6% | 55,303 | 6.8% | 41,056 | 14,247 | 34.7 |
| Eliminations | | 2,482 | | 290 | 2,192 | - |
| Consolidated total | 7.3% | 207,342 | 4.1% | 113,062 | 94,280 | 83.4 |

(b) Long - lived assets

Amount Unit: Millions of yen

| | As of March 31, 2008 | | As of March 31, 2007 | | Change | |
|----------------------|-------------------------|---------|-------------------------|---------|----------|--------|
| | | | | | Amount | % |
| Long - lived assets: | | | | | | |
| Japan | | 613,239 | | 588,054 | 25,185 | 4.3 |
| The Americas | | 45,122 | | 58,001 | (12,879) | (22.2) |
| Europe | | 62,546 | | 71,084 | (8,538) | (12.0) |
| Asia and others | | 55,460 | | 55,893 | (433) | (0.8) |
| Consolidated total | | 776,367 | | 773,032 | 3,335 | 0.4 |

MARKETABLE AND INVESTMENT SECURITIES

Fair Value on Marketable and Investment Securities

Amount Unit: Millions of yen

| | As of March 31, 2008 | | | | As of March 31, 2007 | | | |
|-----------------------------|----------------------|------------------------|-------------------------|----------------------|----------------------|------------------------|-------------------------|----------------------|
| | Cost | Gross unrealized gains | Gross unrealized losses | Estimated fair value | Cost | Gross unrealized gains | Gross unrealized losses | Estimated fair value |
| Marketable securities: | | | | | | | | |
| Government debt securities | 0 | - | - | 0 | 22,330 | 3 | 36 | 22,297 |
| Corporate debt securities | 14,991 | 0 | 55 | 14,936 | 26,269 | 1 | 31 | 26,239 |
| Total marketable securities | 14,991 | 0 | 55 | 14,936 | 48,599 | 4 | 67 | 48,536 |
| Investment securities: | | | | | | | | |
| Government debt securities | 5,341 | 92 | - | 5,433 | 50,115 | 118 | 86 | 50,147 |
| Corporate debt securities | 88,096 | 303 | 636 | 87,763 | 87,485 | 150 | 529 | 87,106 |
| Equity securities | 99,397 | 38,982 | 4,552 | 133,827 | 107,869 | 82,829 | 627 | 190,071 |
| Total investment securities | 192,834 | 39,377 | 5,188 | 227,023 | 245,469 | 83,097 | 1,242 | 327,324 |
| Total | 207,825 | 39,377 | 5,243 | 241,959 | 294,068 | 83,101 | 1,309 | 375,860 |

Note:

This statement is prepared in accordance with accounting principles generally accepted in the United States of America. All debt and equity securities held by FUJIFILM Holdings Corporation and subsidiaries are classified as available-for-sale securities.

New Accounting Standard:

The Company applied EITF Issue No. 06-2 "Accounting for Sabbatical Leave and Other Similar Benefits Pursuant to FASB Statement No. 43" since April 1, 2007. Due to a cumulative-effect adjustment to initially apply the consensus, liabilities increased by 6,932 million yen and retained earnings decreased by 3,394 million yen as of April 1, 2007.

<Reference>

CONSOLIDATED STATEMENTS OF INCOME (The Fourth Quarter)

Amount Unit: Millions of yen

| | Three montes ended March 31, 2008 From January 1, 2008 To March 31, 2008 | | Three montes ended March 31, 2007 From January 1, 2007 To March 31, 2007 | | Change | |
|--|---|----------|---|----------|----------|---------|
| | | | | | Amount | % |
| Revenue: | | | | | | |
| Sales | | 611,352 | | 618,412 | (7,060) | (1.1) |
| Rentals | | 98,063 | | 95,596 | 2,467 | 2.6 |
| | 100.0 | 709,415 | 100.0 | 714,008 | (4,593) | (0.6) |
| Cost of sales: | | | | | | |
| Sales | | 391,918 | | 395,477 | (3,559) | (0.9) |
| Rentals | | 38,991 | | 40,284 | (1,293) | (3.2) |
| | 60.8 | 430,909 | 61.0 | 435,761 | (4,852) | (1.1) |
| Gross profit | 39.2 | 278,506 | 39.0 | 278,247 | 259 | 0.1 |
| Operating expenses: | | | | | | |
| Selling, general and administrative | 27.6 | 196,116 | 27.1 | 193,240 | 2,876 | 1.5 |
| Research and development | 7.5 | 53,041 | 6.2 | 43,925 | 9,116 | 20.8 |
| Restructuring and other charges | - | - | 6.9 | 49,479 | (49,479) | - |
| | 35.1 | 249,157 | 40.2 | 286,644 | (37,487) | (13.1) |
| Operating income (loss) | 4.1 | 29,349 | (1.2) | (8,397) | 37,746 | - |
| Other income (expenses): | | | | | | |
| Interest and dividend income | | 2,674 | | 3,751 | (1,077) | |
| Interest expense | | (1,757) | | (1,940) | 183 | |
| Foreign exchange gains (losses), net | | (13,638) | | 500 | (14,138) | |
| Decline in value of investment securities | | (484) | | (1,914) | 1,430 | |
| Other, net | | (2,273) | | (1,006) | (1,267) | |
| | (2.1) | (15,478) | (0.1) | (609) | (14,869) | - |
| Income before income taxes (loss) | 2.0 | 13,871 | (1.3) | (9,006) | 22,877 | - |
| Income taxes | | | | | | |
| Current | | 1,442 | | 8,482 | (7,040) | (83.0) |
| Deffered | | 8,904 | | (3,611) | 12,515 | - |
| | 1.5 | 10,346 | 0.7 | 4,871 | 5,475 | 112.4 |
| Income (loss) before minority interests and equity in net earnings of affiliated companies | 0.5 | 3,525 | (2.0) | (13,877) | 17,402 | - |
| Minority interests | (0.6) | (4,314) | (0.2) | (1,310) | (3,004) | (229.3) |
| Equity in net earnings of affiliated companies | 0.2 | 1,351 | 0.2 | 1,208 | 143 | 11.8 |
| Net income (loss) | 0.1 | 562 | (2.0) | (13,979) | 14,541 | - |

<Reference>

CONSOLIDATED STATEMENTS OF CASH FLOW (The Fourth Quarter)

Amount Unit: Millions of yen

| | Three months ended March 31, 2008 From January 1, 2008 To March 31, 2008 | Three months ended March 31, 2007 From January 1, 2007 To March 31, 2007 |
|--|---|---|
| Operating activities | | |
| Net income (loss) | 562 | (13,979) |
| Adjustments to reconcile net income to net cash provided by operating activities: | | |
| Depreciation and amortization | 60,232 | 56,316 |
| Impairment losses for long-lived assets | 6,910 | 12,202 |
| Decline in value of investment securities | 484 | 1,914 |
| Minority interests | 4,314 | 1,310 |
| Equity in net earnings of affiliated companies, less dividends received | (614) | (1,187) |
| Changes in operating assets and liabilities: | | |
| Notes and accounts receivable | 9,428 | (5,122) |
| Inventories | 8,006 | 27,826 |
| Notes and accounts payable - trade | (2,181) | 4,419 |
| Accrued income taxes and other liabilities | (8,978) | 43,867 |
| Other | 31,739 | (14,530) |
| Subtotal | 109,340 | 127,015 |
| Net cash provided by operating activities | 109,902 | 113,036 |
| Investing activities | | |
| Purchases of property, plant and equipment | (51,234) | (51,492) |
| Purchases of software | (6,005) | (6,693) |
| Proceeds from sales and maturities of marketable and investment securities | 96,134 | 33,482 |
| Purchases of marketable and investment securities | (1,960) | (34,621) |
| Decrease in investments in and advances to affiliated companies and other advances | (5,998) | (1,575) |
| Acquisitions of businesses and minority interests, net of cash acquired | (98,973) | (4,099) |
| Other | (12,672) | (604) |
| Net cash used in investing activities | (80,708) | (65,602) |
| Financing activities | | |
| Proceeds from long-term debt | - | 630 |
| Repayments of long-term debt | (257) | (5,181) |
| Decrease in short-term debt, net | (54,334) | (13,413) |
| Net purchases of stock for treasury, net | (5) | (38) |
| Net cash used in financing activities | (54,596) | (18,002) |
| Effect of exchange rate changes on cash and cash equivalents | (20,480) | 677 |
| Net increase (decrease) in cash and cash equivalents | (45,882) | 30,109 |
| Cash and cash equivalents at beginning of period | 376,808 | 354,610 |
| Cash and cash equivalents at end of period | 330,926 | 384,719 |

<Reference>

DETAILS OF CONSOLIDATED REVENUE (The Fourth Quarter)

1. Revenue by Product

Amount Unit: Millions of yen

| | Three months ended March 31, 2008 From January 1, 2008 To March 31, 2008 | | Three months ended March 31, 2007 From January 1, 2007 To March 31, 2007 | | Change | |
|-----------------------|---|---------|---|---------|----------|--------|
| | | | | | Amount | % |
| Revenue: | | | | | | |
| Imaging Solutions | 14.6% | 103,319 | 17.8% | 127,334 | (24,015) | (18.9) |
| Information Solutions | 41.0% | 291,148 | 38.6% | 275,785 | 15,363 | 5.6 |
| Document Solutions | 44.4% | 314,948 | 43.6% | 310,889 | 4,059 | 1.3 |
| Consolidated total | 100.0% | 709,415 | 100.0% | 714,008 | (4,593) | (0.6) |

Note: Major products and services of each operating segment are as follows:

| | |
|-----------------------|---|
| Imaging Solutions | Color films, digital cameras, photofinishing equipment and color paper, chemicals and services for photofinishing |
| Information Solutions | Equipment and materials for medical system and life science, equipment and materials for graphic arts, flat panel display materials, recording media, optical devices, electronic materials and inkjet materials |
| Document Solutions | Office copy machines/MFPs, printers, production systems and services, paper, consumables and office services |

2. Domestic and Overseas Revenue

Amount Unit: Millions of yen

| | Three months ended March 31, 2008 From January 1, 2008 To March 31, 2008 | | Three months ended March 31, 2007 From January 1, 2007 To March 31, 2007 | | Change | |
|--------------------|---|---------|---|---------|----------|--------|
| | | | | | Amount | % |
| Revenue: | | | | | | |
| Domestic | 47.5% | 336,671 | 48.1% | 343,469 | (6,798) | (2.0) |
| Overseas | | | | | | |
| The Americas | 17.4% | 123,108 | 19.2% | 137,370 | (14,262) | (10.4) |
| Europe | 14.8% | 105,063 | 15.1% | 107,472 | (2,409) | (2.2) |
| Asia and others | 20.3% | 144,573 | 17.6% | 125,697 | 18,876 | 15.0 |
| Subtotal | 52.5% | 372,744 | 51.9% | 370,539 | 2,205 | 0.6 |
| Consolidated total | 100.0% | 709,415 | 100.0% | 714,008 | (4,593) | (0.6) |

BALANCE SHEETS (Non-Consolidated)

Amount Unit: Millions of yen

| | As of March 31, 2008 | | As of March 31, 2007 | | Change |
|--------------------------------------|-------------------------|-----------|-------------------------|-----------|-----------|
| ASSETS | % | | % | | |
| Current assets: | | | | | |
| Cash on hand and in banks | 9,906 | | 101,460 | | (91,553) |
| Other accounts receivable | 612 | | 5,511 | | (4,899) |
| Income taxes refundable | 5,657 | | 3,758 | | 1,898 |
| Short-term loans receivable | 24,510 | | 26,902 | | (2,392) |
| Marketable securities | 24,940 | | 48,505 | | (23,565) |
| | 3.7 | 65,626 | 10.3 | 186,138 | (120,512) |
| Deferred income taxes | 2,122 | | 291 | | 1,830 |
| Other current assets | 1,315 | | 1,200 | | 115 |
| Total current assets | 3.9 | 69,063 | 10.3 | 187,630 | (118,566) |
| Fixed assets: | | | | | |
| Property, plant and equipment | | | | | |
| Buildings | 1,645 | | 1,854 | | (209) |
| Machinery and equipment | 172 | | 205 | | (32) |
| Automotive equipment | 163 | | 233 | | (70) |
| Construction in progress | 0 | | - | | 0 |
| Subtotal | 0.1 | 1,980 | 0.1 | 2,293 | (313) |
| Intangible assets | | | | | |
| Software | 458 | | 383 | | 75 |
| Subtotal | 0.0 | 458 | 0.0 | 383 | 75 |
| Investments and other assets | | | | | |
| Investment securities | 120,931 | | 188,940 | | (68,008) |
| Stock of affiliated company | 1,505,131 | | 1,367,079 | | 138,052 |
| Long-term loans receivable | 69,243 | | 57,510 | | 11,733 |
| Long-term deferred income taxes | 9,213 | | 7,105 | | 2,107 |
| Other investments | 4,252 | | 4,352 | | (100) |
| Allowance for doubtful receivables | (3) | | (3) | | - |
| Subtotal | 96.0 | 1,708,768 | 89.6 | 1,624,984 | 83,784 |
| Total fixed assets | 96.1 | 1,711,208 | 89.7 | 1,627,661 | 83,546 |
| Total Assets | 100.0 | 1,780,271 | 100.0 | 1,815,292 | (35,020) |

| | As of March 31, 2008 | | As of March 31, 2007 | | Change |
|---|-------------------------|-----------|-------------------------|-----------|----------|
| LIABILITIES | % | | % | | |
| Current liabilities: | | | | | |
| Short-term debt | 13,000 | | 25,000 | | (12,000) |
| Other accounts payable | 43 | | 987 | | (944) |
| Accrued expenses | 889 | | 360 | | 529 |
| Notes payable for construction | - | | 77 | | (77) |
| Other current liabilities | 132 | | 48 | | 83 |
| Total current liabilities | 0.8 | 14,066 | 1.5 | 26,474 | (12,407) |
| Long-term liabilities: | | | | | |
| Convertible bond type-bonds with stock acquisition rights | 202,948 | | 201,474 | | 1,474 |
| Other long-term liabilities | 345 | | 404 | | (59) |
| Total long-term liabilities | 11.4 | 203,293 | 11.1 | 201,878 | 1,414 |
| Total liabilities | 12.2 | 217,359 | 12.6 | 228,352 | (10,992) |
| NET ASSETS | | | | | |
| Shareholders' equity | | | | | |
| Common stock | 2.3 | 40,363 | 2.2 | 40,363 | - |
| Capital surplus | | | | | |
| Additional paid in capital | 63,636 | | 63,636 | | - |
| Other capital surplus | 0 | | - | | 0 |
| Total capital surplus | 3.6 | 63,636 | 3.5 | 63,636 | 0 |
| Retained earnings | | | | | |
| Legal reserve | 10,090 | | 10,090 | | - |
| Other retained earnings | | | | | |
| Reserve for dividends | - | | 280 | | (280) |
| Reserve for retirement allowance | - | | 280 | | (280) |
| Reserve for R&D | - | | 285 | | (285) |
| Other reserve | 1,458,305 | | 1,428,305 | | 30,000 |
| Retained earnings brought forward | 38,219 | | 54,948 | | (16,729) |
| Total retained earnings | 84.6 | 1,506,615 | 82.3 | 1,494,189 | 12,425 |
| Treasury stock | (2.7) | (47,576) | (0.7) | (13,361) | (34,214) |
| Total shareholders' equity | 87.8 | 1,563,038 | 87.3 | 1,584,827 | (21,788) |
| Valuation and translation adjustments | | | | | |
| Valuation difference on available-for-sale securities | (0.1) | (1,042) | 0.1 | 2,111 | (3,154) |
| Stock acquisition rights | 0.1 | 915 | - | - | 915 |
| Total net assets | 87.8 | 1,562,911 | 87.4 | 1,586,939 | (24,027) |
| Total liabilities and net assets | 100.0 | 1,780,271 | 100.0 | 1,815,292 | (35,020) |

STATEMENTS OF INCOME (Non-Consolidated)

Amount Unit: Millions of yen

| | Year ended March 31, 2008 From April 1, 2007 To March 31, 2008 | | Year ended March 31, 2007 From April 1, 2006 To March 31, 2007 | | Change | |
|--|---|---------|---|---------|-----------|---------|
| | | | | | Amount | % |
| | % | | % | | | |
| Net Sales | - | - | 98.1 | 377,396 | (377,396) | (100.0) |
| Operating revenue | 100.0 | 30,861 | 1.9 | 7,248 | 23,613 | 325.8 |
| Revenue | 100.0 | 30,861 | 100.0 | 384,644 | (353,782) | (92.0) |
| Cost of sales | - | - | 62.8 | 241,674 | (241,674) | (100.0) |
| Gross profit | 100.0 | 30,861 | 37.2 | 142,970 | (112,108) | (78.4) |
| Selling, general and administrative | 13.6 | 4,211 | 14.2 | 54,962 | (50,750) | (92.3) |
| Research and development | - | - | 11.0 | 42,125 | (42,125) | (100.0) |
| Total selling, general and administrative expenses | 13.6 | 4,211 | 25.2 | 97,088 | (92,876) | (95.7) |
| Operating income | 86.4 | 26,649 | 11.9 | 45,882 | (19,232) | (41.9) |
| Other income | | | | | | |
| Interest income | | 4,182 | | 3,412 | 769 | 22.5 |
| Dividend income | | - | | 14,348 | (14,348) | (100.0) |
| Miscellaneous income | | 457 | | 3,883 | (3,425) | (88.2) |
| Total other income | 15.0 | 4,640 | 5.6 | 21,644 | (17,004) | (78.6) |
| Other expenses | | | | | | |
| Interest expenses | | 2,740 | | 2,255 | 484 | 21.5 |
| Bank charges for export drafts discounted | | - | | 251 | (251) | (100.0) |
| Miscellaneous expenses | | 1,793 | | 1,444 | 348 | 24.1 |
| Total other expenses | 14.7 | 4,533 | 1.1 | 3,951 | 582 | 14.7 |
| Ordinary income | 86.7 | 26,756 | 16.5 | 63,575 | (36,819) | (57.9) |
| Extraordinary Losses | | | | | | |
| Losses on disposal of fixed assets | | - | | 2,381 | (2,381) | (100.0) |
| Restructuring charges | | - | | 12,824 | (12,824) | (100.0) |
| Total extraordinary losses | - | - | 3.9 | 15,205 | (15,205) | (100.0) |
| Net income before income taxes | 86.7 | 26,756 | 12.6 | 48,369 | (21,613) | (44.7) |
| Current income taxes | 2.5 | 770 | 1.3 | 5,100 | (4,330) | (84.9) |
| Deferred income taxes | | (1,773) | | 4,878 | (6,652) | (136.4) |
| Net income | 89.9 | 27,759 | 10.0 | 38,390 | (10,630) | (27.7) |

NON-CONSOLIDATED STATEMENTS OF CHANGES IN SHAREHOLDERS' EQUITY

Amount unit: Millions of ye

| | Shareholders' equity | | | | | | | | | Valuation and translation adjustments | Stock acquisition rights | Total net assets |
|---|----------------------|----------------------------|-----------------------|-----------------------|-------------------|---|-------------------------|----------------|----------------------------|---------------------------------------|--------------------------|------------------|
| | Common stock | Capital surplus | | | Retained earnings | | | Treasury stock | Total shareholders' equity | | | |
| | | Additional paid-in capital | Other capital surplus | Total capital surplus | Legal reserve | Other retained earnings ^(Note) | Total retained earnings | | | | | |
| Balance of March 31, 2007 | 40,363 | 63,636 | - | 63,636 | 10,090 | 1,484,098 | 1,494,189 | (13,361) | 1,584,827 | 2,111 | - | 1,586,939 |
| Changes in the term | | | | | | | | | | | | |
| Dividends from surplus | | | | | | (15,334) | (15,334) | | (15,334) | | | (15,334) |
| Net income | | | | | | 27,759 | 27,759 | | 27,759 | | | 27,759 |
| Purchase of treasury stock | | | | | | | | (34,232) | (34,232) | | | (34,232) |
| Disposal of treasury stock | | | 0 | 0 | | | | 17 | 18 | | | 18 |
| Net change of items other than shareholders' equity | | | | | | | | | | (3,154) | 915 | (2,238) |
| Total changes in the term | - | - | 0 | 0 | - | 12,425 | 12,425 | (34,214) | (21,788) | (3,154) | 915 | (24,027) |
| Balance of March 31, 2008 | 40,363 | 63,636 | 0 | 63,636 | 10,090 | 1,496,524 | 1,506,615 | (47,576) | 1,563,038 | (1,042) | 915 | 1,562,911 |

Note: Breakdown of other retained earnings

Amount unit: Millions of yen

| | Reserve for dividends | Reserve for retirement allowance | Reserve for R&D | Other reserve | Retained earnings brought forward | Total other retained earnings |
|--|-----------------------|----------------------------------|-----------------|---------------|-----------------------------------|-------------------------------|
| Balance of March 31, 2007 | 280 | 280 | 285 | 1,428,305 | 54,948 | 1,484,098 |
| Changes in the term | | | | | | |
| Dividends from surplus | | | | | (15,334) | (15,334) |
| Reversal of reserve for dividends | (280) | | | | 280 | - |
| Reversal of reserve for retirement allowance | | (280) | | | 280 | - |
| Reversal of reserve for R&D | | | (285) | | 285 | - |
| Transfer to other reserve | | | | 30,000 | (30,000) | - |
| Net income | | | | | 27,759 | 27,759 |
| Total changes in the term | (280) | (280) | (285) | 30,000 | (16,729) | 12,425 |
| Balance of March 31, 2008 | - | - | - | 1,458,305 | 38,219 | 1,496,524 |