

October 30, 2008

**FUJIFILM Holdings Corporation**

**Announcement of Buyback of Company Shares**

(Buyback of Company Shares Based on the Articles of  
Incorporation as Stipulated in paragraph 2, Article 165, of the Corporate Law)

FUJIFILM Holdings Corporation (the “Company”) announced that its Board of Directors decided at its meeting of October 30, 2008, to conduct a buyback of the Company’s shares as noted below, based on the stipulations of paragraph 3, Article 165, of Japan’s Corporate Law, as interpreted in the light of Article 156 of the Corporate Law.

**1. Reason for the Buyback**

The buyback will be conducted to increase the return to shareholders and improve capital efficiency as well as to enable the Company to implement a more flexible capital policy going forward, including the conduct of exchanges of shares.

**2. Details of the Buyback**

- ① Dates for purchase: November 5, 2008, to January 16, 2009
- ② Total value of shares to be bought: ¥35 billion (upper limit)
- ③ Number of shares to be bought: 17.5 million (upper limit)  
(3.4% of total issued shares outstanding)
- ④ Type of shares to be bought back: Common stock
- ⑤ Method of purchase: Market purchases on the Tokyo Stock Exchange

(Reference) The Company’s holdings of treasury stock as of September 30, 2008, were as follows:

Total number of issued shares outstanding (excluding treasury stock): 504,388,337 shares  
Treasury stock: 10,237,391 shares