

April 30, 2009

## Notice of Revised Consolidated Earnings Forecast for Fiscal Year Ended March 31, 2009

FUJIFILM Holdings Corporation announced today the following revision to its consolidated earnings forecast for the fiscal year ended March 31, 2009. This replaces the previous forecast announced on January 30, 2009.

### 1. Revised Consolidated Earnings Forecast for Fiscal Year Ended March 31, 2009 (April 1, 2008 – March 31, 2009)

(Millions of yen)

	Revenue	Operating income	Income before income taxes, minority interests and equity in net earnings of affiliated companies	Net income
Previous forecast (A) (announced on Jan. 30, 2009)	2,430,000	30,000	1,000	10,000
Latest revised forecast (B)	2,434,344	37,286	9,442	10,524
Change (B–A)	4,344	7,286	8,442	524
Percentage (%)	0.2	24.3	844.2	5.2
(Ref.) Actual Results for FY 2008/3	2,846,828	207,342	199,342	104,431

### 2. Reasons for the Revision

To respond to the rapid deterioration of the business environment due to the decrease of demand, the Fujifilm Group has been moving forward with the emergency counter measures with fixed cost reduction and profitability improvement in all of its businesses, through such implements as manufacturing cost reduction, reduction in selling, general and administration cost, restraint on capital investment, and cut back in inventory balance.

As a result of the emergency counter measures and the exchange rate of Japanese yen against foreign currencies depreciated comparing to the forecast, operating income, income before income taxes, minority interest and equity in net earnings of affiliated companies, and net income respectively exceeded the forecast announced on January 30, 2009.