



FUJIFILM Holdings Corporation

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Notice of Start of Phase III Clinical Trials of T-705
as a treatment for influenza infections in Japan

FUJIFILM Holdings Corporation announced today that its consolidated subsidiary Toyama Chemical Co., Ltd. (“Toyama Chemical” or the “Company”) has started Phase III clinical trials of T-705 as a treatment for influenza infections in Japan.

A viral RNA polymerase inhibitor, T-705 was discovered by Toyama Chemical. Having identified a novel mechanism of action, Toyama Chemical is accelerating the development of T-705 as a treatment for influenza infections including infections with H5N1 strains. In January 2008, the Company started T-705’s Phase II clinical trials with the participation of Japanese seasonal influenza sufferers. These clinical trials enabled the Company to confirm that T-705 is effective in treating influenza infections in humans for the first time. Therapeutic efficacy against new swine influenza (A/H1N1), which is spreading throughout the world, has also been demonstrated through animal testing conducted in Japan.

More recently, there has been growing concern that influenza viruses are developing a resistance to certain neuraminidase inhibitors, which are commonly used in influenza treatment. Therefore, we believe that the development of T-705, which has a mechanism of action different from existing anti-influenza agents, will lead to the provision of a new, extremely efficacious alternative in the treatment of influenza infections.

The T-705 development project is involving Toyama Chemical in a series of deliberations with regulatory authorities and specialists, both in Japan and overseas. In this way, the Company is advancing the project so that T-705 will be able to meet a range of possible scenarios. In addition, as the influenza pandemic increases in significance as a social problem, we are making energetic preparations for T-705’s entry into production on our own responsibility.

The Fujifilm Group, to which Toyama Chemical belongs, is leveraging Groupwide strengths—including its leading-edge, proprietary technologies—in the promotion of business activities aimed at contributing to the improvement of the quality of life of people. At the same time, the Fujifilm Group has identified the medical systems/life sciences business as one of its priority business fields and is selectively allocating its management resources to and dynamically implementing growth strategies in this field. Groupwide initiatives of this nature provide proof positive that Toyama Chemical—an R&D-driven pharmaceutical company—is working to fulfill a key aspect of its social responsibility by contributing to progress in global healthcare through new drug development.