



**FUJIFILM Holdings Corporation**

*Shigetaka Komori*  
*President and Chief Executive Officer*

April 30, 2010

**Notice of Differences between Forecasts and Actual Consolidated Results**  
**for the Fiscal Year Ended March 2010**

FUJIFILM Holdings Corporation announces today the following differences between its forecasts for the year ended March 31, 2010 announced on January 29, 2010, and actual consolidated results announced today.

**1. Differences between Forecasts and Actual Consolidated Results for Fiscal Year Ended March 31, 2010 (April 1, 2009—March 31, 2010).**

(Millions of yen)

	Revenue	Operating income before restructuring and other charges	Operating income	Income before income taxes	Net income attributable to FUJIFILM Holdings
Previous forecast (A) (announced on Jan. 29, 2010)	2,170,000	80,000	(65,000)	(68,000)	(52,000)
Actual results (B)	2,181,693	101,629	(42,112)	(41,999)	(38,441)
Change (B-A)	11,693	21,629	22,888	26,001	13,559
Percentage (%)	0.5	27.0	-	-	-
(Ref.) Actual results for FY 2009/3	2,434,344	70,769	37,286	9,442	10,524

Note 1: Consolidated financial statements are prepared in accordance with accounting principles generally accepted in the United States of America.

Note 2: Operating income in the previous forecast (A) which was announced on January 29, 2010 represents the one after the recognition of restructuring and other charges of ¥145,000 million. Operating income of the actual result (B) announced today represents the one after the recognition of restructuring and other charges of ¥143,741 million.

**2. Reasons for the Differences**

Fujifilm enhanced its profitability at a pace more rapid than initially anticipated owing to such factors as an improvement in the business environment for FPD materials operations and certain other operations; benefits generated from sales promotion measures for highly competitive products; and the resolute implementation of structural reforms and thorough measures to reduce costs and expenses throughout the entire Group and in all businesses, without excluding any business fields from the scope of these measures. As a result, operating income before restructuring and other charges, operating income, and income before income taxes for the fiscal year ended March 31, 2010 respectively exceeded the forecast announced on January 29, 2010.