

● **Operating Results for the Fiscal Year Ended March 31, 2015**

Economic Environment

In an analysis of the global economy during the fiscal year ended March 31, 2015 (April 1, 2014, through March 31, 2015—FY2015/3), the general trend of a gradual economic recovery continued. Against the background of an increase in consumption, the U.S. economy was generally in a recovery mode. In Europe, the positive economic turnaround in

the United Kingdom was followed by an upswing in the euro area led by Germany. Regarding Asia, countries generally experienced firm economic growth. Although there were signs of a slowdown in the rates of economic growth in China, the economy in Taiwan gradually improved. Some signs of weakness were evident in Japan due to corrections following the rush demand in the lead-up to the consumption tax rate hike; however, improvements in corporate earnings were seen in the second half of the fiscal year, together with a sustained gradual economic recovery.

The effective currency exchange rates for the U.S. dollar and the euro against the yen during FY2015/3 were ¥110 and ¥139, respectively.

Overview of Operating Results

Consolidated Operating Results

Against the backdrop of this economic environment, the Fujifilm Group is working to expand sales, market share, and operating income through the growth drivers of its core healthcare, highly functional materials, and document

Operating Results by Segment

Imaging Solutions

While overall revenue declined due to such factors as the decrease in sales of digital cameras, operating income increased substantially mainly on the back of robust instant photo systems sales and improvement in the profitability of digital cameras.

- Sales of instant cameras as well as such high-value-added print services as *Year Album* expanded.
- Sales of the *X Series* of premium-model digital cameras and interchangeable lenses were strong.
- Sales of such products as TV lenses were firm.

Millions of yen	FY2015/3	FY2014/3	FY2013/3
Revenue			
External customers	¥361,033	¥373,624	¥346,009
Intersegment	2,391	2,371	1,241
Total	363,424	375,995	347,250
Operating income (loss)	20,731	3,590	(773)
Operating margin (%)	5.7	1.0	-0.2

Information Solutions

Despite a downturn in sales of FPD materials, the Information Solutions segment reported increases in both revenue and earnings. These gains were largely attributable to strong results in medical systems and electronic materials as well as improvements in profitability at each business unit.

- In the medical systems business, sales rose due to brisk trends in the fields of medical IT, ultrasound diagnostic, and others.
- In the pharmaceuticals business, demand was weak in the domestic antimicrobial market. In contrast, biopharmaceutical contract manufacturing was sound.
- Sales in the electronic materials business increased significantly. These results mainly reflected strong sales of both advanced products and those of previous generations.

Millions of yen	FY2015/3	FY2014/3	FY2013/3
Revenue			
External customers	¥953,541	¥933,844	¥856,521
Intersegment	2,176	1,442	1,237
Total	955,717	935,286	857,758
Operating income	81,151	72,916	72,904
Operating margin (%)	8.5	7.8	8.5

Document Solutions

The Group achieved gains in revenue and earnings in the Documents Solutions segment. This was primarily due to growth in revenues from operations in all regions, an increase in gross profit in line with the upswing in revenues, and the positive effects of measures aimed at reducing costs.

- Overall revenue from the office product and office printer businesses moved up with higher sales in the Asia-Oceania region.
- In the production services business, sales volume decreased. Despite this downturn, the overall amount of sales was essentially unchanged from the previous fiscal year mainly owing to robust sales of medium-to-high-speed products of color on-demand publishing systems.
- In the global services business, revenue increased in Japan and in the Asia-Oceania region.

Millions of yen	FY2015/3	FY2014/3	FY2013/3
Revenue			
External customers	¥1,178,031	¥1,132,485	¥1,012,166
Intersegment	10,117	9,525	11,152
Total	1,188,148	1,142,010	1,023,318
Operating income	101,345	95,995	75,884
Operating margin (%)	8.5	8.4	7.4

* Following organizational changes carried out in the first quarter of FY2014/3, the optical device business was moved from Information Solutions to Imaging Solutions. In accordance with this change, the numerical values for FY 2013/3 have been restated.

business fields, as the Group engages in marketing activities and launches new products as a part of efforts to achieve the goals set out under its VISION 2016 medium-term management plan, which covers the three-year period from April 1, 2014, to March 31, 2017. The Group is also working to maintain its business scale and market advantages in other businesses while at the same time accelerating the pace at which it undertakes activities to improve profitability across all businesses by raising productivity and efficiency across every facet of its corporate activities.

During FY2015/3, the Fujifilm Group recorded ¥2,492.6 billion in consolidated revenue, up ¥52.6 billion, or 2.2%, from the previous fiscal year. Despite decreases in sales in the optical device and electronic imaging as well as flat panel display (FPD) materials businesses, this year-on-year increase was largely attributable to higher sales in the photo imaging, medical systems, electronic materials, and document businesses.

Operating income totaled ¥172.4 billion, up 22.4% from the previous fiscal year, reflecting such factors as improvements in the profitability of each business and a change in the depreciation method.

Net Income

Income before income taxes amounted to ¥197.1 billion, up 25.4% from the previous fiscal year. This rise largely reflected the gain on revaluation of ¥21.2 billion posted as other income after the inclusion of Japan Tissue Engineering Co., Ltd. (J-TEC), in the scope of Fujifilm Holding's consolidation as a subsidiary company. Net income attributable to FUJIFILM Holdings totaled ¥118.6 billion, up 46.4% from the previous fiscal year.

Basic Policy Regarding the 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 M&A transactions, capital investment, and new product development investments needed to support priority business expansion as well as other measures aimed at increasing the Company's corporate value in the future. Adequate buybacks will be considered and implemented depending on the situation of cash flows and stock prices. In the context of its basic policy regarding the distribution of profits, the Company focuses on the payment of cash

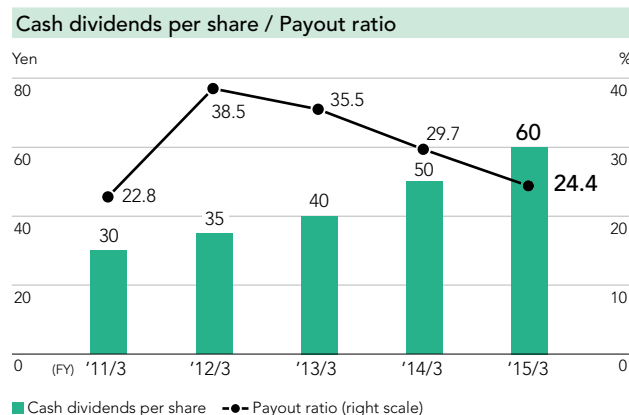
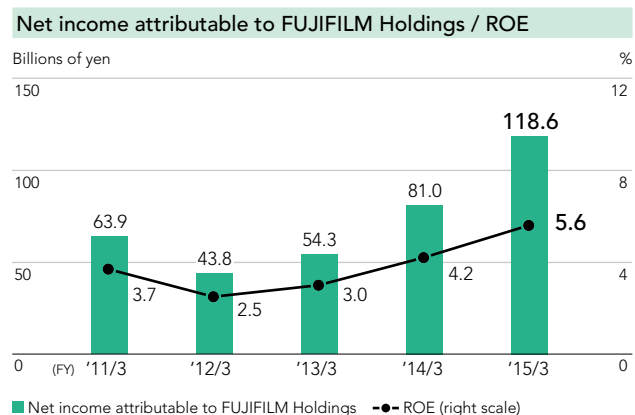
dividends with an eye to achieving a dividend payout ratio of 25% or more.

Annual cash dividends applicable to FY2015/3 were ¥60 per share. This amount included the interim cash dividend of ¥25 per share, which has already been disbursed.

Outlook for the Fiscal Year Ending March 31, 2016*

Regarding the Fujifilm Group's consolidated performance in FY2016/3, revenue is projected to reach ¥2,580.0 billion, up 3.5% from FY2015/3. From a profit perspective, operating income is forecast to total ¥190.0 billion, 10.2% higher than in FY2015/3. In contrast, income before income taxes is expected to decline 3.6% year on year, to ¥190.0 billion, while net income attributable to FUJIFILM Holdings is anticipated to reach ¥120.0 billion, an increase of 1.2% from FY2015/3. These forecast results reflect a variety of factors, including anticipated business growth centering on the three core healthcare, highly functional materials, and document business fields as well as improved profitability in all businesses fields.

* As of April 30, 2015



Outlook for the fiscal year ending March 31, 2016*

Billions of yen	FY2016/3 (Forecast)	FY2015/3 (Actual)	Change (%)
Revenue	¥2,580.0	¥2,492.6	3.5
Operating income	190.0	172.4	10.2
Income before income taxes	190.0	197.1	-3.6
Net income attributable to FUJIFILM Holdings	120.0	118.6	1.2
Currency exchange rates (U.S. dollar) (yen)	120	110	+10
Currency exchange rates (Euro) (yen)	130	139	-9

* As of April 30, 2015

● Financial Condition

Assets, Liabilities, and Net Assets

As of the end of FY2015/3, total assets increased 10.2% compared with the end of the previous fiscal year, to ¥3,556.6 billion, as a consequence of an increase in cash and cash equivalents and other factors. Total liabilities rose 5.9% compared with the end of the previous fiscal year, to ¥1,089.2 billion, due to an increase in deferred tax liabilities and other factors. FUJIFILM Holdings shareholders' equity stepped 10.5% compared with the previous fiscal year-end, to ¥2,232.7 billion.

As a result, the current ratio increased 16.9 percentage points, to 312.3%, the debt-equity ratio decreased 2.1 percentage points, to 48.8%, and the equity ratio increased 0.2 percentage point, to 62.8%, compared with the end of the previous fiscal year. The Company is confident that it is maintaining a stable level of asset liquidity and a sound capital structure.

Capital Expenditures and Depreciation

Capital expenditures amounted to ¥56.1 billion for FY2015/3. The Company's investment was largely directed toward boosting production capacity of high-growth products, streamlining and increasing the efficiency of production facilities, and implementing eco-friendly measures aimed at protecting the environment.

By operating segment, capital expenditures stood at ¥7.9 billion in the Imaging Solutions segment, ¥29.3 billion in the Information Solutions segment, and ¥17.3 billion in the Document Solutions segment. Total depreciation of property, plant and equipment, excluding rental equipment in the Document Solutions segment and others, decreased ¥25.6 billion year on year, to ¥65.1 billion.

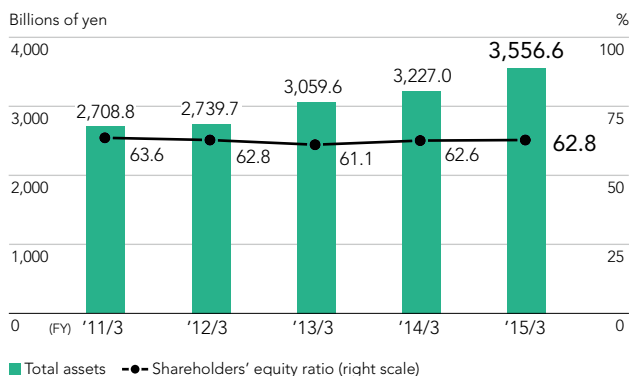
● Cash Flow Analysis

Net cash provided by operating activities totaled ¥263.7 billion, primarily due to the increase in net income. Net cash used in investing activities amounted to ¥120.5 billion, stemming from purchases of property, plant and equipment accompanying capital investment and other factors.

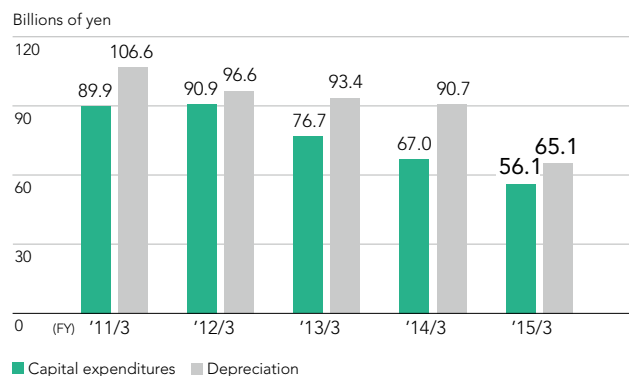
As a result, free cash flows—or the sum of cash flows from operating and used in investing activities—resulted in a cash inflow of ¥143.2 billion, down ¥23.8 billion from the previous fiscal year. Net cash used in financing activities registered ¥45.6 billion, due primarily to repayments of long-term debt, cash dividends paid, and other factors.

As a result, cash and cash equivalents at the end of FY2015/3 amounted to ¥726.9 billion, up ¥122.3 billion from the end of the previous fiscal year.

Total assets / Shareholders' equity ratio

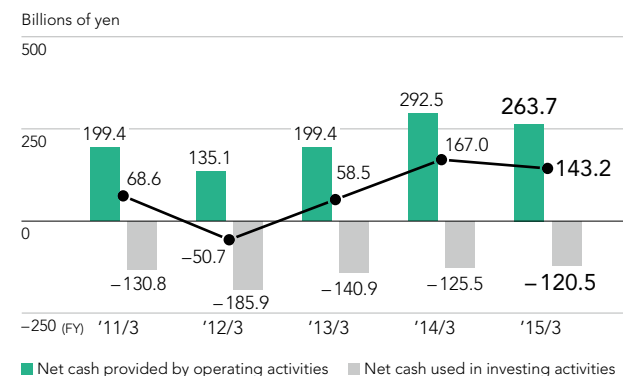


Capital expenditures / Depreciation



* These figures exclude rental equipment in the Document Solutions segment and others.

Cash flows



* Free cash flows: Net cash provided by operating activities + Net cash used in investing activities