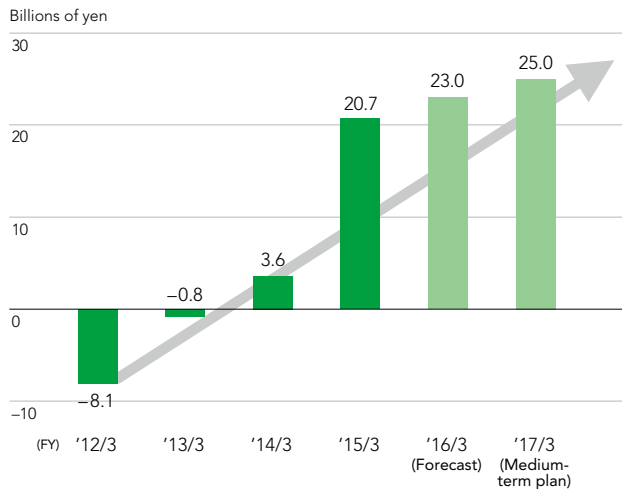


Improvement in Imaging Solutions Profitability

With regard to one of the growth strategy pillars of the VISION 2016 medium-term management plan—"profitability improvement in all businesses"—in addition to maintaining business scale and market advantages, the Company is promoting improved productivity and efficiency in all its corporate operations. Under these circumstances, the Imaging Solutions segment, achieved a profit in FY2014/3 and greatly increased its profit in FY2015/3.

Imaging Solutions segment profit trends



Contributing Factors in Improved Profitability in FY2015/3

- Strong sales of instant photo system
- Strong sales of X Series premium digital cameras

Forecast for FY2016/3

- Increased profit from growth in instant photo system sales and high-value-added printing services, such as *Year Album*
- Focus on high-value-added areas, such as X Series and TV lenses, and improve profitability

Specific Initiatives

Photo Imaging

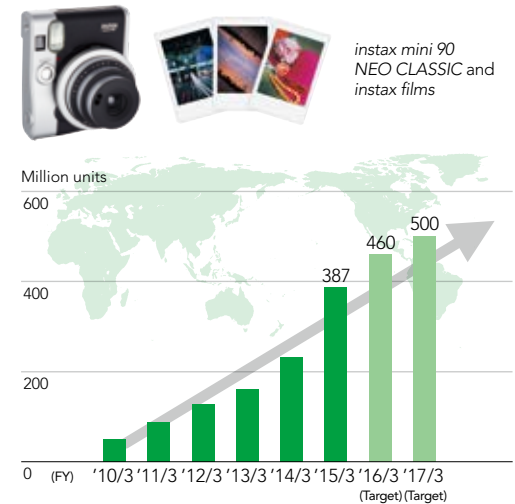
• Strong Sales of Instant Photo System Worldwide

Under the concept of "Photo Life—Enrich Your Life with Photography," the Company is deploying products and services that make taking a photo more enjoyable, with a print that can be decorated and given to somebody as a gift.

One such product, and one of Fujifilm's proprietary products, is the *instax* instant camera that has been catching the attention of primarily teenage girls and women in their 20s in East Asia since around 2007 and has gained a solid reputation all over the world. The idea of a print that can be seen shortly after a photo has been taken was perceived as novel by the digital native generation,* and as it fits in with the lifestyles of this generation, the *instax* instant cameras have served to rapidly increase sales. We are currently expanding sales channels, not only our existing channel of camera stores but also department stores, which can be expected to attract customers from the target demographic. We are aiming to expand the target customer demographic and further enhance sales around the world in the years to come.

* From the time they were born, this generation has grown up in Internet and PC environments and carries with them digital cameras, smartphones, and other devices and communicate via the Internet.

instax Instant Camera Sales Volume Trends



Optical Device and Electronic Imaging

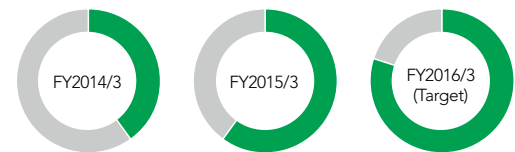
• Shift to X Series Premium Digital Cameras

While reducing its lineup of compact digital cameras, demand for which continues to decline, Fujifilm is raising profitability by shifting its development and marketing axes to the X Series of premium digital cameras, which feature the Company's long-established strengths in rich color reproduction. Centered on the premium interchangeable lens camera FUJIFILM X-T1, the Company is developing the mirrorless single-lens reflex (SLR) camera as its standard system to replace the SLR camera and addressing demand ranging from high-level amateurs to professional photographers.

• Expanding Lineup and Sales of Interchangeable Lenses

The Company is deploying an expanded lineup of interchangeable lenses in support of a wide spectrum of shooting ranges, from the superwide-angle to the ultra-telephoto range. Fujifilm products that leverage advanced optical technologies that have been acknowledged for many years in commercial applications, such as the TV lenses for which the Company holds a 50% share of the global market, are highly acclaimed by professionals. Planning to further expand its lineup in the years to come, the Company is targeting profitability improvement.

Ratio of X Series in Digital Cameras (Volume Basis)



FUJIFILM X-T1 and lineup of interchangeable lenses

