

Imaging Solutions

Business Fields

Photo imaging

Develops photo-related products and services, ranging from photo-taking to printing

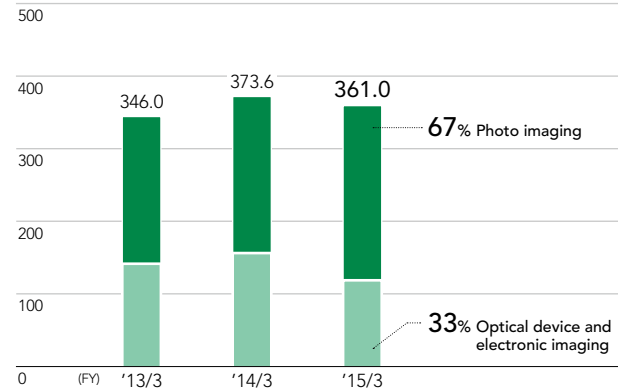
Optical device and electronic imaging

Provides products such as the X Series of premium digital cameras, interchangeable lenses, and TV lenses



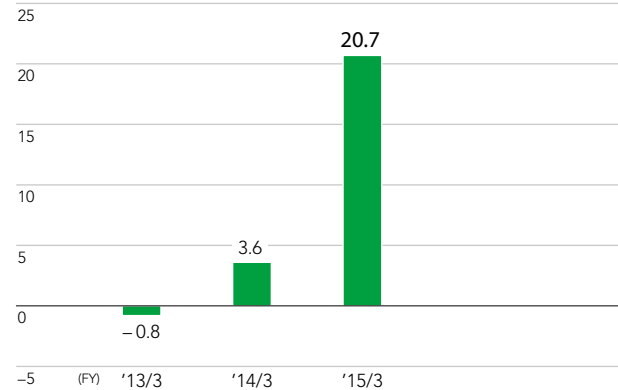
Revenue trends

Billions of yen



Trends in operating income (loss)

Billions of yen



Billions of yen

	FY2013/3	FY2014/3	FY2015/3
Revenue	¥346.0	¥373.6	¥361.0
Operating income (loss)	(0.8)	3.6	20.7
Total assets	327.3	322.1	322.3
Depreciation	13.3	13.5	11.1
Capital expenditures	9.8	9.3	7.9

● Performance Summary of FY2015/3

In the Imaging Solutions segment, consolidated revenue amounted to ¥361.0 billion, down 3.4% from the previous fiscal year, due to decreases in sales of digital cameras and other factors and despite increases in sales in the photo imaging business. Consolidated operating income stood at ¥20.7 billion, up 477.5% from the previous fiscal year, due to strong sales of instant cameras, cost reductions, and profit improvement for digital cameras.

Reasons for Change in Revenue from FY2014/3 to FY2015/3

- Increases**
- Sales of instant photo systems increased around the world
 - Expansion in high-value-added print business; associated increase in photofinishing equipment installations
 - Sales of X Series of premium digital cameras and interchangeable lenses were strong
 - Sales of TV lenses were strong

- Decreases**
- Sales volume accompanying shift to premium digital cameras was reduced
 - Sales of camera modules for use in smartphones decreased

Reasons for Change in Operating Income from FY2014/3 to FY2015/3

- Increases**
- Sales of instant photo systems were strong
 - Sales of X Series of premium digital cameras were strong; significant improvement in profitability

Imaging Solutions

Among the products the Fujifilm Group provides are color films, photographic paper and chemicals for color prints, photofinishing equipment, digital cameras, and interchangeable lenses and TV camera lenses.

Photo imaging

Revenue

¥240.6 billion

Compared with previous fiscal year: +11.5% ↗

Principal Products and Services

- Color films
 - Color negative films
 - Color reversal films
- Color paper and chemicals
 - Photographic paper for color prints
 - Photofinishing chemicals
- Photofinishing equipment
 - Digital minilabs
 - Inkjet minilabs
 - Thermal photo printers
- Labs and photo printing services
 - Photobook / photo printing services
- Instant photo systems



instax mini 8



Year Album

Highlights of Performance and Major Initiatives

- Sales of instant photo systems increased around the world, because the pleasure of printing photos on the spot was renewed.
- Increased sales of *instax* series, such as *instax mini HELLO KITTY*, which was launched in November 2014, and *instax SHARE Smartphone Printer SP-1*, as well as those of other various designs of *instax* films
- Expansion in the high-value-added printing business—such as *Year Album* service, which can select good photographs and arrange them automatically, and *Shuffle Print* service, which can summarize photo data and print it on a single sheet—and installation of photofinishing equipment accompanying this expansion.
- Enhance sales and profits by further sales expansion of instant photo systems and high-value-added printing business

Optical device and electronic imaging

Revenue

¥120.4 billion

Compared with previous fiscal year: –23.7% ↘

Principal Products and Services

- X Series digital cameras
- Interchangeable lenses for digital cameras
- Camera modules for smartphones
- TV lenses, cine lenses
- Security lenses
- Projector lenses



TV lens



FUJIFILM X-T1



Interchangeable lenses for digital cameras

Highlights of Performance and Major Initiatives

Electronic imaging field

- While sales decreased due to a reduction of the compact digital camera lineup accompanying the shift to premium digital cameras, sales of X Series premium digital cameras were strong, resulting in the improvement in profitability.
- Strong sales of the *FUJIFILM X100T* premium compact digital camera, which was launched in November 2014, *FUJIFILM X-T1* premium interchangeable lens camera, interchangeable lenses, and other products
- Improve profitability by expanding sales of interchangeable lenses for X Series premium digital cameras and other products

Optical device field

- Although sales of camera modules for use in smartphones decreased, sales of TV lenses were strong.
- Improve profitability by focusing on high-value-added products, such as TV lenses