

January 30, 2012

FUJIFILM Holdings Corporation

## **FY2012/3 Third Quarter Performance Explanation Briefing**

### **Main Questions and Answers**

**Q1:** Regarding the mirrorless camera that you recently announced, could you explain the exclusive Fujifilm features that the camera will offer? In connection with this, please tell us your perspective on how much growth can be expected in the mirrorless camera market.

**A1:** Because of its incorporation of a new color filter array, our X-Pro1 camera can utilize a CMOS sensor that is able to solve moiré and false color issues without an optical low-pass filter. We believe that the X-Pro1 offers top-class performance with respect to image resolution and other image quality criteria. Regarding the mirrorless camera market, we anticipate that mirrorless models may account for more than half of the interchangeable lens camera market within three years.

**Q2:** Regarding flat panel display materials business, please tell us your perspective on price decreases?

**A2:** Although there is downward pressure on prices in that business sector, we are striving to minimize the impact of price reductions by leveraging our outstanding quality and service capabilities to provide products that help customers increase their production yields and generate other customer benefits.

**Q3:** What factors are you expecting to drive your profitability upward during the upcoming fiscal year?

**A3:** In the current fiscal year, our profitability has been depressed by surging silver prices. In the upcoming fiscal year and subsequently, we anticipate that our ability to overcome the impact of surging silver prices will contribute to our profitability.

End