

Briefing on FY2015/3 1st Quarter Results
Main Questions and Answers

Q1: How much effect did a reaction against a rush demand before consumption tax increase in Japan have on the results in the 1st Qtr?

A1: On a revenue basis it was about 7 billion yen, which was within the scope of our assumption.

Q2: While FCF of 66.1 billion yen was generated in the 1st Qtr, what is the forecast toward the fiscal year end?

A2: The amount of the FCF in the 1st Qtr was larger due to the repayment of A/R from the 4th Qtr, a period of peak demand for some businesses like medical systems and document. We anticipate that the FCF would be 100 billion yen or more for the full year.

Q3: Are there any concerns that the effect of the cost reduction, which has been proceeded on a company-wide basis, would be diminished hereafter?

A3: Since we have tried to reduce cost especially focusing on fixed cost, we can expect to enjoy the lasting effect.

Q4: Are there any businesses of concern toward the 2nd half of this fiscal year, while the overall businesses performance was steady in the 1st Qtr?

A4: Not especially, but we see the outlook of silver price still unclear toward the fiscal year end. Therefore, the forecast of this fiscal year remains unchanged.

Q5: How long does the Company expect the trend of good sales of instant camera lasts?

A5: We are trying to have the spread of instant cameras take root. While our instant cameras are gaining popularity mainly among the young generation, we are offering a variety of products which should be accepted by a wide range of consumers. In addition, the sales area is expanding from Asia to Europe and the United States. We can even expect that the sales volume could exceed the annual target of three million units for this fiscal year.

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