



FUJIFILM Holdings Corporation

Shigehiro Nakajima

President and Chief Operating Officer

April 1, 2013

Notice of Redemption at Maturity of the Convertible Bonds due 2013

FUJIFILM Holdings Corporation (the "Company") announced today that it redeemed as described below, its Floating Rate Convertible Bonds due 2013 Series A and Fixed Rate Convertible Bonds due 2013 Series B issued on April 5, 2006, at maturity.

1. Name of the Notes

Floating Rate Convertible Bonds due 2013 Series A (the "2013 Series A Bonds")

Fixed Rate Convertible Bonds due 2013 Series B (the "2013 Series B Bonds")

2. Date of Redemption at Maturity

March 31, 2013

3. Aggregate Amount of Redemption

2013 Series A Bonds: ¥51,850 million

2013 Series B Bonds: ¥52,800 million

4. Redemption Price

2013 Series A Bonds: 103.70% of the principal amount

2013 Series B Bonds: 105.60% of the principal amount

5. Other Information

The redemption of the bonds will have no impact on the Company's business forecasts for the year ending March 31, 2013.

The Company used its own internal funds for the redemption.

(Reference)

Outline of the Convertible Bonds due 2013

1. Issue Date

April 5, 2006

2. Total Amount of Issue (Aggregate Principal Amount)

2013 Series A Bonds: ¥50,000 million

2013 Series B Bonds: ¥50,000 million

3. Interest Rate

2013 Series A Bonds: (Six Month Yen LIBOR-0.3) % per annum on the principal amount of the Notes

2013 Series B Bonds: 0.75 % per annum on the principal amount of the Notes

4. Conversion Price

2013 Series A Bonds: ¥3,760.4

2013 Series B Bonds: ¥3,760.4

(Note) The Conversion Price above has been adjusted in accordance with the allotment of the stock options (stock acquisition rights) on April 2, 2012, which was resolved at the meeting of the Board of Directors of the Company held on March 2, 2012.