

July 30, 2015

Notice of Buyback of Company Shares
(Buyback of Company Shares Based on the Articles of
Incorporation as Stipulated in paragraph 2, Article 165, of the Corporate Law)

FUJIFILM Holdings Corporation (the “Company”) announced that its Board of Directors decided at its meeting of July 30, 2015, to conduct a buyback of the Company’s shares as noted below, based on the stipulations of paragraph 3, Article 165, of Japan’s Corporate Law, as interpreted in the light of Article 156 of the Corporate Law.

1. Reason for the Buyback

The buyback will be conducted to enhance the return to shareholders and improve capital efficiency as well as to enable the Company to implement a more flexible capital policy going forward.

2. Details of the Buyback

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| (1) Type of shares to be bought back: | Common stock |
| (2) Number of shares to be bought: | 30.0 million (upper limit)
(6.4% of total issued shares outstanding, excluding treasury stock) |
| (3) Total value of shares to be bought: | ¥100.0 billion (upper limit) |
| (4) Dates for purchase: | August 3, 2015, to March 31, 2016 |

(Reference)

Total number of issued shares outstanding (excluding treasury stock*): 471,437,023 shares
Treasury stock*: 43,188,705 shares

*Total number of the treasury stock as of June 30, 2015 and the bought-back shares conducted from July 1, 2015 to July 13, 2015, which the Company decided at its board meeting of January 28, 2015.