



FUJIFILM Holdings Corporation

Shigehiro Nakajima

President and Chief Operating Officer

January 28, 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 January 28, 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: | 16.0 million (upper limit)
(3.3% of total issued shares outstanding, excluding treasury stock) |
| (3) Total value of shares to be bought: | ¥50 billion (upper limit) |
| (4) Dates for purchase: | January 29, 2015, to July 31, 2015 |

(Reference)

The Company’s holdings of treasury stock as of December 31, 2014, were as follows:

Total number of issued shares outstanding (excluding treasury stock): 482,134,283 shares

Treasury stock: 32,491,445 shares