



FUJIFILM Holdings Corporation

Teiichi Goto

President and Chief Executive Officer

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Basic Idea and Policy Regarding Reduction in the Trading Unit of the Company's Shares

1. Basic idea regarding reduction in the trading unit

FUJIFILM Holdings Corporation (“the Company”) recognizes that a reduction in the trading unit is an effective way to make the equity market active increasing investor base and stock liquidity.

2. Policy regarding reduction in the trading unit

The Company understands that our shares are widely held and actively traded in public, and the stock liquidity is ensured at present. Therefore, the Company has no plan to reduce the trading unit.

The Company will take appropriate action taking into account such factors as the stock price trend and the shareholder composition.