

**Fuji Hunt Photographic Chemicals NV becomes FUJIFILM Europe NV**

**Sint-Niklaas, December 2006** – With effect from December 1<sup>st</sup> 2006, Fuji Hunt Photographic Chemicals N.V (“Fuji Hunt”) in Sint-Niklaas, Belgium has become **FUJIFILM Europe NV** consolidating Fuji Hunt’s European sales and corporate services activities. Fuji Hunt’s manufacturing activities will be consolidated in a separate company.

FUJIFILM Europe NV becomes the FUJIFILM group’s operative European headquarters working closely with FUJIFILM Europe GmbH, for the chemicals used with FUJIFILM media consumables, wide-format inkjet products, and pressroom chemicals. On top of solution development and product marketing, distribution channels synergy will be created already shown as the Fuji Hunt activities in France, Germany, Italy and the UK are being integrated into the business of respective FUJIFILM sister companies.

At the same time, Solco N.V. in Kruikebeke, Belgium has become FUJIFILM Hunt Chemicals Europe NV and now consolidates all the European Fuji Hunt manufacturing activities. As mentioned above, this also includes the manufacturing activities of the former Fuji Hunt. There are 2 manufacturing sites in Belgium (Kruikebeke and Sint-Niklaas) and 1 in Reutlingen, Germany (the former Fuji Hunt GmbH).

This reorganisation is part of the European FUJIFILM reform plan which strives for an enhanced consolidated and business domain focussed management in order to increase its competitiveness on a pan-European basis.

Fuji Hunt has been part of the FUJIFILM group since 1989. The name change and new set-up reflect the increasing synergies between all FUJIFILM companies. It will enhance the exchange of know-how between the group operations and will enable the group to efficiently serve its customers with a complete range of products.

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