



Cellular Dynamics International, Inc.
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Cellular Dynamics to Realign Business Units to Better Serve Therapeutic and Life Science Customers

MADISON, WIS, September 1, 2016 – [Cellular Dynamics International, Inc. \(CDI\)](http://www.cellulardynamics.com), a FUJIFILM company, today announced that effective September 1, 2016 the company operations will be divided into two equally important business units. Emile Nuwaysir, PhD, President and Chief Operating Officer of CDI, will lead the Therapeutics Business Unit. The Life Science business unit will be led by Dr. Bruce Novich, Executive Vice President and General Manager. Dr. Novich is also the Division President, FUJIFILM North America Corporation Corporate New Business Development Division.

CDI's new Therapeutics business unit will be focused on developing and bringing to market induced pluripotent stem cell (iPSC)-based therapies in the ocular, cardiac, Parkinson's, and oncology spaces, with IND applications in all these therapeutic areas expected in the 2018-2020 time period.

The company's new Life Science business unit will concentrate on building the research products business by propelling innovative cell products, applications, and services into the fast growing iPSC marketplace. This business unit is already on a clear path to profitability.

"Our company considers the overall regenerative medicine market to represent an early-stage opportunity; we anticipate tremendous market growth by 2040," said Kazuyoshi Hirao, Chairman and CEO, Cellular Dynamics International, Inc. CDI and Fujifilm are firmly committed to the long-term potential of both the Therapeutics and Life Science businesses. Our new company structure will help us reinforce business objectives and align business units to drive growth in targeted markets. Overall, this new organization will make the company more effective and allow us to better serve our customers."

About Cellular Dynamics International (CDI), a FUJIFILM company

Cellular Dynamics International (CDI), a FUJIFILM company, is a leading developer and manufacturer of human cells used in drug discovery, toxicity testing, stem cell banking and cell therapy development. The Company partners with innovators from around the world to combine biologically relevant human cells with the newest technologies to drive advancements in medicine and healthier living. CDI's technology offers the potential to create induced pluripotent stem cells (iPSCs) from anyone, starting with a standard blood draw, and followed by the powerful capability to develop into virtually any cell type in the human body. Our proprietary manufacturing system produces billions of cells daily, resulting in inventoried iCell® products and donor-specific MyCell® Products in the quantity, quality, purity, and reproducibility required for drug and cell therapy development. Founded in 2004 by Dr. James Thomson, a pioneer in human pluripotent stem cell research, CDI is based in Madison, Wisconsin, with a second facility in Novato, California. For more information please visit www.cellulardynamics.com and follow us on Twitter @CellDynamics.

About FUJIFILM

FUJIFILM Holdings Corporation, Tokyo, Japan brings continuous innovation and leading-edge products to a broad spectrum of industries, including: healthcare, with medical systems, pharmaceuticals and cosmetics; graphic systems; highly functional materials, such as flat panel display materials; optical devices, such as broadcast and cinema lenses; digital imaging; and document products. These are based on a vast portfolio of chemical, mechanical, optical, electronic, software and production technologies. In the year ended March 31, 2016, the company had global revenues of \$22.1 billion, at an exchange rate of

112.54 yen to the dollar. Fujifilm is committed to environmental stewardship and good corporate citizenship. For more information, please visit: www.fujifilmholdings.com.

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