

shaping
tomorrow
with you

Fujitsu Corporate Profile 2015



Message from the President

In June 2015, Fujitsu marked the 80th anniversary of its founding.

We seek to create a prosperous future where everyone can live with peace of mind by working together with our customers and society.

Recognizing the importance of our 80 years of history, we will use the evolving power of ICT to continue contributing to business innovation and finding solutions for a variety of social issues.

Today, ICT plays a role in supporting business and the economy, and is a vital part of the social infrastructure that supports our daily lives. In addition, the advance of ICT and spread of its application has given rise to a stream of innovative services that use digital technology. These are beginning to engender tremendous changes in business and society. Looking ahead, these changes are expected to accelerate even more as the number of things connected via networks increases sharply.

“Through our constant pursuit of innovation, the Fujitsu Group aims to contribute to the creation of a networked society that is rewarding and secure, bringing about a prosperous future that fulfills the dreams of people throughout the world.” – this is our corporate vision. We aim to realize it by continuing to accelerate our efforts in innovation while working together with our customers to harness the new power of ICT to transform their businesses and help to solve social issues.

President
Tatsuya Tanaka

shaping tomorrow with you

This is Fujitsu's Brand Promise to the world.

Embedded in “shaping tomorrow” is the idea of helping customers and society to build a better future; and “with you” captures Fujitsu's customer-centric approach of working with customers to boost their businesses.

Fujitsu strives to have a deep understanding of the needs of customers and society at large, and moves flexibly according to the situation (Responsive).

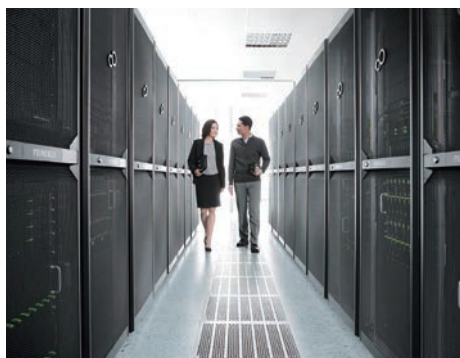
Fujitsu also has high aspirations for its innovations (Ambitious), and always acts with sincerity to address issues and deliver authentic results (Genuine). Backed by these defining traits, Fujitsu is determined to fulfill its Brand Promise.



Business

Introducing Fujitsu's Businesses

Fujitsu delivers total solutions in the field of ICT. Along with multifaceted services provision, our comprehensive business encompasses the development, manufacture, sales and maintenance of the cutting-edge, high-quality products and electronic devices that make these services possible.



TECHNOLOGY SOLUTIONS

Fujitsu provides business solutions primarily for corporate customers. Our services business is offered worldwide and we hold the leading market share in Japan* and are ranked No. 5 globally*. Outsourcing services are a key field for us. Among the many benefits provided to customers are simplifying ICT system operations and reducing the environmental footprint.

*Source: Gartner, "Market Share: IT Services, 2014", 31, March 2015



UBIQUITOUS SOLUTIONS

Fujitsu is involved in the development, manufacture, and sale of PCs and smart phones, as well as car audio and navigation systems and other types of mobilewear.

In particular, Fujitsu offers PCs of exceptional quality and high added value. Our notebook PCs are manufactured entirely in Japan, with integrated operations covering everything from design to manufacturing, assembly and customization.



DEVICE SOLUTIONS

The Fujitsu Group's operating company, Fujitsu Semiconductor Limited (FSL) and other FSL group companies provide LSI devices used in products such as digital home appliances, automobiles, mobile phones, and servers. Meanwhile publicly listed consolidated subsidiaries provide semiconductor packages and other electronic components, as well as structural components such as batteries, relays, and connectors.

NEW Digital Business Platform MetaArc



MetaArc combines the knowledge gained working with customers from around the world with our cutting-edge ICT to realize digital transformation that extends beyond traditional organizational and sector boundaries.

- A Unified Platform for Leading-Edge Technologies
- Linking Existing Systems with Innovative Business Systems
- Continual Enhancement based on In-House Experience



Human Centric Innovation

Human Centric Innovation is Fujitsu's approach to creating business and social value by empowering people with the power of technology. It does this by connecting people with digital information and with the things around us – the infrastructure of the physical world.

We are experiencing a multi-layering of connectivity between people and things. A hyperconnected world brings huge potential for improving the way we live our lives and run our businesses.

The number of things connected to the Internet will likely reach 50 billion or more by 2020. The combination of the Internet of Things (IoT) and big data will enable new ways of creating value.

In the hyperconnected era, value comes through connectivity. With new technology, we can make products to meet diverse and specific needs in ways that deliver value at scale and at low cost.

Human creativity is the key to leading innovation in a hyperconnected world. New value can come from people leveraging new digital technology.

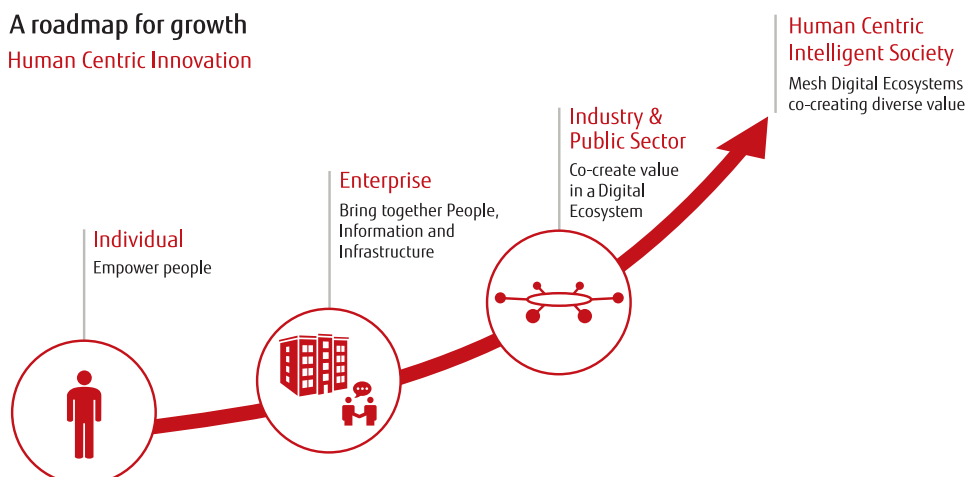
Human centric is the central idea of our vision. Fujitsu's goal is to use technology to empower people.

Human Centric Innovation is an approach to enabling innovation through people. By empowering people through connecting digitalized information and physical things we can create business and social value.

We can use Human Centric Innovation to set out a natural business roadmap. We can look at different levels, from the individual, to the enterprise to an entire industry or a set of public services. The roadmap forms a logical sequence of steps.

Fujitsu believes the culmination of this roadmap is a Human Centric Intelligent Society, our vision of a prosperous and sustainable society.

A roadmap for growth Human Centric Innovation



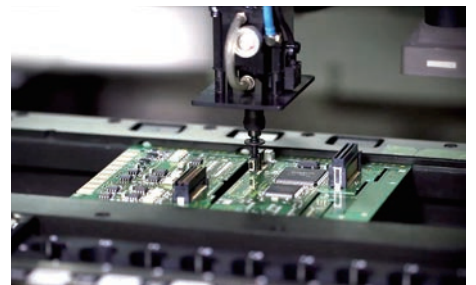


Customer Case Studies

Using Big Data for Manufacturing Innovation

Omron Corporation

Omron draws on big data to help manufacturers identify process improvements in the production of printed circuit boards. They have integrated log data produced from different points on their production line to visualize the end to end flow, enabling improvements in productivity.



Applying ICT to Farming Innovation

Asahi Shuzo Co., Ltd.

Asahi Shuzo introduced Akisai, Fujitsu's cloud service for the food and agricultural industries, to ensure stable procurement of sake rice. With this platform, the company was able to share data production expertise and experience to help expand production of Yamada Nishiki, a variety of rice that is hard to grow.



Information Innovation for a Hydrogen-Powered Society

Toyota Motor Corporation

Toyota Motor Corporation released the MIRAI, a zero CO₂ emission Fuel Cell Vehicle (FCV), as a step toward achieving a hydrogen-powered society. To help popularize FCVs, and in a move that crosses industry boundaries, Toyota has employed Fujitsu's hydrogen fueling station data management service, which provides drivers with station information in real time.



Operational Innovation in Solar Power Generation

Leopalace21 Corporation

Using a monitoring system that leverages the IoT and cloud services, condominium developer Leopalace21 is undertaking the Roof Mega Solar Project, which involves leasing rental property roof space from property owners and installing solar power systems to generate clean power.





Activities

Activities to Realize Social Value Creation



Supporting Employment Capability Development

To help tackle the issue of youth unemployment, Fujitsu UK and Ireland are participating in a program that provides science and mathematics classes to instill a better understanding of life skills and business.



Next-Generation Human Resource Training

Amid concerns of a move away from science and mathematics, Fujitsu supports contests such as the Mathematical Olympiad and the Japanese Olympiad in Informatics to develop and nurture young people who will be the bearers of Japanese science and technology in the future.



Contributing to Society

Since 2002, Fujitsu has been involved in the Fujitsu Group Malaysia Eco-Forest Park, a tropical rainforest regeneration project in Sabah State, Malaysia, supported by the Sabah Forestry Development Authority.



Hackathons—Talent for Co-Creation

As part of its response to the rising need for co-creation, Fujitsu is holding 'hackathons'—workshops where staff and people from outside of Fujitsu gather to generate ideas for new applications and IoT solutions, while working to complete prototypes.

Company Profile

FUJITSU LIMITED

Corporate Headquarters Shiodome City Center, 1-5-2 Higashi-Shimbashi, Minato-ku, Tokyo 105-7123, Japan

Telephone +81-(0)3-6252-2220

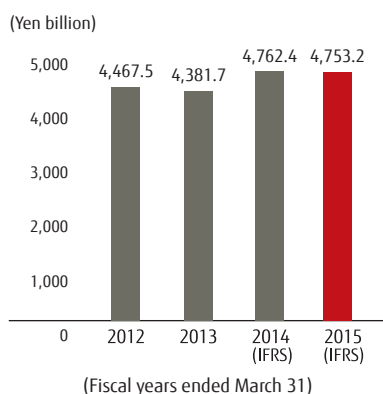
Established June 20, 1935

Capital ¥324,625,075,685 (as at March 31, 2015)

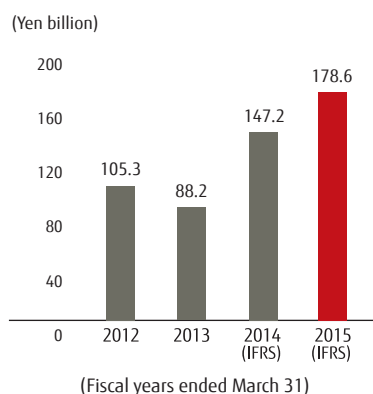
Number of Consolidated Subsidiaries 510 companies (as at March 31, 2015)

URL <http://www.fujitsu.com/global>

Net Sales (Revenue) (Consolidated)

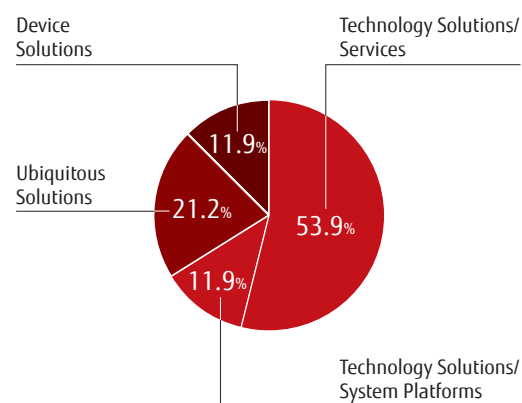


Operating Income (Consolidated)



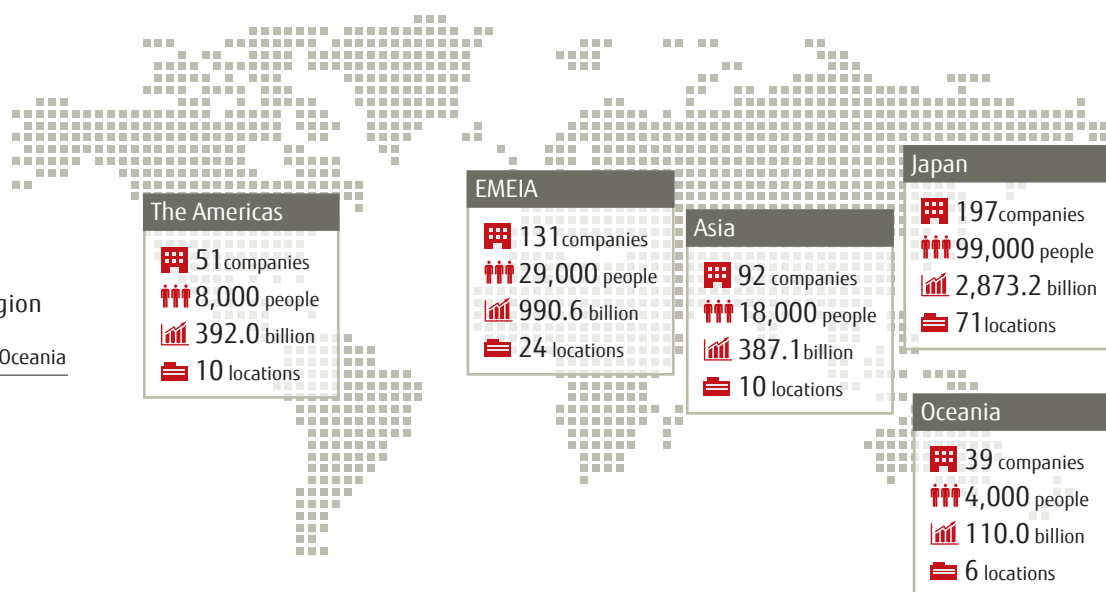
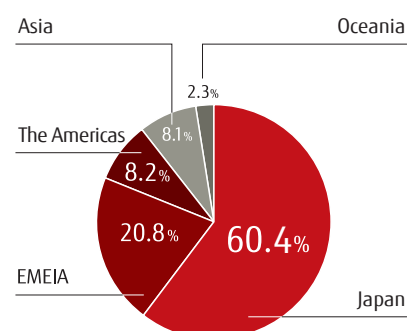
*In accordance with the adoption of "Employee Benefits" (IAS 19, June 16, 2011) the figures for fiscal 2012 have been retroactively revised.

FY2014 Profit Margin by Business Segment



Scale of Global Operations

FY2014 Profit Margin by Region



Number of consolidated subsidiaries

Number of employees

Revenue (Yen)

Number of datacenters

Note: Net sales are classified by countries or regions based on locations of customers. Consolidated net profit is regarded as 100% and the ratio achieved by each country or region is displayed. (Reference: FY2014 Consolidated Financial Statement)

FUJITSU LIMITED

Shiodome City Center, 1-5-2 Higashi-Shimbashi
Minato-ku, Tokyo 105-7123, Japan
Tel. +81-3-6252-2220
www.fujitsu.com/global

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- It is printed on FSC® certified paper as designated by the Forest Stewardship Council® in order to help preserve forestry resources.
- Vegetable oil inks that do not include volatile organic compounds are used.

