

shaping
tomorrow
with you

Fujitsu Corporate Profile 2016



Message from the President

Fujitsu has a proud record of using ICT for more than 80 years in innovative ways that support advances in all facets of society.

ICT is now indispensable in modern society and is as critical to daily life and economic activity as the key resources of air, water and energy. This solid technological foundation is the springboard to a new era encompassing Artificial Intelligence (AI), the Internet of Things (IoT) and other digital technologies. The connections resulting from these innovations will trigger the emergence of business models that were previously unimaginable and will drive massive changes in people's daily lives.

ICT can either be a positive or negative force for change, depending on how it is applied. Our "Human Centric" vision is about putting people at the center of everything. As we achieve further advances in AI

and automation, it is important that people embrace rather than fight against technology. We must always consider how technology can be harnessed to ensure that individuals work more creatively and maximize their potential.

Fujitsu will continue to pursue breakthroughs in the area of digital transformation and contribute to the creation of an optimal, secure, and networked society so that people throughout the world can live more enriched and fulfilling lives.

Tatsuya Tanaka
President and Representative Director
Fujitsu Limited

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.

Company Profile

FUJITSU LIMITED

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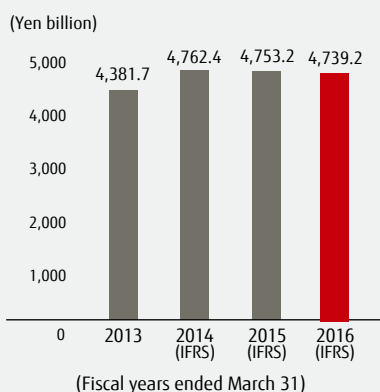
Established June 20, 1935

Capital 3,246 billion yen (as at March 31, 2016)

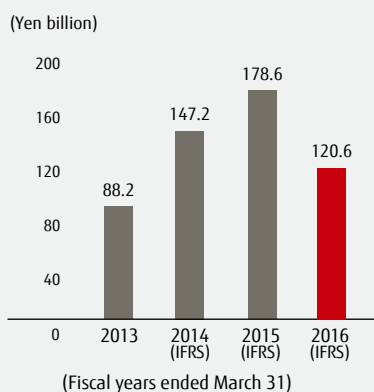
Number of Consolidated Subsidiaries 514 companies (as at March 31, 2016)

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

Net Sales (Revenue) (Consolidated)

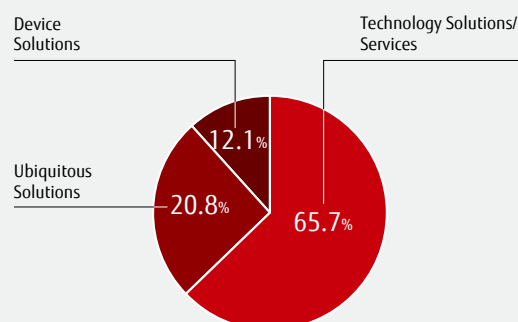


Operating Income (Consolidated)



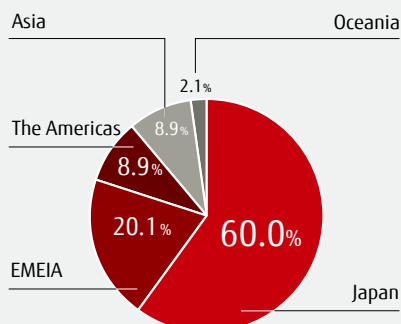
*In accordance with the adoption of "Employee Benefits" (IAS 19, June 16, 2011) the figures for fiscal 2012 (the year ended March 31, 2013) have been retroactively revised.

FY2015 Profit Margin by Business Segment



Scale of Global Operations

FY2015 Profit Margin by Region



The Americas



EMEA



Asia



Japan



Oceania



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: FY2015 Consolidated Financial Statement)

Human Centric Innovation: Driving Digital Transformation



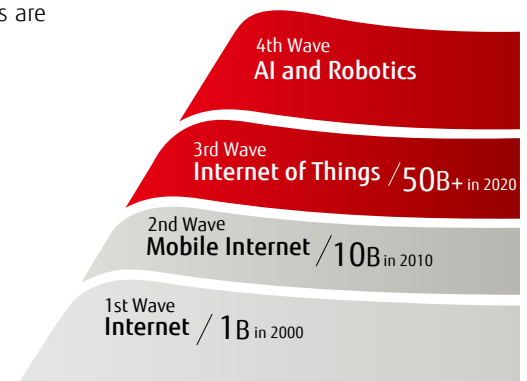
The Evolution of Digital Technology

Cloud, mobile and other digital technologies are now thoroughly embedded in our daily lives and businesses as well as in industry and every facet of society. Conventional ideas and processes are being completely overturned by revolutionary ways of creating new value.

Digital technology has grown through four major waves of development. The first two waves, the internet and the mobile internet, saw the emergence of many online digital service providers and had a profound impact on the operations of most businesses. The third wave, the Internet of Things (IoT), is enabling us to exert control over real-world functions via sensing technologies, while practical applications of machine learning and Deep Learning typify the advances that can be expected as the fourth wave of Artificial Intelligence (AI) and robotics continues to evolve.

With a vast range of things connected via the internet, the digital transformation being propelled by IoT is leading to creative possibilities for AI-driven autonomous control in many industries and will herald a future of changes on a massive scale.

Adopting digital technologies can have an enormous impact on people's daily lives, businesses and society as a whole. The benefits are not limited to boosting an enterprise's productivity or enhancing the effectiveness of customer interactions, but extend to the creation of entirely new business models and the development of offerings with tremendous competitive advantages. This is the true essence of digital transformation.



The figures above indicate the estimated numbers of users or devices.

Fulfilling a Human Centric Vision

Our Human Centric vision aims to place people at the center of everything related to digital technology and we believe that following this approach leads to success on the journey toward digital transformation. While some encouraging results can already be seen as the digital wave rolls forward, Fujitsu will continue to apply advanced technologies and work together with customers to generate new levels of innovation.





Case Studies: Co-creation of Innovation with Customers

Advanced marketing in the digital era: Rapid integration of dispersed data on customer attributes

Nikkei Business Publications, Inc. (Japan)

Working in close collaboration with Fujitsu, Nikkei BP developed and launched a new marketing system that integrates detailed yet disparate customer attribute data from multiple sources. The system can rapidly compile lists of prospective customers with twice the accuracy and effectiveness of previous lists, thereby strengthening connectedness with customers.



Using RFID technology to transform the safety and efficiency of managing police inventory

Richardson Police Department, Texas (United States)

Deploying the Fujitsu GlobeRanger RFID solution, consisting of tags and software, enabled the seamless visibility of police inventory. Audits that sometimes took months were eliminated as real-time management of critical police equipment resulted in enormous efficiency improvements.



Industry, Government and Academia establish partnership for sustainable urbanization

Agency for Science, Technology and Research (A*STAR) & Singapore Management University (SMU)

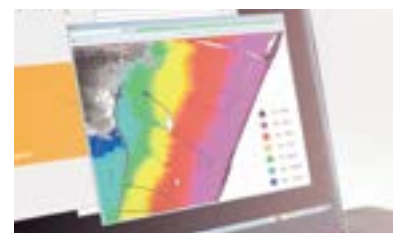
Fujitsu has joined with A*STAR and SMU to establish an advanced research facility that aims to create sustainable solutions for challenges in modern urban environments. Fujitsu contributes its expertise in big data, mobility and high-performance computing to help alleviate traffic congestion and crowd management issues as well as to optimize the integrated logistics of port shipments.



Resilience in the face of natural disasters

Tohoku University (Japan)

Fujitsu Laboratories Ltd. collaborated with Tohoku University to develop a supercomputer-based model that can rapidly forecast the likely extent of inundation resulting from a tsunami. This project was initiated following the devastating Great East Japan earthquake, in March 2011, amid calls for more advanced techniques to mitigate the impact of such disasters.





Business

Introducing Fujitsu's Business Areas

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*. In the field of outsourcing services, we have more than 100 datacenters focused mainly in Japan and Europe. Among the many benefits provided to customers are simplifying ICT system operations and reducing environmental footprint.

* Source: Gartner, "Market Share: IT Services, 2015", March 31, 2016



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 through to manufacturing, assembly and customization.



Device Solutions

The Fujitsu Group's operating company, Fujitsu Semiconductor Limited (FSL), and other FSL Group companies provide the LSI devices used in products such as digital home appliances, automobiles, smart 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.



FUJITSU Digital Business Platform MetaArc



MetaArc is a business platform that fuses the insights of Fujitsu's expert staff with advanced technologies in areas such as cloud, mobility, IoT, analytics, AI and security. Customers can realize their digital

transformation goals by connecting beyond traditional organizational and industry boundaries.

Human Centric AI Zinrai



Zinrai is Fujitsu's framework for developing AI solutions that co-exist with and support people; it is built on knowledge acquired from intensive R&D over more than 30 years. We will continue to create a

range of evolving solutions with innovative AI technologies that complement people's lives.



Activities

Activities that Create Social Value

Environmental Classes in Schools

Fujitsu Group employees have been visiting schools as guest teachers to boost environmental awareness among the future custodians of our planet. In the 12 months to March 2016, a total of 12,799 students participated in the awareness classes at 195 elementary and junior high schools across Japan.



TechShop

Fujitsu teamed up with TechShop, Inc. of the United States to open TechShop Tokyo in an upmarket neighborhood in April 2016. This facility is Asia's first member-based, open-access DIY workshop. All members need is a creative idea and the desire to give form to that idea. State-of-the-art machine tools stand ready in a sophisticated workshop environment allowing for immediate tactile interaction.



Supporting Young Global Leaders

Fujitsu ran a disaster-response workshop at the 23rd World Scout Jamboree using ICT-based learning materials developed following involvement in the recovery efforts for the Great East Japan earthquake in March 2011. The scouts overcame language barriers while participating actively in the workshop and learning the importance of information sharing during and after disasters.



Enriching Japan through Sport and ICT



Fujitsu's involvement in sport includes the support of elite athletes in the company's track and field team, American football team and women's basketball team. Encouraging general participation in sport boosts health and fitness and also inspires people and creates a more

fulfilling society. Fujitsu hosts sporting clinics at elementary schools around Tokyo and contributes to other community activities, such as local beautification programs.

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Legibility Considerations

We have reviewed this report using our in-house developed ColorSelector tool to choose highly accessible color combinations so that the text and diagrams will be as legible as possible to the widest range of readers.

Consideration for the Environment

- This report has been printed using waterless printing, which reduces the amount of harmful materials used and emitted.
- 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.

