

Communicating and Collaborating with Stakeholders

As a good corporate citizen, the Fujitsu Group is creating opportunities for dialogue with ideally suited communication methods to build solid and trusting relationships with our shareholders, including investors, business partners, and local communities.

In addition, the Fujitsu Group conducts stakeholder dialogue with external experts about the challenges the Group must tackle in order to recognize their expectations and needs. It reflects the outcome in its CSR activities and businesses, strengthening the foundations of its social responsibility.

CSR Activity Targets and Achievements

Level of Performance: ★★★ Achieved plan targets

★★ Not all plan targets were achieved and some issues remain to be addressed

★ Plan targets have not been achieved

	FY 2013 Targets	FY 2013 Performance	FY 2014 Targets
Stakeholder Communications	<ul style="list-style-type: none"> Conduct CSR activities based on analysis of comments from the questionnaire. Continue dialogue with local residents and companies to promote development in neighboring communities. 	<ul style="list-style-type: none"> Distributed a questionnaire on our Sustainability Report; reviewed and analyzed 78 cases of opinions from consumers, stakeholders, and others. Implemented the following in order to engage in dialogue with the community: <ul style="list-style-type: none"> Held 82 meetings for regular dialogue with neighboring residents in the regions hosting our main business sites. Carried out continuous dialogue with leaders of multiple local municipalities, etc. Carried out dialogue with the community geared toward utilizing Fujitsu intellectual property and technology. 	<ul style="list-style-type: none"> Take opinions from various stakeholders in regard to communication through our CSR Report and integrate them into actual business activities. Continue dialogue with local residents and companies to promote development in neighboring communities.
Collaboration with Stakeholders	<ul style="list-style-type: none"> Through our business operations, expand social issue resolution and relationship building with NGOs, NPOs, international organizations, and other diverse stakeholders. Promote sustainable co-existence with society by reflecting the opinions of diverse stakeholders in our corporate activities. 	<ul style="list-style-type: none"> Developed enlightenment content, and encouraged dissemination of that content, titled Ecological Footprint,* using tablet PCs jointly developed with an NGO. 	<ul style="list-style-type: none"> Through our business operations, further expand social issue resolution and relationship building with NGOs, municipalities, international organizations, and other diverse stakeholders.
Harmony with Society	<ul style="list-style-type: none"> Promote social contribution activities using our internal award program. Implement the following as part of social contribution programs: <ul style="list-style-type: none"> Establish a next-generation human resource training program that leverages the strengths of the Fujitsu Group. Improve and promote local social contribution activities that leverage our internal database. Expand and improve systems for the further promotion of volunteer activities. 	<ul style="list-style-type: none"> Established a social contribution award program inside the General Administration Department. Implemented the following as part of social contribution programs: <ul style="list-style-type: none"> Formulated an innovation & collaboration curriculum leveraging ICT, and implemented trial classes. Utilized an internal database related to social contributions to local communities. FY 2013 cases registered: approx. 950 (tallied separately for each participating Group company). Set up a scheme for sharing a social contribution activity manual. In a cross-regional working group that included Group companies, formulated awards criteria as an activity encouragement measure. 	<ul style="list-style-type: none"> Share social contribution best practice activities using our internal award program and energize activities by disseminating information on them. Implemented the following as part of social contribution programs: <ul style="list-style-type: none"> Implement a next-generation human resource training program that leverages the strengths of the Fujitsu Group. Strengthen information sharing functions geared toward expanding local community contribution activities around the globe. Expand and improve systems for the further promotion of volunteer activities.

* **Ecological footprint:** an index expressing the level of impact that our daily life activities have on the global environment. At present, that impact is high-requiring 1.5 times the planet's available natural resources.

Social Contribution Activities

The Fujitsu Group will create new value and knowledge together with our customers, communities, and people worldwide through ICT, and contribute to sustainable development for the earth and society to achieve a prosperous future where people's dreams are fulfilled.

All Fujitsu employees actively participate and engage in social contribution activities together with a wide range of stakeholders, basing those activities on four pillars: ICT for Everyone, Support for Challenges, Community Engagement and Environment.

For more information on social contribution activities, visit: <http://www.fujitsu.com/global/about/csr/activities/community/>



Dialogues with Stakeholders

1st Dialogue: Thinking Integrally

Disclosure on financial and non-financial information

2nd Dialogue: Thinking Long-Term

Long-term outlook on our business model

3rd Dialogue: Sustainable society

Continued corporate prosperity

Dialogue Participants

* The positions and titles of participants are as of the time of the dialogue.



Kiyoshi Ichimura
Partner
Integrated Reporting
Development
Ernst & Young ShinNihon LLC



Ken Shibusawa
Founding Partner &
Chairman, Commons Asset
Management, Inc.



Hiroaki Kitano
President & Chief Executive
Officer
Sony Computer Science
Laboratories, Inc.



Nobuyuki Hiratsuka
Director, Manufacturing
Industries Policy Office
Ministry of Economy,
Trade and Industry



Norihiko Fukuda
Mayor of Kawasaki City



Kumi Fujisawa
Co-Founder
Sophia Bank (Think tank)



Hiroyuki Watanabe
Advisor
Toyota Motor Corporation

Concluding Our 3rd Dialogue

Messages from Experts

In order to address environmental pollution and damage in the 1960s and 70s, Kawasaki City has worked with corporations to refine its environmental technology and solved the challenges the city had faced. It is my desire to create a new "Kawasaki Model" for sustainability, leveraging ICT based on a comprehensive agreement with Fujitsu. And on top of this, we will deploy this expertise to other global cities and contribute to the happiness of people throughout the world.



Norihiko Fukuda
Mayor of Kawasaki City

It is essential for businesses to discuss sustainability. In order to make this happen, the businesses need to cooperate with internal and external resources so that they can establish flexible corporate governance by taking in opinions from various quarters. Such governance will allow the corporation to actualize long-term investments. Both a top-down approach and a ground level perspective are essential. I expect that Kawasaki City and Fujitsu will concretely work together to tackle major challenges.



Kumi Fujisawa
Co-Founder
Sophia Bank(Think tank)

Sustainable development needs actual implementation of innovation. In the automotive industry, for example, we need significant value creation from projects such as driverless cars that have zero accident rates. In collaboration with Fujitsu, we have begun a field trial to eliminate traffic congestion in Bangkok by the year 2020. I think what is needed for sustainable management is encouragement for tackling challenges with positive acceptance of setbacks along the way.



Hiroyuki Watanabe
Advisor
Toyota Motor Corporation

Messages from Fujitsu Management

Sustainability is the highest priority issue for corporate management. ICT holds untapped potential for solving international problems such as energy issues and food concerns. Touching on the recommendations voiced today, we will push forward with building a sustainable society while upholding "The Power of ICT for sustainability and beyond," which we have identified as the theme of Fujitsu's CSR.



Masami Yamamoto
President and Representative
Director

There are a variety of ways in which corporations can contribute to society through our business activities, but this does not guarantee that the best possible solutions will be reaped from the very beginning. I feel that it is important to heed the opinions of various parties, implement a host of measures, quickly eliminate any unhelpful strategies while distilling the more effective ones, and generate novel forms of innovation in the process.



Masami Fujita
Corporate Senior Executive
Vice President and
Representative Director

I feel that it is important to jointly carry out innovation with members of society, while it is equally important, as a business operator, to carry out our business activities and encourage and support our employees' ties with the community through such activities as volunteer work. The reason being is that, as a global corporation, realizing sustainability is difficult if we cannot thoughtfully stay focused on broader social value.



Chikafumi Urakawa
Corporate Executive Vice
President and Director

For more information on our 1st and 2nd Dialogues, visit: <http://www.fujitsu.com/global/about/csr/activities/society/dialog/>

Dialogues with Stakeholders

Enhancing Management through Dialogues with Outside experts

The Fujitsu Group hosts periodic dialogues between outside experts and Fujitsu executives to enhance our management through the opinions of diverse stakeholders. In fiscal 2013, we held exchanges of ideas on ideals for external communication.

Dialogue Session 1: Thinking Integrally

Experts:



Mr. Kiyoshi Ichimura
Partner, Integrated
Reporting Department
Ernst & Young ShinNihon LLC



Ken Shibusawa
Founding Partner & Chairman
Commons Asset
Management, Inc.

Fujitsu:
Masami Fujita
Corporate Senior Executive Vice President and
Representative Director

Tango Matsumoto
Corporate Vice President
Vice President, Marketing Transformation Project Office

Minoru Takeno
Head of Environmental Strategy Unit

Kazuo Yuasa
Executive VP, Corporate Finance Unit

Makoto Kouno
Vice President, Public Policy and Business Development Office

*Positions and titles of participants are as of the time the dialogue was held.

Shibusawa: I conduct investment from a long-term perspective. My belief is that the "30-Year Corporation" theory is more properly seen as a "30-Year Business" theory. As the business environment changes, companies have to keep evolving in order to continue. What financial information reveals is the results of the past, while non-financial information, such as environment, society, and governance, contains a company's potential for future evolution.

Ichimura: Integrated reporting calls for concise reporting of a company's long-term value creation capabilities, taking financial and non-financial information as a whole and focusing on the key words of strategy, governance, performance, and outlook. Such a report can be seen as a "corporate strategy report" that aggregates important information concerning the company. Recently, an integrated reporting framework was released by the IIRC (International Integrated Reporting Council)*¹, attracting a response from global companies.

Matsumoto: In the past, Fujitsu had not systematically addressed communication regarding its product groups and technologies. However, last year we summarized the values we hope to deliver to customers in the form of the FT&SV*². We have held dialogues with and received feedback from a number of stakeholders, and, based on that, will create revised editions of the FT&SV that make Fujitsu's Value Proposition easier to understand.

Shibusawa: In ICT, the evolution from analog to digital involved an increase in the efficiency of information transmission. Further evolution beyond that will involve a fusion with analog, I think. This is because, like the last mile, there's also the last touch, which is the part that connects to humans. I think that's where Fujitsu's aim of Human Centric is directed.

Takeno: In the environmental field, we talk about sustainability from a long-term perspective of 100 years. I think that contributing to this by creating value through our business is important. I'm also in charge of our Sustainability Report. My aim is to not only produce reports, but to enable every employee to talk to customers about the environment and sustainability.

Ichimura: What is important in integrated reporting is whether the company-wide organization, including business divisions and corporate strategy units, is integrated and conducts governance able to execute strategy. In that sense, reporting is a tool to create understanding of the company's vision and strategy among employees, who are the longest-term stakeholders.

Yuasa: In order to describe the content of our activities in reports, it is important that we first practice them properly. I feel there is a need to change our awareness of how we work and actively revise our undertakings, such as by encouraging more activity by women and systemizing finance-related operations.

Kouno: Fujitsu segments its organizations based on a current understanding of our markets, but that understanding itself will differ 10 years from now. I think that the significance of considering scenarios for integrated reporting lies in thinking about the vision for our company, our business, and our organizations 10 years ahead.

Priority 5

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Fujita: Consideration of human resource strategies within the company tends to be discussions based on the current situation. However, I believe it is necessary to instead base consideration on what we envision for the future. To do so, it would be good to conduct discussions in the format of an advisory board gathering experts from outside the company.

Shibusawa: Nobody knows what the future will bring, but if we sketch the future that we want to see, we can place our focus on making it so. By asking what we will be doing around the time the Olympics are held in 2020, that fuzzy future comes a bit into focus. Sketching a vision for what sort of society we want to create after 2020 is also important as a message.

[Summary of Session 1]

Fujita: In comprehensive communication, we have to pick up and sort information, and tell a story of the future in a simple way. As doing so reveals our sense of values as a company, we will continue discussing our vision for the company and our strategy for 10 years ahead, based on the ideas we received from the experts today.

*1 IIRC (International Integrated Reporting Council): A voluntary organization established in August 2010, with the aim of developing a new framework for information disclosure integrated with companies' financial and non-financial information.

*2 FT&SV (FIJUTSU Technology & Service Vision)
<http://www.fujitsu.com/global/vision/>



Scene from Session 1 of the Dialogues with Stakeholders

Dialogue Session 2: Thinking Long-Term

Experts:



Mr. Hiroaki Kitano
President & Chief
Executive Officer
Sony Computer Science
Laboratories (Sony CSL)



Mr. Motoyuki Hiratsuka
Director, Manufacturing
Industries Policy Office
Ministry of Economy,
Trade and Industry

Fujitsu:

Masami Fujita
Corporate Senior Executive Vice President and
Representative Director

Yoshihiko Hanada
Corporate Senior Vice President

Hirofumi Gouda
Corporate Vice President

Hirofumi Hara
Head of Laboratories, Social Innovation Laboratories

Toshihiro Nagashima
Vice President, Monodzukuri (Manufacturing) Business Center

Makoto Kouno
Vice President, Public Policy and Business Development Office

*Positions and titles of participants are as of the time the dialogue was held.

Fujita: Fujitsu has made the realization of sustainable society through the power of ICT the central message of its CSR. Today, we would like to hear your ideas on the theme of "Thinking Long-Term."

Hanada: Taking a long-run view of Japan's industrial structure, we should set our sights on a return to "Made in Japan." I want to use ICT to improve value for customers and bring Japan to the world's attention again.

Nagashima: As a specific activity, Fujitsu has organized the 150-person MONODZUKURI Reform Team, which provides manufacturing support services including manufacturing contracting for small- and medium-sized enterprises.

Gouda: Looking ahead in the health care field to the information society of 2020-2030, we established the Future Medical Care

Center. From here on out, we intend to show a vision for a healthy society, starting from individuals' life records.

Kitano: At Sony CSL, we've gathered some crazy people to perform research to contribute to humanity, society, and Sony's businesses through applied basic research. The key point in selecting research themes comes from asking fundamental questions such as whether the research serves the world and people, and whether the research will become a part of history 500 years in the future.

Hara: At Fujitsu Laboratories, last year we established the Social Innovation Laboratories to research responses to long-term social issues (the environment, social infrastructure, etc.) using ICT. Connecting basic research to business will be the key to the continuous resolution of social issues.

Kouno: Since the Abe administration began, the government has created a policy measure package targeting 2020 or 2030. We're in an age in which Fujitsu even has to keep policy movements in mind when thinking about management and business from a long-term perspective.

Hiratsuka: Generally speaking, Westerners are better than Japanese at drawing up long-term visions. At the industry level, too, they end up determining the global standards. Merely sketching a vision is no good. Without making efforts to make it reality, the vision is a castle in the air. We should widen our scope to include the use of standardization and regulatory environments.

Hanada: I had one customer ask me to think about their product plan 100 years from now. However, predicting the future is difficult. As an example, importance has shifted from the automobile as a means of mobility to the automobile as a living space. But even if it is impossible to think 100 years into the future, I want to think 10 or 20 years ahead when considering business strategy.

Fujita: In management, it's important to strike a balance between issues that continue to generate results in the short term, such as technological innovation, and long-term issues such as human resources training. To ask a question about human resources, is there something you're doing to enhance loyalty in researchers?

Kitano: In each of their fields, my researchers are among the top three experts in the world. Whether or not we can retain them depends on my insight as president. It's important that we find a balance between their life success and Sony's success.

Hiratsuka: We should not take diversity, for example, as a social obligation. It's a foundation of long-term improvement of corporate value. It's an opportunity. How can we systemize that and explain it to investors? Also, with regard to evaluations, many companies struggle with whether to place importance on team play or on individual play. In the U.S. and elsewhere, job classifications and

capability evaluations are made clear. Those companies think in terms of dividing human resources into those suitable as management and those suitable as players. To achieve diversity that truly enhances management power, we should take the time to create environments for the appointment of young persons and foreigners. A systematic approach that incorporates capability evaluation and compensation systems is a prerequisite.

Fujita: Thinking about management and social responsibility from a long-term perspective conflicts to some degree with quarterly results. I believe it's important that we provide long-term shareholders with not only financial information but also information other than financial, including technological and human resource strategies.

Hiratsuka: I agree. Quarter-based accounting systems encourage a short-term orientation. In Europe it's a system that doesn't exist in principle, and is not a global standard. CSR is to be undertaken from a long-term perspective, and should be a long-term management plan. We should take economic value into account in improving our accountability, and after drawn up future scenarios and an overall vision, should make our priorities and achievement processes clear. In addition, the consistency of reports with securities reports and mid-term plans is important. When we keep this in mind, and when we are able to audit the initiatives across different divisions and units, the results will be more persuasive to investors.

Kitano: We're engaged in electrification projects in Ghana and Okinawa, which came about through the soccer World Cup public viewing that the CSR unit implemented in partnership with JICA and the United Nations Development Programme. It's a good example of facing up to issues in developing countries from a long-term perspective and uncovering business opportunities.

[Summary of Session 2]

Fujita: Through this discussion, we've reaffirmed the importance of presenting a long-term vision to a wide base of stakeholders and fulfilling out duty toward accountability. We would like to learn from the ideas we received today and incorporate them into our future integrated report creation, our global personnel policies, and elsewhere throughout the company.



Scene from Session 2 of the Dialogues with Stakeholders

With Our Customers

To Increase Customer Satisfaction

Fast-changing social and economic environments make it difficult to see far ahead, what is demanded of us is to quickly and accurately grasp customers' wishes and change ourselves while thinking and acting from the customer's point of view.

We are aiming for management innovation by using the "Program to Improve the Quality of Management"^{*1}, and taking a number of initiatives to form an innovative corporate culture that can keep pace with customer changes.

^{*1} Program to Improve the Quality of Management: A framework for customer-centric management excellence modeled on the Malcolm Baldrige National Quality Award of the United States, the de facto global standard for management innovation.

Promoting Field Innovation with the Customer

Fujitsu is engaged in "Field Innovation" by focusing its efforts on "people" and "processes", and redefining ICT as "a tool for supporting people's work and improving business process efficiency." After making essential management issues clear through the visualization of "people," "processes", and "ICT" at the customer's workplace, we gathered on site knowledge and improved the usability of ICT.

Making such management issues visible leads to sustainable management innovation by customers in accordance with top management's intentions. Also we continue to improve ourselves in Fujitsu by what we learned in the many times we have been involved in this process.

Examples of Field Innovation

In August 2011, Isetan Mitsukoshi Holdings (IMHDS) began a companywide project to improve productivity under three year plan. The best sales assistants generated sales several times bigger than the average. However, since high performance comes from individual competence and skills, it is extremely difficult to identify specific factors that account for the success of these sales assistants. IMHDS had made numerous attempts to systematize the skills of the top sales assistants, but with limited success.

"We wondered if we could gain an objective view of those traditionally subjective skills using Fujitsu's knowledge and technology." IMHDS decided to undertake a thorough analysis of what made the best sales assistants so successful using Fujitsu's Field Innovation activities.

The data showed that the top sales assistants had more customer interactions and spent up to 1.5-2 times longer with customers, or tended to wait for the customers in positions with good view of the entire floor, resulting in a corresponding difference in the sales generated.

• Customer Case: Isetan Mitsukoshi Holdings Ltd.

<http://img.jp.fujitsu.com/downloads/jp/jfi/pdf/case24-en.pdf>

The Fujitsu Trusted Cloud Square Showroom

A society in which people use the power of ICT to innovate in business and society and create greater abundance. Fujitsu calls such a society a Human Centric Intelligent Society. We are engaged in various initiatives to realize this vision.

One such initiative is the Fujitsu Cloud Square. Through it we offer various programs to create innovations that advance the growth of customers' businesses and solve social problems.

• Fujitsu Trusted Cloud Square

<http://jp.fujitsu.com/facilities/tcs/en/>

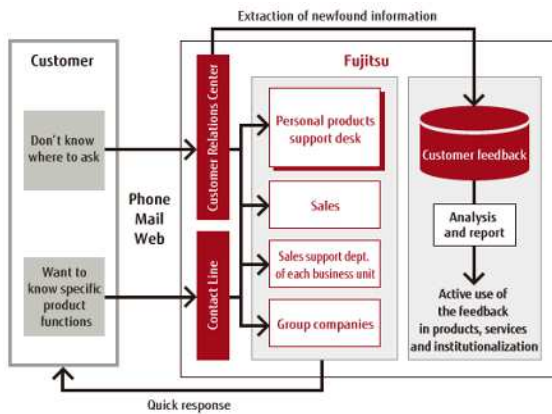


Operation of the Fujitsu Customer Relations Center and the Fujitsu Contact Line

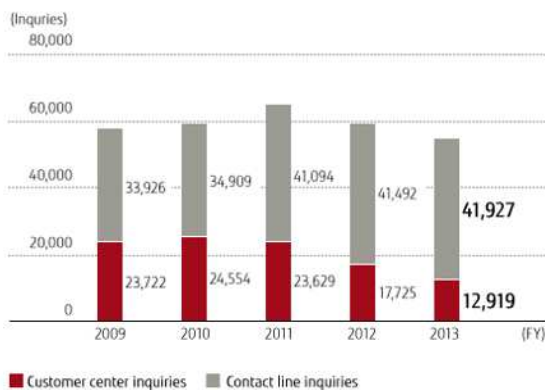
We established the Fujitsu Customer Relations Center in 2003 to handle inquiries and other problems concerning products and services from customers who are not sure where to address their issues. Also, in order to respond quickly to customers concerning the functions and prices of products before they make their purchases, since 2005 we have been routing all such pre-purchase telephone inquiries to a single window, the Fujitsu Contact Line, with the telephone number for access published on our corporate website and in catalogs, press releases and advertisements.

The role of the Fujitsu Customer Relations Center and the Contact Line is to quickly connect the customer to the department best suited to answer his inquiry. They not only increase customer satisfaction through accelerated responses, they analyze what customers have to say and use it for product and system development and quality improvement.

Fujitsu Customer Relations Center / Fujitsu Contact Line



Trends in Inquiries Addressed to the Customer Relations Center



PC Support Center for Individual Customers

To handle the diversifying needs and environments of our individual customers, we have put in place the "personal products support desk" to provide consultation concerning Fujitsu personal computers. Through this support desk, we are building a system for handling a wide range of questions on matters regarding the use, troubleshooting, and servicing of Fujitsu personal computers.

Examples of Improvements Based on Customer Feedback

For our thin notebook computers (LIFEBOOK UH series), we pursued light weight and thinness to make them highly portable and adopted an external connector (standard attachment) for using cable LANs.

Customers responded that they want an internal cable LAN connector. So for the models announced in June and October 2013, we used a pull-out type cable LAN connector to build the connectors into our thin computers as well, further increasing their versatility and convenience.

Placing Importance on Connecting with Our Customers

The User Association 'Fujitsu Family Association'

The Fujitsu Family Association was founded in 1964 as a user association with our corporate clients as members. In 2014 it marks the 50th anniversary of its founding. Today, at the end of FY 2013, it has some 3,500 members participating, making it the largest organization of users of information and communications systems in Japan. With a head office, eleven branches in Japan and LS Research Committees^{*2}, the association is expanding its various activities under the slogan "Dreams to Discuss and the Wisdom to Compete" and it is receiving high praise from its members.

Its activities span the three fields of networking among different industry types, developing human resources and gathering information, and in FY 2013, the association carried out not just ICT-related activities, but also regional vitalization themed group research activities and more. The association also engages in substantial public relations activities, Putting out its Family magazine for members five times a year, as well as the Web version, e-Family, and it sends out email newsletters periodically.

^{*2} LS Research Committee: This committee, originally formed as the "Large Systems Research Association" in 1978, was merged with the Fujitsu Family Association in 2007 with the renewed purpose of carrying out research on leading-edge technologies and concepts, and implementing effective ICT utilization that will contribute to members' growth.

Directions in Advertising

In all advertising and publicity activities in the Fujitsu Group, we strive to observe all laws and corporate internal regulations and to only use fair and appropriate expressions and graphic symbols.

Main advertising and publicity activities

- TV programming: Fujitsu sponsors "See the world by train" and "Fight! KAWASAKI Frontale (a Japanese soccer team)" for Japanese TV.
- TV commercials/newspaper advertisements: The "Fujitsu's Technology in Your Future" series (cloud agriculture, medicine, big data: public transportation and digital marketing editions)

Marking and Labeling of Products and Services Regarding Quality and Safety

Fujitsu is dedicated to observing all laws and internal regulations related to marking and labeling of products and services regarding quality and safety. During FY 2013, we experienced no marking or labeling violations related to products or safety.

Quality Initiatives

Philosophy on Quality and Product Safety

The Fujitsu Group, to further enhance the trust placed in it by customers, practices quality management, and works to achieve process improvements through visualization of its efforts regarding quality, and with QMS.

Quality Assurances Activities Based on the Fujitsu Group Quality Charter

Quality is the basis of brand value for the Fujitsu Group. Products and services that customers can safely use is the essence of the Fujitsu Group's business. Based on this philosophy, in June 1994, ahead of the implementation of Japan's Product Liability Law (effective from July 1, 1995), Fujitsu formulated the "Fujitsu Product Safety Charter," the predecessor of the "Fujitsu Group Quality Charter."

Today, Fujitsu has newly formulated the Fujitsu Group Quality Charter based on the idea that safety is one part of quality, it is revising and creating various regulations and technical standards related to product quality, and it is thoroughly engaged in educating through new employee training, engineering department group training and quality meetings.

To continue offering products and services that anticipate changes affecting our customers and their business environments, at every stage from design to evaluation, production, sales and support, we perform our quality improvement activities in line with the following principles laid out in the Fujitsu Group Quality Charter.

Quality Principles

- We pursue quality from the customer's perspective.
- We build in quality that anticipates changes.
- We achieve quality consistent with our social responsibilities.
- We use first-hand feedback based on the actual situation.
- We work with our business partners to improve quality.
- We seek to make public quality-related information transparently.
- We foster employees who think about quality.

Based on the policy of emphasizing safety in all aspects of our business activities, we strive for assured safety in product designs, collection and the publication of information on product-related problems, and rapid response to such problems.

The System of Quality Safety Regulations



Implementation Policy Related to the Safety of Products and Services

The Fujitsu Group recognizes its social responsibility to build a safe and secure society. The Fujitsu Group always considers and endeavors to improve the safety of products and services in every aspect of the group's business activities.

1. Observation of laws and regulations

We observe laws and regulations concerning product and service safety.

2. Efforts to secure safety

We try to ensure that products and services are safe in a variety of use situations and take measures as necessary to secure the safety of the products and services. In addition to legally specified safety standards, we develop and observe voluntary safety standards in our endeavors to improve products and services continuously.

3. Prevention of incidents caused by improper use, etc.

For the safe use of products and services by customers, we properly display notices and warnings in handbooks or on the body of the products in order to prevent incidents caused by improper use or carelessness.

4. Collection of incident information, etc.

We actively collect safety-related information from customers, including information on product and service incidents and what might lead to such an incident.

5. Handling of incidents

We immediately check the facts of any occurring incident related to a product or service, investigate the cause, and handle it properly. If the product or service has a safety problem, we provide that information to customers and take proper measures, such as product recall, service repair, and prevention of further damage and other damage from occurring.

We quickly report the occurrence of major product incidents to the proper authorities in accordance with laws.

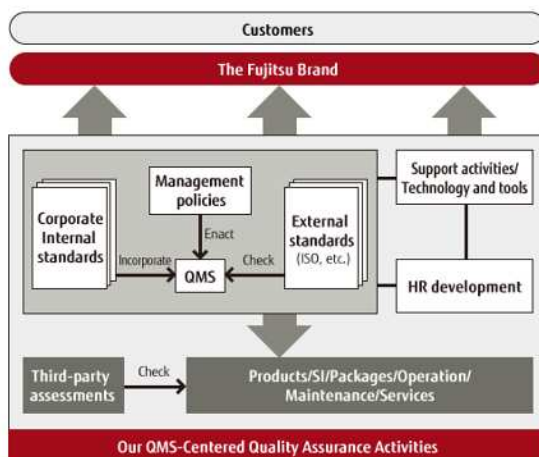
Establishing a Quality Assurance System

Quality Management System

The Fujitsu Group aims to achieve a level of quality in all products and services that satisfies the customer to ensure that everyone can equally enjoy the benefits provided by ICT with safety and security.

To accomplish this we have established and maintain the quality management system (QMS). Through the QMS we regularly confirm the progress of the PDCA (Plan, Do, Check, Act) cycle in the light of ISO and other international certification standards, and make process improvements to achieve even higher quality.

Our QMS-Centered Quality Assurance Activities



ISO 9001 Certification Status

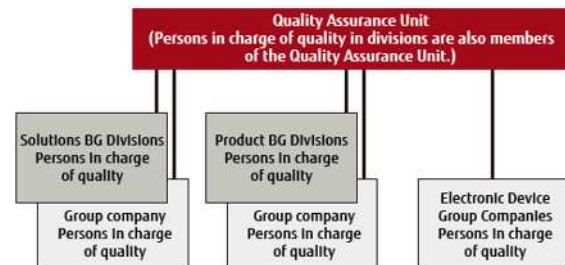
Fujitsu is continually striving to improve its processes in line with Quality Management Systems, and its 24 divisions have acquired ISO 9001 certification as of the end of FY 2013.

Our Approach to Promoting Quality Assurance

Fujitsu has established a dedicated unit for quality management within each business division and Group company to ensure that it is able to provide customers with high-quality products and services.

Also, through the Quality Assurance Unit, which consists of representatives of these dedicated units, we promote information sharing, propose countermeasures, and improve support structures in ways that transcend organizational barriers. In this way, we work to establish a QMS that creates added value for the customer.

The Quality Assurance Structure



System for Addressing Major Quality Problems with Products and Services

In the event of a major quality problem concerning a product or service, directors and employees immediately report to the Risk Management & Compliance Committee in accordance with risk management regulations, which then reports to the department manager according to the pre-defined reporting structure. The department manager reports the response status to the risk compliance committee as the occasion demands, and responds to any instructions. When a solution comes to light, the department manager informs the committee of the history leading up to the risk and measures to prevent recurrence. The committee can instruct the department manager to also report this information to the Board of Directors and Management Council.

No major quality problems occurred with products or services in FY 2013.

Initiatives to Improve Quality

Qfinity Quality Improvement Activity

Since 2001, Fujitsu has been implementing Qfinity, which are unique quality improvement activities, in all departments. The word Qfinity was created as the combination of "Quality" and "Infinity" to express Fujitsu's concept of commitment to the infinite pursuit of quality. Each and every employee pursues customer value to satisfy the customer and aims to be No. 1 in quality of products, services and customer service, and to achieve world-class work quality.

Employees engage in group project activities in each division and workplace based on themes, or participate in reform and improvement suggestion activities that lead to improvements.

FY 2013: 5,947 project initiatives

FY 2013: 69,421 improvements/proposals
(as of March 31, 2014)

In FY 2013, a total of 3,771 people attended lectures as part of educational efforts carried out to raise the level of improvements as part of Qfinity. Qfinity leaders at each work location continue to undergo education, and through

information sharing and horizontal expansion, Fujitsu is working to ensure Qfinity does not become an empty practice.

We have shared benchmarks for objectives and processes, as well as techniques and expertise with Qfinity System configured on the corporate intranet. We also hold the Qfinity Companywide Convention every year at which we present selected examples of activities that have achieved excellence from the whole Fujitsu Group. In addition, we announce and recognize all activities that have achieved excellence on the anniversary of our corporate founding. Also, we distribute a handbook within the Fujitsu Group that summarizes information including how to carry out Qfinity and problem solving methods. Through these initiatives, we are working to convert individual technical skills into techniques that can be shared throughout the company when possible and to improve the work quality of each employee.



Qfinity Companywide Convention

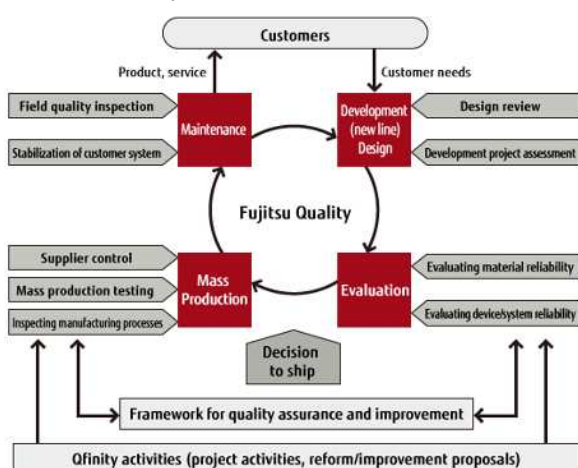


The Qfinity handbook

Customer-Centric Quality Assurance Activities for Products and Services

In providing products and services, we adopt the customer-centric perspective. This attitude is central not only at the design review stage but also at every stage of the development and production process, where we perform evaluations, asking, "does it meet customer needs and expectations?" Through this process, we work from an objective standpoint to bring products that provide the value that customers expect.

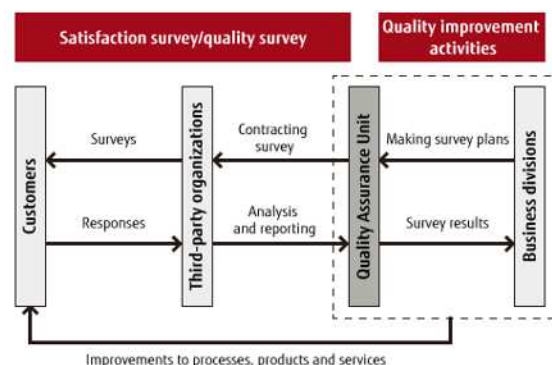
Flowchart for Quality Assurance Activities



Satisfaction and Quality Surveys by Third-Party Organizations

With regard to products and services, we implement customer-satisfaction and quality surveys by third-party organizations, and we have received particularly good results for customer satisfaction with reliability. (FY 2013 surveys covered three products, with 1,520 responses.) These results are communicated to all related divisions within the company and reflected in the development of the next products and services.

Flowchart for Satisfaction and Quality Surveys



Fostering Experts Who Support Product Safety

At Fujitsu, as part of efforts to ensure product safety, in FY 2003 we established our own certification program to train Product Safety Experts. Under a system in which people who complete the program are certified by the managing product safety department of the Quality Assurance Unit, 207 people were registered at the end of FY 2013.

Product Safety Experts verify the safety of products at the design review stage (each process from the initial stage of development to the decision to ship). Under this structure, when a product cannot be confirmed as safe, it does not receive final approval to ship. In addition to verifying conformity to safety requirements in Japan and overseas as well as to Fujitsu's own standards, the experts perform checks from the perspective of preventing recurrence of problems that happened with other products in the past. Furthermore, Product Safety Experts take follow-up training twice a year and an annual qualification renewal test to maintain and improve their skills.

Also, when products are designed, risks must be assessed from the viewpoint of the user, including latent risks intrinsic to a product and risks from the way a product is used. Accordingly, in FY 2010, Fujitsu established internal standards for the conduct of product safety risk assessments and began training Product Safety Risk Assessors. As of the end of FY 2013, we have 137 registered Product Safety Risk Assessors.



Product Safety Experts in training

With Our Suppliers

Basic Approach to Suppliers

The Fujitsu Group is supported by many suppliers in Japan and abroad, and it is committed to building long-term relationships of trust with those suppliers by continuously learning from each other. We also strive to achieve harmonious coexistence with our suppliers so that both of us, as good partners, can further exert our respective strengths.

Promoting Socially Responsible Procurement

Socially Responsible Procurement Initiatives

In procurement, Fujitsu's policy is based on harmonious coexistence with its suppliers, fair and proper evaluation and selection of suppliers, and the promotion of socially responsible procurement activities. Guided by this policy, Fujitsu conducts procurement activities worldwide.

We work together with our suppliers to implement procurement activities grounded in the principles of CSR. In March 2006, we published our CSR PROCUREMENT GUIDELINES regarding respect for human rights, labor, health and safety and fair trade, and asked our suppliers to comply with it. And in November 2011, we revised the document to clarify how to deal with the problem of conflict minerals^{*1}.

Furthermore, since 2007, we have been conducting written surveys every year to ascertain progress status and CSR activities systems at our suppliers. We surveyed 600 suppliers in FY 2013, and of the 200 major suppliers among them, about 90 percent were found to be actively engaged in CSR activities.

^{*1} Conflict minerals: Conflict minerals are minerals whose mining or trading finances armed groups and fosters conflict, or that are closely related to such issues as human rights abuses or labor issues. The Dodd-Frank Wall Street Reform and Consumer Protection Act enacted in July 2010 requires U.S. and foreign companies listed on U.S. stock exchanges to report the use of conflict minerals such as tantalum, tin, tungsten, gold and any other minerals named by the U.S. State Department to the U.S. Securities and Exchange Commission (SEC).

- Fujitsu Procurement Policy and CSR Procurement Guideline
<http://www.fujitsu.com/global/about/procurement/policy/>
- FUJITSU CSR Deployment Guidebook [164KB]
http://www.fujitsu.com/downloads/CSR/society/procurement/csr_guidebooken.pdf

Informing and Emphasizing the Importance of CSR to Procurement Staff

Through education and training, Fujitsu keeps employees in charge of procurement informed of the importance of CSR-conscious procurement activities. In FY 2013, we held training on such themes as compliance with the laws governing subcontracting and worker dispatching, information security, and personal information protection in procurement activities as well as CSR-conscious procurement and green procurement activities.

In FY 2014, we will continue similar education to further increase our procurement staff's awareness of CSR issues.

Collaborative Promotion of CSR with Suppliers

Promoting Green Procurement

The Fujitsu Group has set out the basic requirements for environmentally sound procurement of components, materials and products in the Fujitsu Group Green Procurement Direction and we are working with our suppliers on green procurement activities.

Specifically, the Fujitsu Group requests that all of its suppliers establish an environmental management system (EMS) (subject to third-party certification, in principle), which is designed to ensure that suppliers continuously implement environmental burden reduction. We also ask that our component suppliers build a chemical substances management system (CMS^{*2}).

We are also promoting CO2 emissions reduction on the part of our suppliers. Specifically, by providing written materials on activity examples and methods and through explanatory meetings, we are asking our suppliers to understand the importance of these themes and to undertake activities with specific goals. The Fujitsu Group will continue to work together with our suppliers towards lessening the environmental impact of our supply chain.

^{*2} CMS: Chemical substances management system. Refers to a means or a system to properly manage the chemical substances contained in products.

- Green procurement through our global procurement system
<http://www.fujitsu.com/global/about/environment/operation/procurement/>
- Promoting CO2 emissions reductions by business partners
<http://www.fujitsu.com/global/about/environment/operation/procurement/>
- Fujitsu Group green procurement standards
<http://www.fujitsu.com/global/about/procurement/green/>

Supply Chain BCM

To stably supply products and services in the event of major disasters or other unexpected contingencies, Fujitsu has made a continuous commitment to strengthening the BCM capabilities of our suppliers since FY 2007. This commitment is based on the belief that strengthening BCM capabilities throughout the entire supply chain is essential.

Each year, Fujitsu conducts a questionnaire survey of its suppliers on how they address BCM. In FY 2013 we surveyed roughly 750 major suppliers (at about 2,140 sites) by questionnaire. We analyzed the results from around 2,080 sites (as of September 30) and provided feedback to our suppliers.

In addition, Fujitsu held six business continuity plan (BCP) formulation and business continuity management operation workshops and BCM desk validation workshops for 144 major solutions-related suppliers, a total of 212 people, in fiscal 2013.

Thorough Enforcement of Compliance

The Fujitsu Group is dedicated to ensuring compliance throughout our entire supply chain. Every year, we conduct a written survey to assess the status of compliance system formation in our suppliers' supply chains, which will verify the thoroughness of compliance enforcement. Also we are promoting business transactions with the consideration of risk assessment by identifying the products and regions that are concerned with high risk of labor and other problems and by determining whether or not we are procuring from the regions in question.

In addition, we added to agreements with suppliers provisions on the elimination of anti-social forces and other such groups, for the purpose of preventing damage by anti-social forces (and avoiding any encouragement of their activities). The Fujitsu Group will have no relationship whatsoever with anti-social forces, including through suppliers.

Promoting Information Security Measures

The Fujitsu Group, along with its suppliers, has set the goal of eliminating information security breaches, and we are implementing measures to prevent such breaches and to prevent recurrences. These measures include education, enlightenment, auditing, and information sharing.

In recent years there has been a significant increase in commercial use of external services such as cloud computing and social network services. There has also been a rapid increase in opportunities to use smart devices such as smartphones and tablet PCs.

We have thus become committed to accurately ascertaining the latest changes in the ICT environment and deterring new kinds of risks involving information leaks that arise from the use of external services, servers, and smart devices. When we start business with a new supplier, we have made it a rule to explicitly state in the contract that the supplier shall manage information security and handle personal information at the same level as Fujitsu does. If any serious

problem in information security occurs at a supplier, or if a supplier shows no improvement in its security management, we reconsider the business relationship with the supplier and may discontinue placing new orders.

Moreover, we have been working to implement information security measures equivalent to those used in our domestic (Japanese) activities for an increasing number of offshore development projects with overseas partners.

Main efforts in FY 2013

(For suppliers of software development, services, or hardware manufacturing)

- Information security workshops (October-November 2013)
Some 1,000 companies and 1,200 people attended (including Tokyo, Osaka, Nagoya and Fukuoka)
- On-site workshops (June 2013 to March 2014)
Some 40 companies and 1,200 people attended
- Workshop for new graduates at suppliers (June 2013)
Some 40 companies and 200 people attended (Tokyo and Osaka)
- Workshop for leaders at suppliers (July 2013 to February 2014)
Some 50 companies and 60 people attended (Tokyo and Osaka)
- Questionnaires to suppliers on information security measures (Feb. through March 2014)
About 1,500 companies
- Information security audits (on-site) of our suppliers (April 2013 through March 2014)
A total of some 130 companies

Compliance Line Available to All Suppliers

Fujitsu launched a confidential communication channel, called the "Compliance Line," available to all suppliers, in August 2009. The Compliance Line is to receive reports from suppliers on any matters of potential or actual non-compliance action with regard to our purchasing activities. Through the channels we have set up both internally and externally, we verify and investigate the facts of every report and respond quickly.

In its rule on internal reporting, Fujitsu forbids detrimental treatment toward its own personnel or the personnel of suppliers who have made reporting.

Partnerships with Our Suppliers

In 1997, Fujitsu established its suppliers' performance review (SPR) system, in which about 200 major suppliers in the component business are comprehensively evaluated for their products and efforts from the standpoint of quality, technology, price, supply, the environment and reliability. Since FY 2008, the results of written surveys on matters related to CSR, information

security, and BCM have been included in the evaluation. For our partners in the solutions business, we developed a similar review system in 2004, and we have reviewed some 1,200 companies. We have provided the results of the evaluation as feedback to about 200 of our main suppliers among them.

With our main suppliers, we hold business meetings in which managing officers directly share the results of our evaluation in a dialogue format and explain our business outlook and procurement strategies.

Fujitsu Supplier Day

Since 1997, we have held Fujitsu Supplier Day to strengthen our partnership with suppliers. At these events, we present letters of appreciation to those suppliers who have made exceptional contributions to our business, and the company president and the VP in charge of Purchasing give presentations to share our procurement policies in line with Fujitsu's business plans.

The FY 2013 event was held in January 2014 and was attended by approximately 600 representatives from some 320 domestic and overseas suppliers.



Social gathering for suppliers

With Our Shareholders and Investors

Our Basic Stance

Based on the statement "We strive to continuously increase our corporate value" in the Corporate Values of the Fujitsu Way, in order to raise corporate value and meet the expectations of shareholders and investors, we aim to achieve long-term sustainable expansion of profit, and pursue strategic business expansion and focused management, while maintaining a sound financial standing.

We also provide timely and accurate disclosure of our corporate activities and financial information, improving management transparency so that shareholders and investors can better understand how well we perform in increasing corporate value.

Basic Policy on Information Disclosure

Fujitsu emphasizes fairness and continuity in disclosure of information, in accordance with the Financial Instruments and Exchange Act and other laws and regulations, as well as the rules of the exchanges on which its shares are listed.

Moreover, our policy is to be proactive in disclosing any information that we judge to be effective for helping shareholders, investors and other stakeholders to deepen their understanding of Fujitsu, even if such disclosure is not required by laws, regulations or other rules.

Basic Policy on Returns to Shareholders

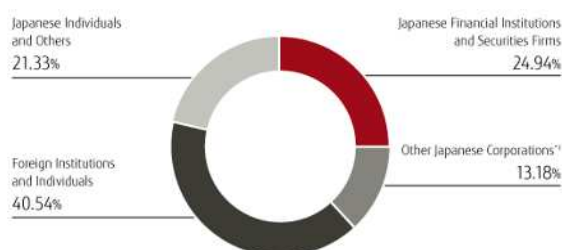
Article 40 of Fujitsu Limited's Articles of Incorporation grants the Board of Directors the authority to distribute retained earnings as a dividend. As part of Fujitsu's basic policy on the exercise of this authority, we believe that a portion of retained earnings should be paid as a dividend to shareholders to provide a stable return, and that a portion should be retained by the Company to strengthen its financial base and support new business development opportunities that will result in improved long-term performance. In addition, taking into consideration the level of profits and when we have secured sufficient internal reserves, Fujitsu aims to more proactively distribute profits to our shareholders as a dividend, including through share buybacks.

We recorded heavy losses from revaluation of the stocks of subsidiaries, and restructuring charges in FY 2012. Due to this, retained earnings in non-consolidated financial statements turned negative, so we forwent dividends at the end of fiscal 2012 and for the mid-term of FY 2013.

In FY 2013, by carrying out various measures, the financial standings on non-consolidated base had recovered to a level where we could resume dividend payments, and in consideration of sustainability of dividends in the future, we set a dividend at 4

yen per share. As a result, the annual dividend for FY 2013 includes only a year-end dividend of four yen.

Equity Shareholdings by Type of Shareholder (as of March 31, 2014)



*1 The 118,892 thousand shares of Fujitsu Ltd. stock held by Fuji Electric Co., Ltd. and its consolidated subsidiaries as retirement benefit trust assets are categorized under the shareholdings of "Other Japanese Corporations."

Communicating with Shareholders and Investors

We are actively involved in IR activities in Japan and abroad, including holding briefing sessions for institutional investors and securities analysts, responding to requests for one-on-one meetings from investors, meeting with Japanese and international institutional investors, and posting information on the Fujitsu website as part of our efforts to improve communications with all investors.

We also disseminate press releases, providing information through the media to individual investors and the public at large as part of our active efforts to ensure fair disclosure policy. For the Annual Shareholders' Meeting, we try to create an environment in which all shareholders feel comfortable asking questions. Moreover, the company president directly explains the company's management direction in his own words to all the shareholders. At the meeting, Fujitsu products are on display and expert staff are on hand to explain Fujitsu's technologies and services. In addition, shareholders in other regions of Japan can observe the Annual Shareholders' Meeting, where it is relayed to four regional meeting places throughout Japan with approximately 1,000 shareholders participating. The video-streaming of the Annual Shareholders' Meeting is made publicly available on the Fujitsu website a couple of days after the meeting.

A Variety of Meetings for the Investment Community, both in and outside Japan

Fujitsu provides a variety of briefing meetings on financial results, management direction, and business with institutional investors and securities analysts in Japan.

For institutional investors outside Japan, we hold IR road shows by management regularly in Europe and North America, and IR managers in NY and London also have meetings with institutional investors individually. In FY 2013, we held approximately 970 meetings for institutional investors and securities analysts (57% of them outside Japan and 43% within Japan).

Communicating with Individual Shareholders and Investors

In addition to sending out interim and year-end financial reports for individual shareholders and investors, we promptly disclose financial results documents and presentation materials used at briefing sessions for investors and analysts and publish video on website related to presentations of financial results.

Publication on IR websites

Fujitsu publishes information that we would like our shareholders and investors to know on our Japanese and global IR websites. English versions of presentations and financial results reports used at briefings held in Japan are posted on our global IR site.

We also have been striving to utilize our IR websites for information disclosure and communication to deepen people's understanding of Fujitsu through IR activities, such as early public release of proposals submitted at shareholders' meetings.

Japanese IR site

<http://pr.fujitsu.com/jp/ir/>

Global IR site

<http://www.fujitsu.com/global/about/ir/>

Main Results of IR Activities in FY 2013

		Apr. 2013	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2014	Feb.	Mar.
In Japan	Annual Shareholders' Meeting				● Annual Shareholders' Meeting								
	Management Direction Briefing						● Small Briefing with President Yamamoto			● Nomura Investment Forum			
	Financial Results Briefings		● Full-Year Financial Results		● 1Q Financial Results			● 2Q Financial Results			● 3Q Financial Results		
	Business Briefings	● R&D					● Public	● Numazu factory		● Agriculture cloud		● Healthcare	
Outside Japan	Roadshow		● England					● Asia		● England			
				● Europe					● United States				

In FY 2013, we held about 1,000 meetings for institutional investors and securities analysts (55 % of them outside Japan and 45 % within Japan)

Social Contribution Activities

Approach to Social Contribution Activities

The Fujitsu Group will create new value and knowledge together with our customers, communities, and people worldwide through ICT, and contribute to sustainable development for the earth and society to achieve a prosperous future where people's dreams are fulfilled.



All Fujitsu employees are actively participating and engaging in social contribution activities together with a wide range of stakeholders and base those activities on four pillars: ICT for Everyone, Support for Challenges, Community Engagement and Environment.

In order to energize our social contribution activities and share best practices, we are building and have made viewable a record of our activities on our internal system. We also carry out an in-house award program using this database.

Employee Volunteer Activity Support System

The Fujitsu Group has in place a volunteer activity support system to encourage each employee's active contribution to society. Additionally, we have also developed various programs customized to the characteristics of each region in order to support better local communities in each area where we have a business site.

The worldwide total of employee volunteer hours,*1 by 170,000 employees, was 1,290,000 hours in FY 2013.

*1 Total volunteer activity hours: Includes volunteer work during and outside work hours.

Volunteer Activity Support System

- System of leave of absence for participation in Japan Overseas Cooperation Volunteers or Senior Overseas Volunteer: up to three years
- Accumulated leave: Five days paid leave per year, can be accumulated up to twenty days (to be used for specified purposes including volunteer work)

Promoting Learning & Education, and Cultural and Sponsorship Activities

Fujitsu-JAIMS Foundation



Fujitsu-JAIMS is a general incorporated foundation founded by Fujitsu in 2012 with the goal of providing non-profit education.

Including the activities of the original Foundation, JAIMS (founded in Hawaii in 1972), Fujitsu-JAIMS has produced approximately 23,000 graduates from 55 different countries over a span of a little over 40 years. Their mission is to work with Hawaiian and Asian partners to "contribute to forming a new community through human resources development and knowledge co-creation in the Asia-Pacific region."

The main program offered by the Fujitsu-JAIMS Foundation is Global Leaders for Innovation and Knowledge, an international management program developed based on the vision of Dr. Ikujiro Nonaka (Professor Emeritus of Hitotsubashi University), the global authority in knowledge creation theory. The goal of the program is to foster innovation from Asia and nurture global leaders who are able to change the world. Fujitsu has been coordinating with Fujitsu-JAIMS and is pushing forward with its social contribution activities, furthering promotion of academic and educational fields as well as international exchange.

- Fujitsu-JAIMS Foundation
<http://www.jaims.jp/en/index.html>



Participants

Fujitsu Scholarship Program



In 1985, Fujitsu established the Fujitsu Scholarship Program to commemorate the 50th anniversary of its founding. The aim was to foster business leaders who, through their deep understanding of Japan's culture, society, and business methods, will connect Japan with the rest of the world as we move into the future. At present, the program is open to business people in 18 Asian-Pacific countries, with an accumulated total number of 468 scholarship recipients as of April 1, 2014.

In collaboration with Fujitsu Group companies doing business in various countries in the Asia-Pacific region, we are



Fujitsu Scholarship recipients

contributing to society by developing business leaders and providing education rooted in local communities worldwide by providing scholarships to people considering helping their country or community.

- Fujitsu Scholarship
<http://www.fujitsu.com/scholarship>

Support for Mathematical Olympiad and Olympiad in Informatics



Fujitsu supports the Mathematical Olympiad Foundation of Japan and the Japanese Committee for the International Olympiad in Informatics (the latter being a specified non-profit organization) to help discover and foster valuable human resources who will play leading roles in the future development of society.



Awards ceremony at the 13th Japanese Olympiad in Informatics

Supporting a Programming Contest for Technical College Students



Through special corporate sponsorship, Fujitsu supports ProCon, the Japan technical college programming contest. We have instituted a Fujitsu Special Prize that provides Fujitsu PCs to one winning team.

The recipients are also invited to visit the Kawasaki plant where they have a chance to engage in discussions with employees in our Technology Unit as we continue our work to support the development of young ICT technicians.



Hiroshima National College of Maritime Technology students who won the Fujitsu Special Prize at the Technical College 24th Programming Contest

Fujitsu Kids Project: shaping tomorrow with children



As Japanese society remains concerned about children's lack of interest in math and science, the Fujitsu Group has been carrying out the Fujitsu Kids Project since 2007, targeting elementary school students and seeking to convey to today's young people the joy of creating products and the wonder of technology.



Group photo from the Fujitsu Kids Event 2013

Cultural and Sponsorship Activities



The Fujitsu Group sponsors a variety of cultural and artistic activities to support the spirit of challenging ourselves, while also hoping to nurture rich sensibilities and emotional expression. This is another means for the group to contribute to fostering the youth who will carry on the development of science and technology in Japan.

Sponsorship Examples

- Fujitsu Concert Series
<http://jad.fujitsu.com/event/2013/czech/>
- Fujitsu Presents a Special Concert with the NHK Symphony Orchestra: Beethoven's Symphony No.9
<http://jad.fujitsu.com/event/daiku/>
- The Fujitsu Cup Japanese Chess Masters Tournament
<http://jad.fujitsu.com/event/shogi/>
- JSEC (Japan Science and Engineering Challenge) for high school students
<http://jad.fujitsu.com/event/jsec/>
- "Kandu" Work Experience Theme Park for kids
<http://jad.fujitsu.com/event/kandu/>

Contributing to Society through Sports

The Fujitsu Group promotes sports as a building block of a sound society. Company sports encompass the track and field team, the Frontiers American football team, and the RedWave women's basketball team. These organizations strive daily to improve their skills, embodying Fujitsu's proactive spirit.

Track and Field Team

 **Challenges** **Community Engagement**

Established in 1990, the Fujitsu Track and Field Team has produced Olympic athletes representing Japan in six successive Olympic Games, from the 1992 Barcelona Olympics to the 2012 London Olympics. Fujitsu was awarded the Best Team Prize for the Top Athlete Support Award at the JOC Sports Awards in 2008. Athletes who belong to the team actively participate in track and field clinics throughout Japan, helping to raise the level of track and field in our country.



©NANO Association

Frontiers American Football Team

 **Challenges** **Community Engagement**

Established in 1985, Fujitsu's American football team has won the Pearl Bowl three times, a tournament for East Japan Division teams of the Shakaijin (working adults) league, and has also been a runner-up five times in the Japan X Bowl, the championship game to decide the best team in Japan. With these results, the team has established itself as an undisputed powerhouse in Japan's X League. Moreover, the team has been recognized as a Hometown Sports Partner by Kawasaki City, where they are based, for community contributions and engaging in activities such as teaching the new sport of flag football in Kawasaki elementary schools.



©Fais un reve

RedWave Women's Basketball Team

 **Challenges** **Community Engagement**

Established in 1985, Fujitsu's women's basketball team has made it to the playoffs for nine consecutive years since 2005, won the All Japan Basketball Tournament for three straight years from 2006 to 2008, and in FY 2007 fulfilled a long-held ambition by winning its first Women's Japan Basketball League (W League) title.

As a Hometown Sports Partner with Kawasaki City, the team provides coaching in basketball workshops it conducts for elementary school students in Kawasaki City, and contributes to promoting local sports and expanding the range of Japan's basketball world.



©NANO Association

Support for Kawasaki Frontale



A Japan Professional Football League (J-League) member since 1999, the Kawasaki Frontale soccer team has Fujitsu as its official sponsor and is based in the city of Kawasaki. The team works to further the development of professional soccer, young local athletes, and sports culture.

The team set up the "Mind-1 Nippon" project soon after the Great East Japan Earthquake in 2011, and has been continuously engaged in supporting mid- to long-term recovery efforts in the affected areas.



© KAWASAKI FRONTALE

Sponsorship Activities



Through its sponsorship of sports activities, Fujitsu contributes to building a society that is healthy and has the spirit to challenge itself.

Sponsorship Examples

- Fujitsu Ladies Golf Tournament
<http://jad.fujitsu.com/event/golf/>
- Izumo All Japan University Ekiden (Road Relay)
<http://jad.fujitsu.com/event/ekiden/>

International Support and Disaster-Relief Activities

Supporting Tropical Rainforest Restoration Activities through Beverage Sales



As part of the Fujitsu Group's social contribution and environmental activities, Fujitsu sells its own private brand beverages to employees, a portion of the proceeds of which are directed to tropical rainforest restoration activities underway at the Fujitsu Group Malaysia Eco Forest Park. As of the end of FY 2013, a total of around 1.93 million beverages had been sold since the start of this initiative in 2009, which has helped contribute to promoting activities.

Activities that Contribute to Society by Group Employees



Employees of Fujitsu Group companies voluntarily participate in everyday social contribution activities, such as collecting used plastic bottle caps, prepaid cards, stamps, books, and CDs, and donating the proceeds to polio vaccine or seedling planting projects.

Support for Damage from Natural Disasters



The Fujitsu Group is carrying out donation and contribution campaigns in order to assist with efforts to recover from the damage caused by natural disasters such as the earthquake in Sichuan, China in May of FY 2013 and Typhoon Haiyan (Yolanda) that hit the Philippines in November of the same year. Group companies and their employees make contributions of funds that are donated to the disaster areas through embassies, international charities, etc.

Example Activities in FY 2013

Support for Promoting Youth Employment in the U.K.



Youth unemployment,^{*1} particularly in Europe, is an issue confronting societies in developed countries. Various initiatives to spur youth employment are being promoted in the U.K., where the high level of youth unemployment is around 20%.



Fujitsu UK and Ireland apprentices

Since the beginning of 2012, 250 young people have been accepted as apprentices at Fujitsu UK and Ireland as part of our efforts to support these initiatives. In FY 2013, we also supported the U.K.'s National Apprenticeship Week, where Fujitsu managers, including our CEO, gave career advice and donations, and participated in a variety of events.

In addition, employee volunteers visited schools, where counseling and advice was given to more than 800 junior and senior high school students, including guiding them in resume writing and presentation skills.

^{*1} Youth unemployment rate: the percentage of 15–24 year-olds who are out of work. In the U.K., however, this is calculated for 16–24 year-olds.

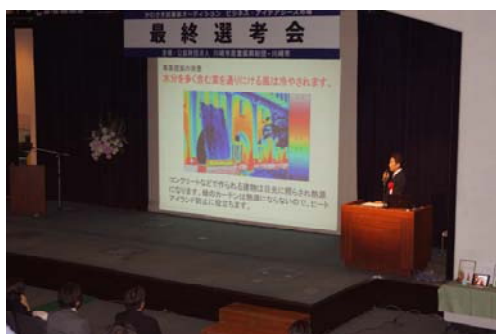
Support for Entrepreneurs Fostering Social Dynamism



The rate of entrepreneurialism*2 in Japan stands at only about 4%, which is the lowest level among developed countries. Fujitsu is leveraging its technology and resources to support entrepreneurial activities on various fronts, as boosting entrepreneurialism has become a policy initiative because of its positive benefits for growth and for bringing many types of dynamism to society.

One example of this is Fujitsu's support for the "Kawasaki Entrepreneur Competition—Business Idea-Seed Market" held by the Kawasaki Institute of Industry Promotion (IIP) in Kawasaki City, Kanagawa Prefecture. Fujitsu supports the competition's participants, including providing free use of cloud computing services to the winners.

In addition, as a Model Business for Strategic Formulation of Intellectual Property in Kawasaki, we are contributing to creating new businesses and developing new products by, for example, offering advice to small and medium sized businesses in the city on how to utilize Fujitsu's open patents.



Kawasaki Entrepreneur Competition

*2 Rate of entrepreneurialism: The ratio of people engaged in entrepreneurial activity per 100 people aged 18–64.

Tohoku Earthquake Recovery Support: Support for Publishing the "Sendai City Record of the Great East Japan Earthquake" to Provide Lessons for the Future from the Earthquake and Tsunami Disaster



Working with the city of Sendai, Fujitsu cooperated to help publish the "Sendai City Record of the Great East Japan Earthquake: Activities in the Year after the Disaster," in order to pass along the lessons from the Great East Japan Earthquake to future generations, and to help provide suggestions on how to build a society where we can live free from anxiety over damage from earthquakes.

Amidst the upheaval immediately after the earthquake, records were made of Sendai City officials who struggled and devoted themselves to recovery activities. The conditions of the

daily life of citizens and progress toward recovery were also kept in chronological records. These records contain information on various challenges and ideas for improvement. Conveying this information to future generations is valuable preparation against the unpredictability of earthquakes that may occur at any time.

Based on the experience and the lessons we have learned, Fujitsu is making contributions through ICT that instills an awareness of disaster prevention in local governments not only in the afflicted areas but also elsewhere across Japan.



Sendai City Record of the Great East Japan Earthquake

Providing a Venue for Children to Experience and Learn about ICT



Fujitsu is providing a venue where children, who will lead the new digital age, can experience and study how to create a safer and better society. One example of this is offering the "Fujitsu Tech Lab" exhibit that gives children a chance to experience the work of an engineer at the "Kandu" Work Experience Theme Park in Chiba City.

At the "Lab," children pretend to be newly hired engineers, experience fighting cyber viruses in a fun, game-like environment, and try their hand at developing security systems. The experience allows us to present Fujitsu technology in a simple way, showing the power of ICT to solve various challenges.

In addition to this hands-on venue, Fujitsu also provides fun, easy to understand information on ICT through our child-oriented Fujitsu Kids website.



Enjoyable learning and hands-on experience at the "Fujitsu Tech Labo"