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The Fujitsu Group seeks the continued improvement of its corporate values,

and carries out business management in which each function and

position are made clear in the value creation process.

Corporate Governance

Basic Stance on Corporate Governance

The main emphasis of Fujitsu's corporate governance is on having the non-executive directors provide oversight and advice to executive directors in their management execution role within the Board of Directors, while adopting the Audit & Supervisory Board system.

Specifically, while assuming mutual supervision between directors and oversight of directors by the Board of Directors, Fujitsu makes a clear distinction between the management execution role and the management oversight role on the Board of Directors and, moreover, makes sure that there are at least as many non-executive directors responsible for management oversight as there are executive directors responsible for management execution.

In addition, in selecting candidates for non-executive directors, consideration is given to the candidate's backgrounds and insight into Fujitsu's business so that effective advice that reflects a diversity of viewpoints can be obtained.

Furthermore, Audit & Supervisory Board members provide audits and oversight from the outside of the Board of Directors, and Fujitsu has established the Executive Nomination Committee, Compensation Committee and Independent Directors & Auditors Council of its own accord, thereby augmenting the Board of Directors. The overall approach is designed to raise shareholder value through effective corporate governance.

Overview of Corporate Governance Structure (as of June 22,2015)

Overview of the Board of Directors

Fujitsu makes active use of External Directors. The Board of Directors comprises 12 members in total: 6 executive directors and 6 non-executive directors (including 4 external directors).

In order to better define the management responsibility of the directors, Fujitsu has set the term of office of the directors to 1 year, and has registered all 4 External Directors (including two women) with the Tokyo Stock Exchange as independent officers having no major stakeholder interest in the company.

Overview of the Audit & Supervisory Board

Fujitsu has an Audit & Supervisory Board that performs the auditing function. The Audit & Supervisory Board has five members, comprising two internal Audit & Supervisory Board members and three external Audit & Supervisory Board members (including no women).

Fujitsu has registered all three external members with the Tokyo Stock Exchange as independent officers having no major stakeholder interest in the company.

The auditing function is carried out by Audit & Supervisory Board members, who review the Board of Directors as well as business execution functions and attend important meetings, including meetings of the Board of Directors.

Executive Nomination Committee and Compensation Committee

Fujitsu established an Executive Nomination Committee and Executive Compensation Committee as advisory bodies to the Board of Directors in order to ensure the transparency and objectivity of the process for choosing candidates for executives, determining their compensation and ensuring that the compensation system and levels are appropriate.

In FY2014, each committee was composed of three Non-Executive Directors and an external member of the Supervisory & Audit Board.

Fujitsu's officer compensation is determined on the basis of the Executive Compensation Policy that was revised by the Board of Directors in April 2011 in accordance with a report by the Compensation Committee.

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Independent Directors & Auditors Council

As part of its efforts to strengthen its "growth-oriented governance," which has a large effect on increasing medium- to long-term profitability, Fujitsu has established an Independent Directors & Auditors Council. The Council consists of 4 independent external directors and 3 independent members of the Audit & Supervisory Board.

To stimulate discussion regarding the company's medium- to long-term direction by the Board of Directors, Fujitsu believes that it is necessary to create a process for the independent officers, who keep a certain distance from business execution, to gain an understanding of Fujitsu's business operations. The Council is a platform for the independent officers to share information and opinions, as well as to formulate their own opinions.

[Reference] Executive Compensation Policy

To retain exceptional human resources required to manage the Fujitsu Group as a global ICT company, and to further strengthen the link between its compensation structure and business performance as well as shareholder value, while at the same time improving its transparency, the Group has established its Executive Compensation Policy as follows.

Executive compensation is composed of the following: "Basic Compensation," specifically a fixed monthly salary in accordance with position and responsibilities; "Stock-based Compensation," which is a long-term incentive that emphasizes a connection to shareholder value; and "Bonuses" that are compensation linked to short-term business performance.

Basic Compensation
Basic compensation is provided to all directors and auditors based on position and responsibilities as compensation for duties involving business administration and the execution of corporate operations.

Stock-based Compensation
・Stock-based compensation, intended for directors responsible for executing business is a long-term performance incentive, with the amount to be paid determined based on a qualitative evaluation of medium- to long-term initiatives.
・Is provided for the purchase of Fujitsu shares, to be acquired through the Director Stock Ownership Plan. Also such acquired stock is to be held for the duration of the individual's employment.

Bonuses
・Bonuses are short-term performance incentives to be paid to directors responsible for executing business. Amounts are set based on business performance in the respective fiscal year.
・As a specific method to calculate a bonus, Fujitsu will adopt a profit-sharing model which uses consolidated operating profit and consolidated net profit as indices. However, bonuses will not be paid in the event of negative net profit recorded under non-consolidated accounting for the term under review.

In accordance with the resolution of the Annual Shareholders' Meeting, the total amount of basic compensation, stock-based compensation, and bonuses shall not exceed 600 million yen per year for directors and 150 million yen per year for auditors.

(Areas of Executive Compensation and Recipients)

Recipient	Basic Compensation		Stock-based compensation	Bonuses
	Business administration portion	Business execution portion		
Directors	○	—	—	—
Directors responsible for executing business	○	○	○	○
Auditors	○		—	—

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Basic Stance on Internal Control Framework

To continuously increase the corporate value of the Fujitsu Group, it is necessary to pursue management efficiency and control risks arising from business activities. Recognizing this, Fujitsu is working toward the practice and penetration of the FUJITSU Way, the basic principles behind the Fujitsu Group's conduct. At the same time, the Board of Directors has articulated the Basic Stance on Internal Control Framework.

Overview of the Basic Stance on Internal Control Framework

The Basic Stance on Internal Control Framework sets forth internal structures including the following.

Management Execution Decision Making and Management Execution Structure

Through the framework, executive officers share management execution authority with the President and Representative Director as the chief executive. The framework establishes a Management Council to assist the decision-making of the President and Representative Director, to enhance the efficacy of management.

Moreover, the framework makes clear that the President and Representative Director bears responsibility for the construction and operation of an internal control framework , and establishes that the Board of Directors fulfills oversight responsibility by appropriately investigating the said operation.

Risk Management System

The framework establishes a Risk Management & Compliance Committee and has management systems for controlling overall loss risks, as well as risk control systems or organizations pertaining to defects and failures in products and services, contracted development projects, information security, and financial risk.

Compliance System

With the Risk & Management Compliance Committee at the center, the framework promotes the preparation of the internal rules, education, and oversight systems required for compliance with the Code of Conduct set forth by the FUJITSU Way, and also with laws and regulations concerning the business activities of the Fujitsu Group.

The framework also has management systems to ensure the appropriateness of financial reporting, as well as a system for information disclosure and internal auditing systems.

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Corporate Governance Structure

(as of June 22, 2015)

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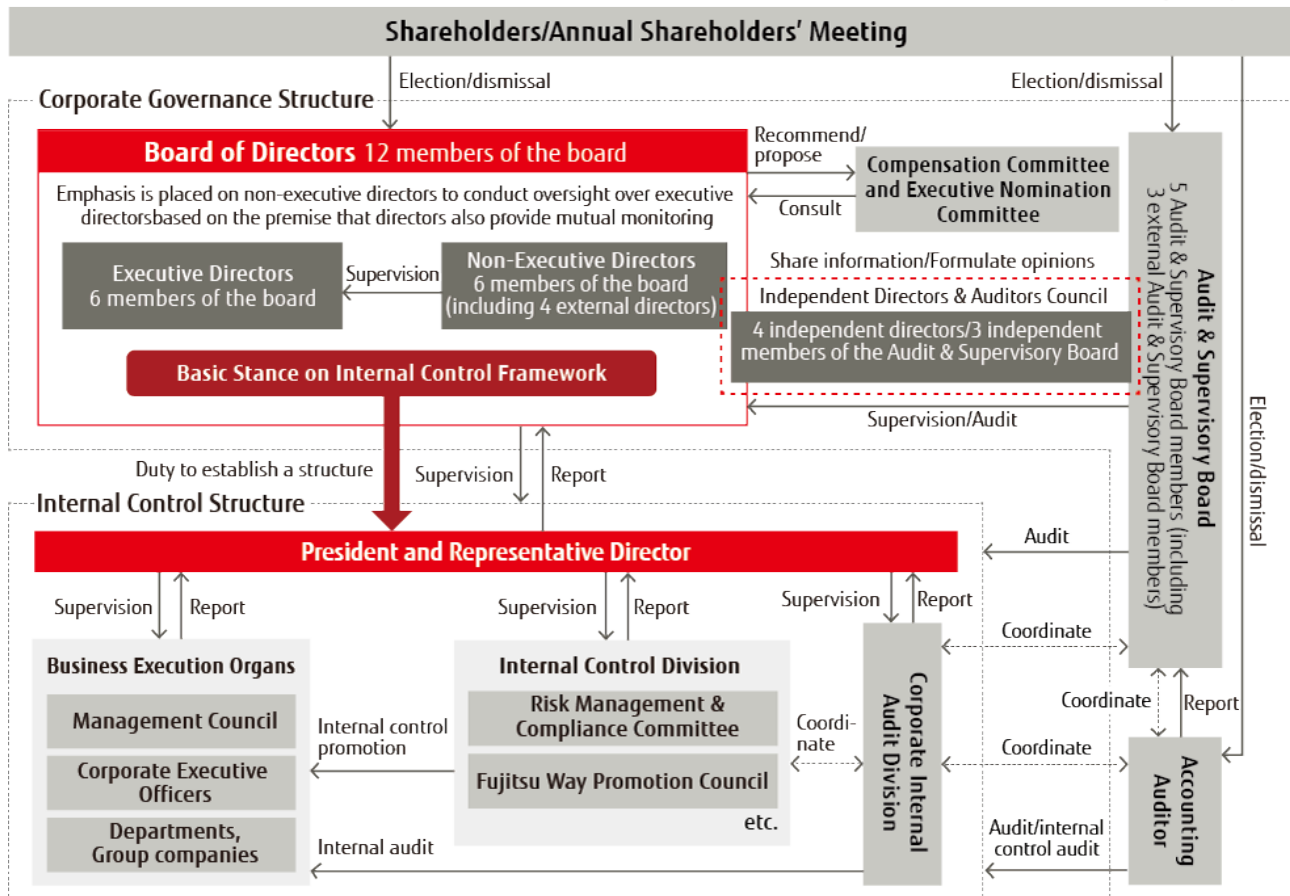
Compliance

Activities Promoting Compliance

The Fujitsu Group is ensuring strict compliance based on the Code of Conduct in the Fujitsu Way. Top management is committed to engaging the Fujitsu Group in various activities to ensure extensive awareness of compliance and create a corporate culture that does not tolerate wrongdoings such as cartels or bribery ("zero tolerance").

As part of the Fujitsu Group global compliance standards, GBS (Global Business Standards) has been published in 20 different languages and uniformly implemented throughout the Fujitsu Group. GBS is a further development of the Code of Conduct in the Fujitsu Way and contains detailed behavioral guidelines for each individual employee. Top management is actively encouraging implementation and awareness raising of GBS through messages to employees and other means.

In Japan, we have put in place a range of internal company rules, including Fujitsu Group Rules which was established for developing a governance structure throughout the Group. We also disseminate information about major legislation, especially legislation that is closely connected to our business such as the Antimonopoly Act, the Unfair Competition Prevention Act, the Act against Delay in Payment of Subcontract Proceeds, etc. to Subcontractors, to Fujitsu and Group company employees through easy-to-follow compliance manuals posted on the intranet. Besides compliance manuals for Japanese laws, we have also prepared and disseminated a compliance manual for the U.S. Export Administration Regulations (EAR), which is closely connected to our global business development activities.

To implement GBS at overseas Fujitsu Group companies, internal policies and procedures have been established and revised based on Fujitsu Group's global guidelines and such polices and procedures have been communicated internally via email or internal website. The head office is also spearheading risk assessments, which involves checking the status of compliance initiatives at overseas group companies and identifying risks inherent to their businesses, in order to establish measures to prevent compliance violations and to support the implementation of said measures. Furthermore, as part of anti-corruption initiatives, Fujitsu is establishing approval processes for gifts and entertainment, and enhancing due diligence procedures for selecting suppliers.

- GBS (Global Business Standards)

http://www.fujitsu.com/global/about/philosophy/codeofconduct/gbs/index.html
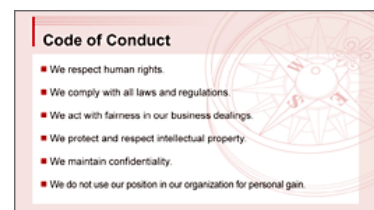
▌Compliance Education

The Fujitsu Group provides a variety of compliance training to all its 160,000 Group employees to ensure legal compliance. In FY2014, we launched the "Compliance of Fujitsu Group" (participation rate: approximately 99%) e-Learning training course to all employees in Japan for the purpose of reaffirming the GBS and deepening our employees' understanding for prevention of cartels and bribery. Additionally, we implemented a series of face-to-face training, beginning with "Risk Compliance Seminar: About The Antimonopoly Act and Bribery" for high-risk departments and Group companies. At overseas Group companies, we also implemented e-Learning compliance training courses and face-to-face compliance training courses covering areas such as the GBS, anti-trust, anti-bribery and anti-corruption, export controls, and conflicts of interest.

e-Learning: "Implementation of the Code of Conduct Screen"

Wallet-size card

In addition to compliance training for executives, which is provided by outside lawyers, we also conduct in-house training for heads of sales divisions and branches about bidding-related law sand the Antimonopoly Act. For new managers, we also regularly hold in-house training where a Fujitsu instructor explains the importance of the Code of Conduct and compliance, while also providing case studies of typical scenarios and situations whose optimal handling may not be clear.

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Along with continuing the activities above, in FY2015 we will be further enhancing our face-to-face training focused on areas such as cartels and bribery prevention for high-risk departments in Japan and overseas.

Furthermore, we have been printing the Code of Conduct of the Fujitsu Way on wallet-size cards and have been distributing them to all Group employees. These cards are designed to serve as a quick reference of the Code of Conduct for employees when they are dealing with customers or business partners, or when they are uncertain about a decision in the course of daily operations. For non-Japanese speakers, we have prepared wallet-size cards in three other languages.
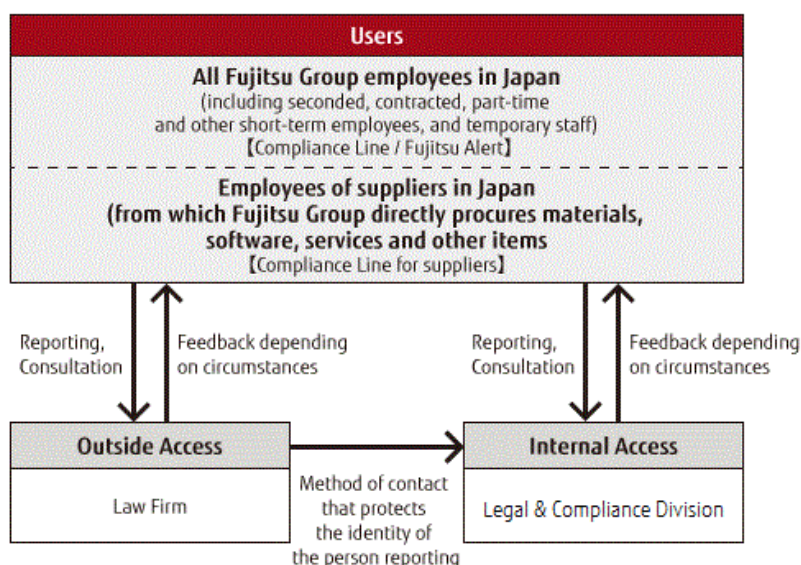
Operating an Internal Reporting System

Compliance Line/Fujitsu Alert (formerly the Helpline)

Since September 2004, we have been operating an internal helpline system to handle reports and provide consultations for all Fujitsu Group employees (including seconded, contracted, part-time or other short-term employees as well as temporary staff) in Japan. In February 2014, we changed its name to the Compliance Line/Fujitsu Alert in order to further strengthen our commitment to internal reports and consultations.

This system is intended to be used by employees who are uncertain about what is the right decision or suspect a violation of the Code of Conduct in the Fujitsu Way, and prepares to receive a wide range of reports and consultations, from harassment to legal violations, which may occur in any country. At Fujitsu, we have continuously taken measures to raise awareness of the system among all employees via posters and websites.

Furthermore, each of the Group companies in Japan and overseas has also established and operates its own internal reporting system.

Internal Reporting System for Suppliers

Users

All Fujitsu Group employees in Japan
(including seconded, contracted, part-time
and other short-term employees, and temporary staff)
【Compliance Line / Fujitsu Alert】

Employees of suppliers in Japan
(from which Fujitsu Group directly procures materials,
software, services and other items)
【Compliance Line for suppliers】

Reporting, Consultation — Feedback depending on circumstances

Reporting, Consultation — Feedback depending on circumstances

Outside Access

Law Firm

Method of contact that protects the identity of the person reporting

Internal Access

Legal & Compliance Division

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Compliance Line for Suppliers

In August 2009, we opened a Compliance Line for Suppliers to handle reports and inquiries from the employees of companies that directly supply Fujitsu with their products, services or software, etc. Since February 2014, this helpline is also fielding calls from suppliers to Fujitsu Group companies.

Our Compliance Line/Fujitsu Alert and Compliance Line for Suppliers system forbids any and all sanctions against employees and suppliers for making such reports, and meticulous care is taken in handling the information so as to preserve their anonymity.

If problems are found in investigating these reports, the relevant practice is terminated and measures are taken to prevent recurrence.

Initiatives for Ensuring Security Export Controls

From the perspective of maintaining global peace and security, export of goods and technology transfer that could be reappropriated toward the development or production of weapons of mass destruction, conventional weapons, etc. are controlled according to an international framework for security export controls. Japan is also implementing a system for security export controls according to the same framework under the Foreign Exchange and Foreign Trade Act.

Following the stipulation to "comply with all laws and regulations" in the Fujitsu Way Code of Conduct, we have formulated and are working to thoroughly implement our Security Export Controls policy in line with Japan's Foreign Exchange and Foreign Trade Act, and the U.S.'s Export Administration Regulations (EAR), which is also applicable extraterritorially.

As a management system, we have placed the President and representative director as the chief security export control officer. We have also established a system where the Security Export Control Office in the Legal, Compliance and Intellectual Property Unit is a promotional organization, in which export of goods and overseas transfer of technology undergo a classification and transaction screening (target country and region, purpose of use, verification of clients), and are exported,or transfered after obtaining all necessary export licenses. Furthermore, we work hard for strict management to prevent any acts which could lead to violation of the law, co-working closely with the Ministry of Economy, Trade and Industry, which has jurisdiction over the security export control. In order to maintain a whole company system for security export controls, we conduct regular audits as well as continue to provide export controls training for executives and employees.

Along with Group companies inside and outside Japan in formulating rules and establishing frameworks for secure export controls, Fujitsu is offering training support, audit support, and information exchange meetings between Group companies. In FY 2014, the Security Export Control Office visited nine Group companies in East and Southeast Asia, and Europe, to carry out security export control training. Targeting Group companies across the globe, the Office is also developing e-Learning training course covering security export controls in 20 languages.

Risk Management

Our Approach to Risk Management

Through its global activities in the ICT industry, the Fujitsu Group continuously seeks to increase its corporate value, and to contribute to its customers, local communities and indeed all stakeholders. Properly assessing and dealing with the risks that threaten the achievement of our objectives, taking steps to prevent the occurrence of these risk events, and establishing measures to minimize the impact of such events if they do occur and to prevent their reoccurrence are assigned a high priority by management. Moreover, we have built a risk management and compliance system for the entire Group and are committed to its continuous implementation and improvement.
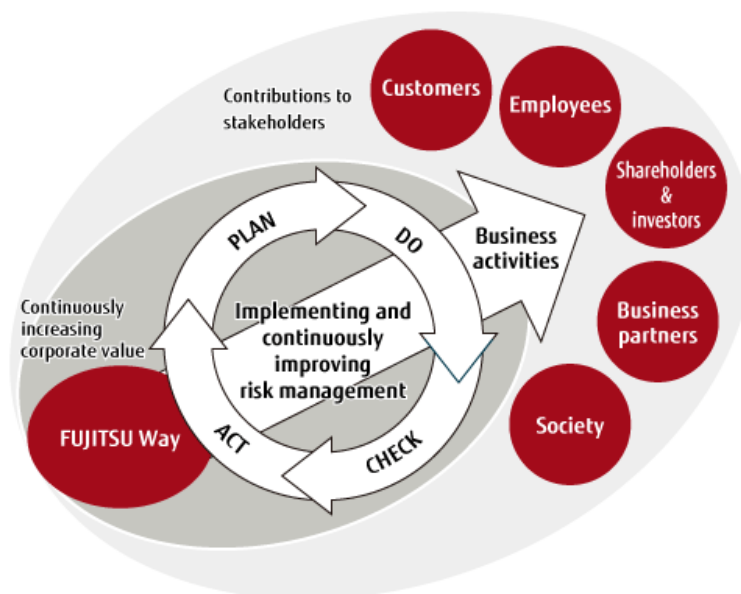
Business Risks

The Group identifies, analyzes and evaluates the risks that accompany business activities and works on measures to avoid or reduce them, and to deal with them quickly in the unlikely event that they materialize.
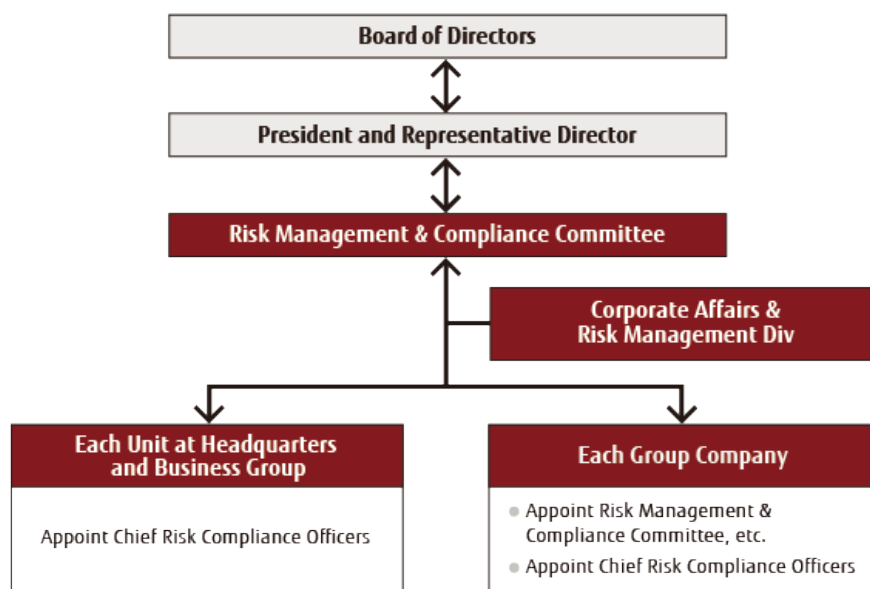
Examples of Business Risks[1]

- Economic and financial market trends
- Changes in customers' ICT investment trends and being unable to maintain lasting ties with customers
- Competitors' strategies and industry trends
- Procurement, alliances and technology licensing
- Public regulations, public policy and tax matters

- Compliance (cartels, bribery, export control violations, etc.)
- Deficiencies or defects in products and services, information security, project management, investment decisions, intellectual property rights, human resources, environmental pollution, credit risks, etc.
- Natural disasters and unforeseen incidents

[1]: These are just some of the business risks. More detailed risk-related information can be found in our earnings report, securities reports and other published reports.

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Risk Management & Compliance Structure

With the aim of integrating and strengthening its global risk management and compliance structures, the Fujitsu Group has established a Risk Management and Compliance Committee as one of the internal control committees reporting to top management.

The Risk Management & Compliance Committee appoints a Chief Risk Compliance Officer for each department and company throughout the Group, and encourages cooperation among them to both guard against potential risks and mitigate risks that materialize, forming a risk management and compliance structure for the entire Group.

Board of Directors

President and Representative Director

Risk Management & Compliance Committee

Corporate Affairs & Risk Management Div

Each Unit at Headquarters and Business Group

Appoint Chief Risk Compliance Officers

Each Group Company

- Appoint Risk Management & Compliance Committee, etc.
- Appoint Chief Risk Compliance Officers

The Risk Management Framework

The Risk Management & Compliance Committee is responsible for grasping the status of risk management and compliance in all Fujitsu business groups and Group companies in Japan and overseas, establishing the appropriate policies and processes, etc., and both implementing and continuously improving them. In practical terms, it decides on risk management regulations and guidelines, applies them and regularly reviews and improves them.

Deciding policies and processes

Applying processes

Monitoring and reviewing

Continuously improving

Risk Management Processes

The Risk Management & Compliance Committee, which maintains regular communications with Chief Risk Compliance Officers, identifies, analyzes and evaluates the risks of business activities, and sets out and reviews the responsive measures, upon confirming the detailed measures intended to deal with major risks by averting, minimizing, transferring or retaining them. It also reports identified, analyzed, and evaluated important risks regularly to the top management.

The Risk Management Committee also prepares responses against the actual materialization of a risk despite the implementation of various preventive measures. If a critical risk such as a natural disaster, product breakdown or defect, a problem with a system or service, a compliance violation, an information security breach, or an

environmental problem materializes, the department or Group company reports immediately to the Risk Management & Compliance Committee. The Risk Management & Compliance Committee coordinates with the related divisions and workplaces for rapid resolution of the problem by appropriate measures such as establishing a task force. At the same time, the Risk Management Committee strives to identify the causes of the problem and propose and implement solutions. Additionally, for critical risks, the committee also reports as appropriate to the Management Council and the Board of Directors.

The Risk Management & Compliance Committee continuously confirms the implementation status of these processes and works to make improvements.
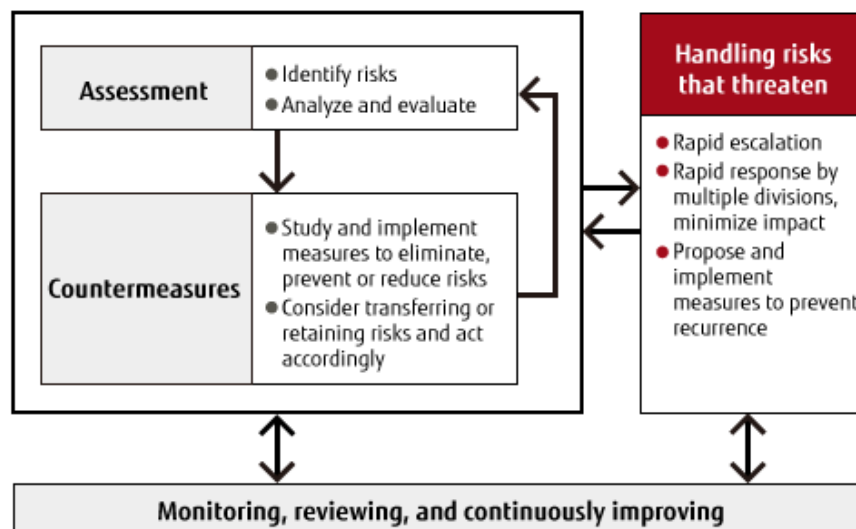
Group-Wide Disaster Preparedness

To build a robust disaster-preparedness network and enhance our business continuity response capabilities, the Fujitsu Group has created a Group-wide disaster-preparedness organization, in anticipation of a major disaster. In Japan, we have been carrying out annual nation-wide disaster-response drills in conjunction with Disaster Preparedness Day on September 1st.

FY 2014 marks the 20th year of systematically conducting training for an earthquake occurring in Tokyo or in the Tonankai region. This year we completed training at 90 companies, including Fujitsu Headquarters. An earthquake is predicted to occur in the Southern Ibaraki Prefecture, and Fujitsu's important production and service facilities located nearby are expected to be affected by the disaster. Therefore, Fujitsu is carrying out initial response training in collaboration with each at-risk business site. Sites around Japan also carried out initial response training centered on confirming employee safety and checking for damage to work-related buildings immediately after a disaster.

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Implementing Disaster Preparedness Self Checks at Each Business Site

Disaster-preparedness self checks are autonomously conducted throughout the Group based on inspection criteria established at each site. These include disaster prevention manuals, disaster response plans (DRP), operation of disaster prevention organizations, and maintenance conditions of disaster prevention stocked items and facilities. The self checks are meant to minimize personal injury and property damage in the event of a disaster.

Carrying Out Joint Inspections by Specialist Teams

We are conducting joint testing throughout the Fujitsu Group, targeting facilities that are critical to Fujitsu business continuity. Led by teams made up of internal departments for environmental management, facility management, safe operation of production equipment and procedures, and risk management, these checks are ensuring that laws are being upheld, while also conducting joint testing throughout the Fujitsu Group in order to prevent accidents that could arise from aging infrastructure or from fires and other natural disasters.

At all Fujitsu Group facilities, we select the high-priority facilities that require verification across various criteria, and conduct group verifications. Furthermore, based on its results, we share good practices and cases of improvements made regarding disaster preparedness with other facilities in the Group.

Business Continuity Management

The risks of circumstances that threaten economic and social continuity, such as large-scale disasters l ike earthquakes flooding, disruptive incidents, accidents, and pandemics such as the new strain of influenza, have increased greatly in recent years.

To ensure that even when such u nforeseen circumstances occur, we can continue to provide a stable supply of products and services with enhanced performance and high quality which meet the demands of customers, the Fujitsu Group has established a Business Continuity Plan (BCP), and promotes Business Continuity Management (BCM) as a way of continuously reviewing and improving that BCP for establishing in the field. Through the BCM process, the lessons learned in the course of the Great East Japan Earthquake and the flooding in Thailand are now reflected in our BCP.

Strengthening BCM for Our Entire Supply Chain

In order to consistently supply products and services even under unforeseen circumstances, Fujitsu has been continuously supporting the improvement of business continuity capability with our business partners since FY 2007, with the belief that it is essential to strengthen business continuity capability along our entire supply chain. In FY2014, we have revised our evaluation methods of business partners, and assessed business continuity capability based on exercises. We have also introduced a questionnaire based on the business continuity capability survey indicator of the Ministry of Economy, Trade and Industry.

We also have dedicated ourselves to making supply chain risks visible. As one example of this, we use risk management service to clarify the scope impact risks have on the supply chain. .

Training Specialists in BCM

The Fujitsu Group plans on developing its specialists in order to further promote, implement, and improve BCM. In FY 2014, BCM specialists from each department took part in continued training to better understand BCP for their own department and learn how to conduct actual BCM activities. Our plan now is to move forward with BCM throughout the entire supply chain, not just our logistics and production supply chains, with efforts that include providing support for improvement of business continuity capability for our suppliers, with our specialists playing a central role.

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Measures against Infectious Diseases

We have taken steps against new strains of influenza and other infectious diseases based on a three-fold influenza policy- to safeguard lives, to stop the spread of infection, and to ensure business continuity. We created a "Pandemic influenza Preparedness Action Plan" that stipulates preventive measures in everyday operations and the response process to be used if an outbreak occurs. We work to disseminate these to all employees through e-Learning and by distributing pamphlets. Also, to contribute to the continuity of social infrastructure businesses and the continuity of our customers' businesses should a pandemic occur or a particularly virulent new strain of influenza arise, we have established, and carry out training based on, a "Business Continuity Action Plan for Measures Against Pandemic influenza."

Risk Management Education

We developed and operate a systematic educational curriculum that aims for extensive risk management across the entire Group.

Through this curriculum, we inform our employees of our basic approach to risk management and the rules to be followed, and cite concrete examples to strengthen our employees' awareness of risk management and their ability to deal with risks. We also hold education and training programs as appropriate on issues such as information security, environmental problems, and natural disasters.

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Information Security

Our Basic Approach to Information Security

We are ensuring the proper management and use of information, in line with internal rules based on the Code of Conduct in the Fujitsu Way. We see maintaining confidentiality as a vital aspect of our social responsibility. Based on this approach, we have established the Fujitsu Group Information Security Policy, consistent throughout the world, and are promoting information security in accordance with the policy.

Fujitsu Group Information Security Policy

1. Objectives

Being fully aware of the fact that information provides basis for the Fujitsu group's business activities and the risks that accompany the management of information, Fujitsu group meets the information security requirements to achieve the following objectives. This is to conform to the Corporate Values of FUJITSU Way, we seek to be the customer's valued and trusted partner and we build mutually beneficial relationships with business partners. , and to enforce the confidentiality defined in Code of Conduct as essential part of social responsibility.

(1) Fujitsu group properly maintains information delivered by individuals, corporate clients or vendors in the business processes to protect the rights and interests of these subjects.

(2) Fujitsu group properly maintains trade secret, technical information and other valuable information in the business processes to protect the rights and interests of the group.

(3) Fujitsu group properly maintains information in the business processes to provide products and services in a timely and stable manner and to ensure social functionality of the group.

2. Principles

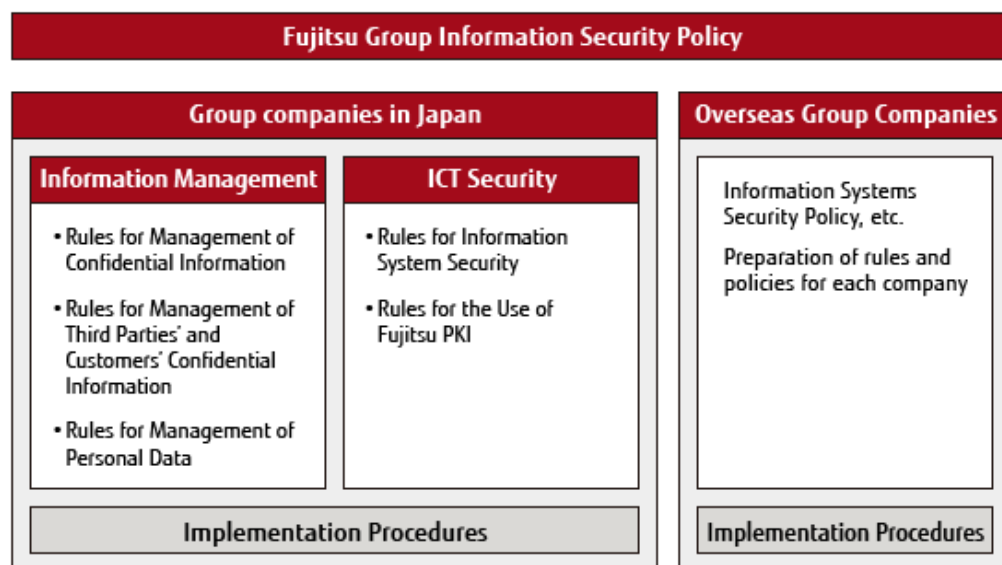Fujitsu group applies the following principles in meeting the information security.

(1) Preservation of confidentiality, integrity and availability shall be the objective of information security, and the information security measures shall be planned to meet the objective.

(2) Organizational structure and responsibility shall be clearly defined to ensure the proper implementation of the information security measures.

(3) The risks that accompany the handling of information and investments required for the measures shall be taken into consideration to properly implement the information security measures.

(4) Information security processes shall be organized into Plan, Do, Check and Act phases to keep and enhance the level of information security.

(5) Executives and employees shall be provided with awareness and education program on the information security and act with the knowledge of its sensitive nature to ensure the proper implementation of the information security measures.

3. Fujitsu group's activities

To ensure the implementation of the aforementioned objectives and principles, each Fujitsu group company shall prepare its policy and related procedures in compliance with this policy, and implement them.

Our Framework of Information Security Rules

Each Group company codifies related rules in accordance with the Fujitsu Group Information Security Policy, and implements information security measures. The Group identifies, analyzes and evaluates the risks that accompany business activities and works on measures to avoid or reduce them, and to deal with them quickly in the unlikely event that they materialize.

Fujitsu Group Information Security Policy

Group companies in Japan		Overseas Group Companies
Information Management	**ICT Security**	Information Systems Security Policy, etc.
• Rules for Management of Confidential Information	• Rules for Information System Security	Preparation of rules and policies for each company
• Rules for Management of Third Parties' and Customers' Confidential Information	• Rules for the Use of Fujitsu PKI	
• Rules for Management of Personal Data		
Implementation Procedures		**Implementation Procedures**

* PKI (Public Key Infrastructure): Rules relating to the use of systems for personal identification and encoding.

Initiatives for Strengthening Information Security

Teaching and Promoting Awareness of Information Security

Starting in FY 2008, using a common slogan that translates as "Declaration for complete information management! Information management is the lifeline of the Fujitsu Group." Fujitsu and domestic Group companies have been working to increase information security awareness at the individual employee level by

情報管理 徹底宣言！
情報管理は富士通グループの生命線

The sticker affixed to business PCs

displaying posters at respective business locations, affixing information security awareness stickers to all business PCs used by employees, and other measures. We have also taken steps to enhance security through the application of ICT, such as by introducing a mail checker tool(SHieldMailChecker), developed by Fujitsu Social Science Laboratory Limited, to prevent information leaks from e-mail being sent externally in error. Furthermore, e-learning courses are held for all our employees, including executives, each year in order to further establish information security awareness.

Held Information Security Presentation for Business Partners

As a result of dramatic change in the ICT environment in recent years, the risk of information leaks has never been higher. In response, the Fujitsu Group has held information security presentations, not only for Group employees but also for domestic business partners who commission software development and services, and we have worked to share information on challenges and thoroughly implement prevention measures.

- Example of seminars held in FY 2014
  http://www.fujitsu.com/global/about/csr/activities/society/procurement/index.html

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Responding to Cyber Attacks

In response to the growing risk recently of security issues including targeted e-mail attacks and malware[*1] infections, Fujitsu has established a special incident response team that will work with central government agencies and others on early detection and resolution of these risks.

Whenever new systems are installed, we follow all information security rules, undergo pre-operation inspections by the Security Control Unit, confirm that adequate measures are in place against cyber attacks, and ensure that problem areas are eliminated.

*1 Malware:

Malicious software, including computer viruses, spyware, etc.

Strengthening Information Security at the Business Group Level

To assure the strongest possible information security management, we are working to implement a security management structure. The Group operates in a wide variety of industries and is promoting individual businesses by organizing them into business groups. Information security measures are implemented to reflect the individual characteristics of each business. A number of business units at Fujitsu and some domestic Group companies have acquired ISMS (Information Security Management System)[*2] certification and are working to provide thorough management of confidential information including customers' information.

*2 ISMS (Information Security Management System):

A system for verifying compliance with the ISO/IEC 27001 international standard for information risk management.

Personal Data Protection Initiatives

We have stipulated a Personal Data Protection Policy and Rules for Management of Personal Data. Based on these rules, we give education on how private information should be handled and carry out surveys in an ongoing effort to strengthen the protection given. In August 2007, we acquired company-wide PrivacyMark[*3] certification and have since been renewing this certification every two years. Domestic Group companies are also acquiring PrivacyMark certification individually as necessary, and promoting thoroughgoing management of personal data. Overseas Group companies are also publishing privacy policies that meet their various national legal and social requirement son their main public Internet websites.

*3 PrivacyMark:

A certification system relating to the handling of private information. The system is operated by the general incorporated foundation Japan Institute for Promotion of Digital Economy and Community.

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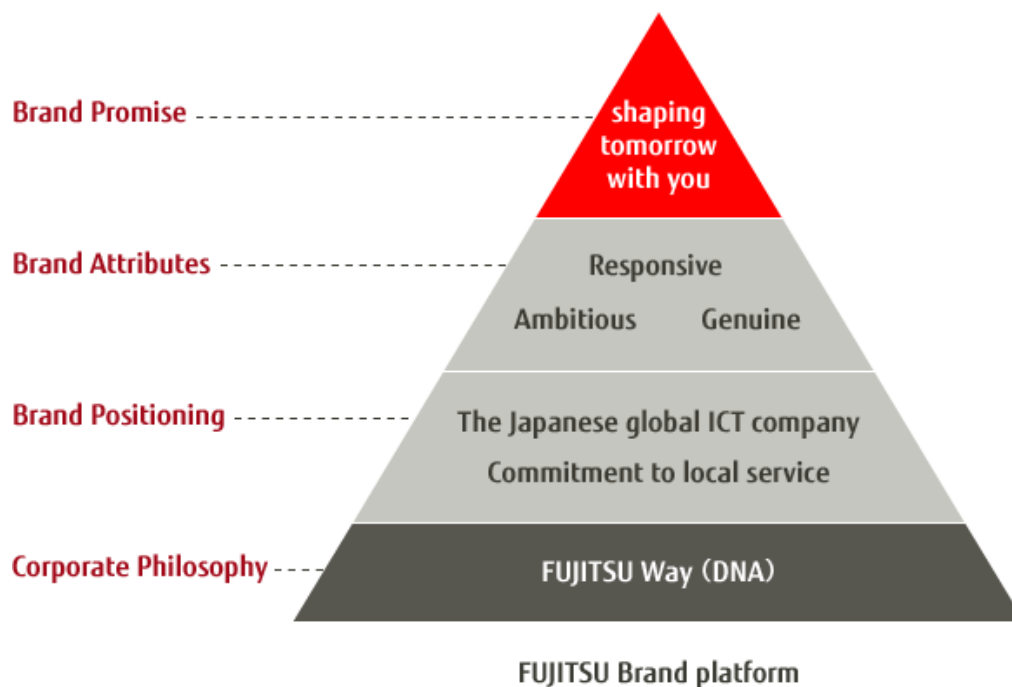34 Risk Management

Brand Management

Our Approach to Brand Management

To further the growth of the Fujitsu brand, our aim is to be recognized as a "global brand from Japan that can deliver high quality ICT solutions to the world." To attain our objective of becoming a truly global brand, we are working to increase our corporate value by strengthening the consistency of company communications around the world, setting assessment indicators and implementing a PDCA cycle to improve the brand value of the Fujitsu group.

·   The FUJITSU brand
    http://www.fujitsu.com/global/about/brandmanagement/

Our Brand Promise

shaping tomorrow with you

Brand Promise --------------------- shaping tomorrow with you

Brand Attributes ----------------- Responsive / Ambitious / Genuine

Brand Positioning ------------- The Japanese global ICT company / Commitment to local service

Corporate Philosophy ---- FUJITSU Way (DNA)

FUJITSU Brand platform

Through the power of ICT, Fujitsu aims to contribute to creating a prosperous future for our customers and for society. Fujitsu's brand promise of "shaping tomorrow with you" expresses our stance on how we intend to realize our aims both for customers and society, as well as our approach toward innovation and co-creation which are strong parts of our DNA.

In creating our brand promise, we asked our customers and employees to share their thoughts on the essence of Fujitsu, and we summarized their responses into our three key attributes:

Responsive: We act flexibly while thoroughly understanding the conditions and needs of our customers and society.

Ambitious: We strive for higher goals for our customers with new ideas.

Genuine: We always act with sincerity, and produce results reliably.

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The FUJITSU brand promise forms the basis for all our activities worldwide. Employees bring "shaping tomorrow with you" to life in everything they do. As a global ICT company originating in Japan, we respect the different characteristics of countries and regions around the world, while valuing our Japanese qualities.

At the core of Fujitsu's brand platform is the Fujitsu Way (The Fujitsu Group's Principles and Guidelines).

In promoting our brand, we ensure all aspects of our company - employee behavior, communications, facilities and environment, and products and services are consistent with the brand, and customers and stakeholders can feel the essence of Fujitsu in all their contacts with us.

The Four Quadrants of Brand Experience

- · FUJITSU Way
  http://www.fujitsu.com/global/about/philosophy/index.html
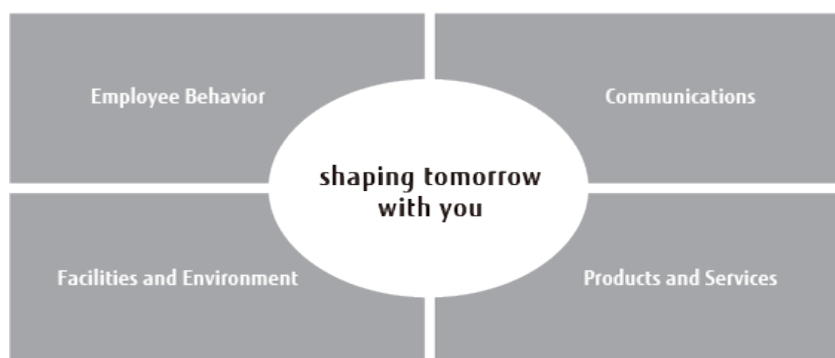
Brand Management

In collaboration with our overseas brand team, the Corporate Brand Office plans and manages group-wide brand strategy and has brand managers from each business unit manage brand related activities. The brand managers develop brand measures in each of their business areas and promote brand planning, development, and management for each product. The Corporate Brand Office, has developed, and rolled out internally, Fujitsu Brand Principles (FBP) which stipulate rules on company names, the symbol mark (logo), product and service brands, our Visual Identity (VI) and communications.

In addition, with the cooperation of our overseas brand team, we have established a Global Marketing Board as a decision making organization for all of Fujitsu's marketing. In cooperation with each unit, the Board works to strengthen the consistency of our global communications, and promotes measures for improving brand recognition. Furthermore, in accordance with the Fujitsu Way, the Corporate Brand Office also cooperates with the Intellectual Property Unit on measures to handle reputation risks in the global market, as well as intellectual property protection measures related to our brand, based on perspectives of intellectual property rights such as trademark rights.

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Employees and Our Brand

To ensure all employees at Fujitsu truly understand and practice the core ideas of our brand, we implement brand education programs through e-learning and other brand training programs. In addition, an internal FUJITSU brand newsletter shares our latest activities, and complements regular brand awareness surveys of all group employees.

Our new internal brand poster designs for "shaping tomorrow with you" were shaped during discussions regarding "what does 'with you' mean?" at an employee workshop. The three posters represent "leading with you," "advancing together with you," and "supporting from behind with you."

Brand posters

Product and Service Brands

We work with our customers in all our business activities, including product development, service delivery and sales activities. Our product design reflects this approach, and our products are user friendly, reliable, and cutting edge.

Product family expressing the essence of Fujitsu

Brand Communication

Web communication

To enhance consistency in global communications and reduce costs through efficient operation, we have established a new CMS (Content Management System). The Corporate Brand Office plays a focal role in operating our global web portal and the web portals for 62 countries and regions. In FY2014, the overseas launch was completed, and the Japan launch is underway.

We have also defined guidelines for appropriate use of social media and we are promoting the active use of these media, which are continuing to grow rapidly.

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█Global Brand Promotion

To provide our Japanese　and overseas stakeholders with an insight as to what sort of company Fujitsu is, we have established the "Fujitsu Brand Story" website, which provides a video narrative of the various initiatives that embody the essence of Fujitsu. We have actively developed global brand campaigns utilizing online marketing, including specially designed websites and social media, as we work to boost awareness and understanding of the Fujitsu brand. We ran a Global Brand Awareness Campaign using web and　social media in various countries globally in FY2014.
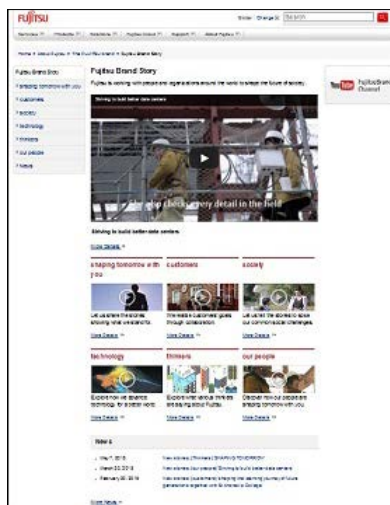
Fujitsu Brand Story site

Global Brand Campaign

- Fujitsu Brand Story site

  http://www.fujitsu.com/global/about/brandmanagement/brandstory/index.html

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Brand Evaluation

We conduct a Global Brand Awareness Survey externally. The survey is corporate recognition research targeting strategic IT and business decision makers in key countries around the world. We use these and other key performance indicators (KPI) to regularly evaluate the value of our brand.

　　　Fujitsu was ranked 3rd by industry (Computers division) in Fortune magazine's 2015 "World's Most Admired Companies,"* as well as 28th in Interbrand's 2015 "Japan's Best Global Brands."

*Conducted through a partnership between Fortune Magazine and Hay Group, the annually published "World's Most Admired Companies" list is determined based on a survey of 15,000 executives at global companies, directors, and industry analysts. Companies that receive the highest scores from both within and outside their respective industries are ranked in nine categories, including quality of management, quality of products/services, and innovation.