

## EXTERNAL COMMUNICATIONS POLICY

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### Policy Statement

Fujitsu's reputation is valuable and has been achieved through many years of excellent service and integrity in its business operations. To maintain our reputation, all marketing, advertising and sales activities must describe our offerings and services legally and fairly. Any practices that are false, misleading or deceptive are prohibited.

External communications on behalf of the Fujitsu UK & Ireland region are the responsibility of the Marketing department. Where necessary, this team will ensure adherence to the relevant Fujitsu Group visual identity guidelines and the requisite internal approvals.

All external communications, regardless of medium, must attempt to accurately and truthfully reflect and promote Fujitsu's strategy, capabilities, achievements and success. This includes personal comment that is made in the context of being a Fujitsu employee. External communications may also be required to manage adverse media reports or crises. Target audiences for external communications include customers, prospects, analysts and influencers including sourcing advisors, targeted media, partners, major suppliers and employees.

Fujitsu UK and Ireland employees should not speak to the media or make statements on behalf of Fujitsu unless authorised by the Public Relations office. All media statements made on behalf of Fujitsu UK & Ireland are the sole responsibility of the PR Manager in the UK and, in Ireland, the Head of Marketing. All public statements made by Fujitsu UK & Ireland employees must adhere to the guidelines set out in Guidelines for Speaking in Public.

As a global company operating in a world of globalised media, we must be aware that communications that may seem country-specific could have an impact outside our region, and particularly on our parent HQ in Japan. The HQ Marketing function in UK and Ireland is responsible for informing the global marketing, solutions and sales support units as early as possible for plans to communicate on a topic impacting Fujitsu's reputation globally. In addition, approval must be sought for all external communications on such topics. The topics considered to have a global impact for Fujitsu are:

- Launch of or investment in technologies and services which are likely to attract global attention due to scale, government involvement or innovative technologies
- Cloud
- Our key partners
- Statements regarding our brand promise "Shaping Tomorrow with You" and key corporate values such as sustainability and the Fujitsu Way
- References to Fujitsu Limited
- Japan originated companies which are customers of Fujitsu
- Major business wins (over USD10m) or multinational business wins
- Organisational changes/crises such as restructuring, top executive changes, strike action, natural disasters etc.
- Military related business
- Mergers and Acquisitions

The HQ Marketing function monitors for appropriate use of the Fujitsu name and logo on the web and elsewhere, and has the authority to veto inappropriate or damaging use. This includes, but is not limited to, blogs which are written to convey or discuss company matters, and social media groups which utilise the company name.

It is Fujitsu's stringent policy to be apolitical. As such, no employee should undertake any sort of political activity that utilises (or benefits from) the company and/or its name. This includes activity that could be construed as furthering the aims of a political party, even if not in direct or overt support,

## **Authority & Accountability**

On behalf of Fujitsu UK & Ireland, the HQ Marketing department has sole authority to:

- Commission production of new printed material
- Commission production of general purpose videos and presentations
- Commission production and placement of advertisements
- Manage Fujitsu web presence
- Manage all formal corporate usage of social media on behalf of Fujitsu
- Manage Analysts and Sourcing Advisors relations
- Manage Media relations
- Plan and execute executive events programmes
- Plan and execute Fujitsu presence at conferences and exhibitions
- Plan and execute awareness & demand generation campaigns
- Build and maintain contact databases for marketing campaigns
- Plan and execute sponsorships
- Develop documented case studies and references
- Appoint and manage external communications agencies
- Manage the input and compliance to the Fujitsu Group visual identity guidelines to support the ongoing management and development of the Fujitsu brand.

Specifically, within the Fujitsu UK & Ireland Marketing team, the PR Manager (UK) and Head of Marketing (Ireland) have sole authority to:

- Issue media statements representing Fujitsu UK & Ireland
- Provide guidance for Fujitsu UK & Ireland employees speaking to the media
- Manage the relationships with nominated PR agencies

## **Applicability**

This policy applies to Fujitsu UK & Ireland. This means all Employees, Contractors and businesses carried on by Fujitsu Services Limited and its subsidiaries and any other company or organisation that is managed by the Chief Executive Officer, Fujitsu United Kingdom and Ireland except to the extent, if any, stated under Exemptions below. This includes operations in all countries as well as "off-shore" operations.

## **Exemptions**

The CEO of Fujitsu UK & Ireland may separately issue/approve public statements.

## **Policy Owner**

This policy is owned by Simon Carter, Marketing Director, Fujitsu UK & Ireland

## **For Further Information:**

Contact: John Williams, Head of Marketing Services, UK & Ireland, who manages the policy on behalf of Simon Carter

