

MESSAGE

What FUJITSU believes in...



Depleted resources, food shortages, poverty, global warming, and loss of biodiversity

Against a backdrop of explosive population growth, rapid industrialization, and economic globalization, these are issues confronting the planet that we dare not ignore.

The challenges society faces are enormous—and ever more severe.

We at Fujitsu now take this opportunity to share our thoughts and goals, how we, together with you, are facing these problems to and create value for the future.

We hope this will help you understand Fujitsu's thinking and the actions we are taking.

Global Issues for Society

The world population of 6.7 billion in 2007 is anticipated to reach 9.2 billion in 2050. On top of that, resource consumption per person is globally increasing. This growth, without any countermeasures, would require renewable resources and land equivalent to 2.8 planet Earths. Rapid industrialization, a source of our economic wealth, brings serious environmental threats such as global warming. Extreme weather associated with global warming includes rising sea levels, unusually heavy rains, floods, droughts, heat waves and hurricanes. Potentially, climate change would have a negative impact on resources, notably water, food, agriculture, and fisheries. On the other hand, poverty causes an increasing number of severe problems in developing countries, such as hunger, infectious disease, infant mortality, poor education, child labor, and unstable security.



Bringing about a Prosperous and Promising Future

Pursuing advances in our forte of information and communication technology (ICT) and leveraging to the utmost, Fujitsu contributes to the sustainable development of society.

That is what we in the Fujitsu Group strive for.

A Prosperous and Promising Future

Fujitsu provides people worldwide with opportunities and security through "ICT for Life", "ICT for Everyone" and "ICT for Society"

"ICT for Life"

To resolve challenges confronting humankind in the quest for the sustainable society and prosperous future. Fujitsu utilizes the most advanced ICT and creates new values in various fields such as agriculture, healthcare, transportation and education.

"ICT for Everyone"

To create an environment where everyone can enjoy the benefit of ICT, irrespective of where they live, age, or disability. Fujitsu is working on building information infrastructures in developing countries and introducing universal design for its products and services.

"ICT for Society"

ICT has become an essential part of the infrastructure that supports business and society. For example, it is one of Fujitsu's major social responsibilities to stably manage ICT systems for financial and governmental institutions. Fujitsu is also providing ICT resources in the fields of safety/security, disaster prevention and space exploration.

A step forward to reach this goal is realizing a Human Centric Intelligent Society.



Fujitsu's use of its cloud computing platform to invigorate Japan's agricultural sector is indicative of how its expertise is leveraged to find solutions to challenges such as global food issues.

Agricultural Knowledge Management System

Japanese agriculture seeks to address urgent issues including the decline in the food self-sufficiency ratio and an aging population with a declining rate young people who choose agricultural careers. Fujitsu introduced ICT to improve agricultural operations that previously depended on experience and tacit knowledge. Fujitsu uses sensors to capture soil/crop conditions and also to collect information from farm operations, weather and GPS (location). Integrating those data, Fujitsu launched the cloud computing service named "Agricultural Knowledge Management System." Advancing ICT, Fujitsu would like to underpin the industry competitiveness of Japanese agriculture, and further contribute to a stable food supply that is threatened by explosive population growth.



Fujitsu developed a system that monitors the growth of each fruit tree using smartphones to enhance quality management in agriculture. (Sowakajuen Co., Ltd., in Wakayama Prefecture)



By utilizing an agricultural knowledge management system, Fujitsu helps young farmers to efficiently learn agricultural skills. (Fukuhara Farm, Ltd., in Shiga Prefecture)

The "visualization" of agricultural practices through ICT is one way we at Fujitsu assist in nurturing the future human talent of agriculture while realizing a stable food supply.

Then there is the support we provide to rebuild and recover from large-scale disasters.

From reconstructing social infrastructure to building matching systems that address the needs of each and every disaster victim

The Fujitsu Group's Response to the Great East Japan Earthquake

As an ICT enterprise providing social information platforms, we at Fujitsu put forth our best efforts to overcome natural disasters with post-disaster recovery and reconstruction for local governments and all those affected.



Fujitsu established the On-site Restoration Countermeasures HQ and recovered critical ICT systems at police and fire departments, and hospitals by promptly dispatching a total 1,500 customer engineers to the disaster area. Fujitsu also provided various free cloud computing services for companies, local governments and other organizations in the disaster area.



Fujitsu participated in "The joint project linking the disaster victims and NPOs" ("TSUNA-PRO"). A cloud service, "CRMate" with needs-matching capability supported efficient deliveries of relief goods in partnership with NPOs and governments.

We are a company that provides ICT essential for daily human life, and it is precisely for that reason the Fujitsu Group applies so much of its energy to post-disaster recovery and reconstruction.



Fujitsu believes that ICT can play a role in dramatically cutting global CO₂ emissions.

Utilizing ICT to Reduce CO₂ Emissions

ICT devices such as PCs, Smartphones and Video conference systems enhance the efficiency of daily life and business operations, and reduce energy consumed by transportation. ICT enables us to accurately monitor and assess energy usage over long periods so that we can optimize and raise energy efficiency. Fujitsu Group has been promoting "Green Policy Innovation," the environmental burden reduction project, providing Green ICT (Eco-friendly products and solutions). Through these activities, Fujitsu set a global target of cutting CO₂ emissions by more than 15 million tons over a four-year period from FY 2009 to 2012.



Utilizing solar power generation system at our Kawasaki plant, Fujitsu is developing a "simulator for the optimized operation of electrical storage batteries." This system controls usage of excess electrical power and equalizes loads based on supercomputer simulations.



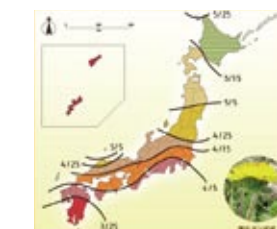
Japan Advanced Institute of Science and Technology in Hokuriku adopted a private cloud for their New System Integration project. They reduced the number of servers significantly and also reduced CO₂ emission by 56.9%. Owing to this result, they received the Ministry of the Environment's 2010 award for activities to prevent global warming (Category: Technology Introduction and Diffusion).



Working to leave to future generations a beautiful environment that will sustainably support diverse forms of life.

Conservation of Biodiversity

Vibrant ecosystems are of indispensable benefit to our lives, including for our supply of food, wood, oxygen, and climate regulation. The benefit received from these ecosystems is called "Ecosystem service," and its recent dramatic deterioration is an enormous concern. Accordingly, the Fujitsu Group has set conservation of biodiversity as one goal in the Fujitsu Group's mid-term environmental vision, and established the "Fujitsu Group Biodiversity Action Principles" in October 2009. We have developed and are promoting specific action plans items like "Contributing to the Conservation of Biodiversity Using ICT."



Fujitsu jointly promotes the survey of vegetation and ecosystems with local governments, NPOs and citizens nationwide, accumulating photos of plants taken by mobile phones with GPS functions in a graphic database, and using location information and mapping to view and analyze the data. The national university Aichi University of Education cooperated with Fujitsu in classifying the collected dandelion data into indigenous and non-native varieties, estimated the bloom date, and created the first Japanese "Nationwide Dandelion Front Map." In Kawasaki City, we survey the vegetation along the Tamagawa River in cooperation with the municipal government and NPOs. Using this system we develop maps of seasonal vegetation, including for the river environment and plant characteristics. This promotes environmental learning for Kawasaki city citizens.

Fujitsu endeavors to raise energy efficiency, maximize the power of ICT to monitor ecosystems, and to contribute to the realization of a low carbon society and preservation of biodiversity.

Fujitsu puts the world's top-ranked supercomputer to use against a broad range of difficult challenges faced by people and society.

Fujitsu wants to help save the life of as many patients as possible who are struggling with a serious illness.

Performance, streamlined production, and safety—Fujitsu intends to remain a world leader with an uncompromising manufacturing philosophy.

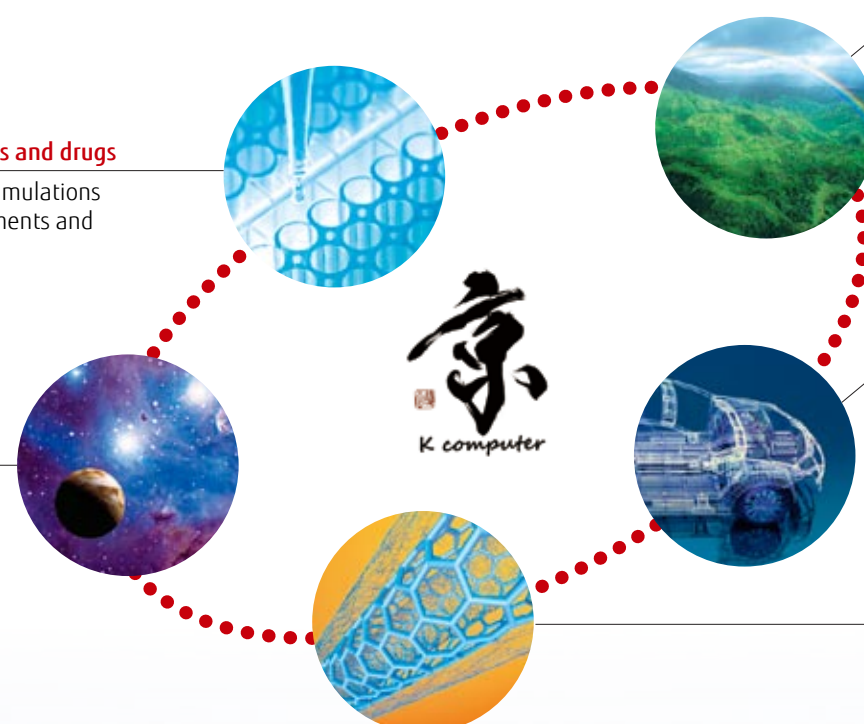
Discovering the origins of the universe to contribute to humankind's future

Developing new medical treatments and drugs

R&D for new pharmaceuticals, and simulations to optimize the latest medical treatments and surgical procedures

Demystifying the universe

Discovering new, unknown matter in space and resolving the mysteries of the universe



Addressing environmental and disaster-prevention problems

Performing analyses to avert global warming and to strengthen buildings against natural disasters

Developing leading-edge products

Developing much safer aircraft, and automobiles that will minimize the effect of impacts

Developing new materials and energy sources

Developing energy sources and materials with lower environmental burdens

The K computer conducts supercomputing-based simulations to promote future prosperity and security.

K computer's Contribution to Humankind

Supercomputers play a key role in resolving complex problems, such as the depletion of resources, the degradation of the environment, and the challenges of healthcare. Following theory and testing, computer simulations that digitally reproduce various natural phenomena are a third tenet of science used for all research and development. Supercomputers can simulate our future. For example, they can contribute to the design and development of safer automobiles and aircraft, innovative medicine and treatment, nanotech materials, prevention of global warming and natural disasters, and research on the origins of the universe. The K computer, jointly developed by RIKEN, clocked in at a world-record speed in June and November of 2011. The Fujitsu Group endeavors to contribute to the future of Japan, the world and humankind, utilizing this top processing speed.



The K computer enables simulations of rockets or aircraft as a whole, without a huge facility. High performance airframes can be developed in a shorter term with lower budget.



The K computer's high processing speed enables the reproduction of various natural phenomena. We expect to use it to survey distant stars and galaxies that are not visible with existing technologies, and also for research on the formation of the universe.

*The K computer is the nickname RIKEN has been using for the supercomputer of this project since July 2010.

Each of us at the Fujitsu Group needs to enhance our imagination and creativity to find solutions to social issues—and to spread these initiatives globally.

Inside and outside of Fujitsu, diversity brings about new innovation.

Diversity Promotion

Fujitsu believes that dialogue and discussion among diverse employees will surely create new values and bring about major social innovation. We introduce a number of programs to realize a better balance between family and career, and convene a series of expert lectures and employee dialogue for a pleasant environment where all employees can actively work, irrespective of their nationality, gender, age, or disability.

Fujitsu nurtures human talent with leadership that has an unshakable sense of values.

Global Leadership Development

The growing list of complex and challenging problems faced by the world includes financial crisis, threats to the global environmental, explosive population growth, and food shortages. As the highest priority issue, Fujitsu will contribute to create a sustainable future through its business, and to develop human resources with an unshakable sense of values about "what will be good for the planet, society, and humankind." The Global Knowledge Institute at Fujitsu provides a series of training programs to raise new global leaders who can play an important role in global knowledge-based competition.



Toward a sustainable future
Developing a workforce capable of thinking and acting for themselves to tackle today's pressing issues—this is one responsibility of the Fujitsu Group.



Always beginning with dialogue

Listening to stakeholder's concerns and interests, as well as their expectations and commitments, the Fujitsu Group continues to take on ever greater challenges and to tackle new issues.



Customers, together with their own customers



Partners

Shareholders and Investors



Local communities

VOICES OF STAKEHOLDERS

A customer in the area devastated by the Great East Japan Earthquake: "Fujitsu employees kindly provided us with heating oil from their office soon after the Great East Japan Earthquake. I wish the best of luck to Fujitsu with such a kind corporate culture."

A member of Fujitsu Family Association *: "The Fujitsu Family Association regularly provides us with motivational opportunities. We can meet the top management or executives of Fujitsu, obtain the latest information, and interact with people from different industries. I defiantly hope you continue your efforts."

A business partner: "We appreciate Fujitsu's straightforward suggestions in the regular quality meetings. Its active commitments to Suppliers' Performance Reviews and other investigations show Fujitsu's sincere attitudes about bilateral communications."

A CSR expert: "I expect Fujitsu, as a global enterprise based in Japan, to let us know how it would resolve Japanese challenges such as social disparity and the aging society."

Staff members of nursery schools near Fujitsu: "We appreciate the Fujitsu employees who interact with the children of our nursery school by jointly decorating the Christmas trees, etc."

A Fujitsu partner: "While I communicate with several different Fujitsu people, I sometimes feel that Fujitsu might be too large to quickly build an internal consensus and make decisions."

Members of a shopping district near Fujitsu: "We feel a close connection to a global company, Fujitsu, through social contribution events. We would like to revitalize local communities together with Fujitsu."

NGO staff: "Fujitsu CSR people are increasingly participating in NGO events. I feel it shows Fujitsu's willingness to work on social problem resolution with outside stakeholders. I hope that the management and regular employees of Fujitsu will increase such interactions."

*Fujitsu's user community of information and communication systems that helps members exchange information and improve skills.

As well as various industry experts

Stakeholder Dialogue

Fujitsu convened a stakeholder dialogue as an effort to deeply think about a way to achieve a sustainable society. Through such dialogue with outside experts, we seriously consider expected responsibilities and integrate those into our company management.





The Fujitsu Group aims for the creation of a prosperous future that fulfills the dreams of people, collaborating with customers, local communities, and the peoples of the world to create new value that will benefit the sustainable development of society.

Masami Yamamoto,
President and Representative Director
Fujitsu Limited

Our Corporate Philosophy "FUJITSU Way"

—We implement our CSR practices around the world.

The Fujitsu Way will facilitate management innovation and promote a unified direction for the Fujitsu Group as we expand our global business activities, bringing innovative technology and solutions to every corner of the globe. The Fujitsu Way provides a common direction for all employees of the Fujitsu Group. By adhering to its principles and values, employees enhance corporate value and their contributions to global and local societies.

FUJITSU Way

Corporate Vision	Through our constant pursuit of innovation, the Fujitsu Group aims to contribute to the creation of a networked society that is rewarding and secure, bringing about a prosperous future that fulfills the dreams of people throughout the world.	
Corporate Values	What we strive for:	
	Society and Environment	In all our actions, we protect the environment and contribute to society.
	Profit and Growth	We strive to meet the expectations of customers, employees and shareholders.
	Shareholders and Investors	We seek to continuously increase our corporate value.
	Global Perspective	We think and act from a global perspective.
	What we value:	
	Employees	We respect diversity and support individual growth.
	Customers	We seek to be their valued and trusted partner.
	Business Partners	We build mutually beneficial relationships.
	Technology	We seek to create new value through innovation.
	Quality	We enhance the reputation of our customers and the reliability of social infrastructure.
Principles	Global Citizenship	We act as good global citizens, attuned to the needs of society and the environment.
	Customer-Centric Perspective	We think from the customer's perspective and act with sincerity.
	Firsthand Understanding	We act based on a firsthand understanding of the actual situation.
	Spirit of Challenge	We strive to achieve our highest goals.
	Speed and Agility	We act flexibly and promptly to achieve our objectives.
	Teamwork	We share common objectives across organizations, work as a team and act as responsible members of the team.
Code of Conduct	<div><div><div>■ We respect human rights.</div><div>■ We comply with all laws and regulations.</div><div>■ We act with fairness in our business dealings.</div></div><div><div>■ We protect and respect intellectual property.</div><div>■ We maintain confidentiality.</div><div>■ We do not use our position in our organization for personal gain.</div></div></div>	
Business Policy	<div><div><div>■ We use Field Innovation to find new approaches and the inspiration to improve ourselves, while delivering added value to our customers.</div><div>■ We provide global environmental solutions in all our business areas.</div></div><div><div>■ Fujitsu Group companies work together to accelerate our global business expansion.</div></div></div>	

Addressing the social problems with ICT, and contributing the sustainable development of society

— To accelerate these innovative activities for prosperous future, Fujitsu Group established a corporate social responsibility (CSR) policy and determined the priorities issues around which it will focus its CSR practices in December 2010. We will focus on "five priorities" in a more forceful response to the multiple needs and expectations of stakeholders so as to contribute to the sustainable development of society and the planet.

CSR Policy

CSR at Fujitsu is practiced by implementing the Fujitsu Way. In all its business activities, by implementing the Fujitsu Way in light of the expectations and needs of multiple stakeholders, the Fujitsu Group contributes to the sustainable development of society and the planet. Fujitsu will focus on the following five priority issues in implementing its CSR practices. By pursuing these issues, Fujitsu will promote responsible management as a global ICT company.

Five Priority Issues

The five priority issues that the Fujitsu Group will focus on fall into three categories.

1. Addressing Society's Challenges through Corporate Activities

The Fujitsu Group will contribute to the sustainable development of society and the planet by addressing a variety of society's challenges through its corporate activities.

Priority 1: Providing Opportunities and Security Through ICT
Fujitsu will contribute to the creation of a society where ICT connects and supports the world's 7 billion people, providing them with security and opportunities to pursue their dreams.

Priority 2: Protecting the Global Environment
Fujitsu will contribute to the resolution of global environmental challenges through ICT, while at the same time reducing the Fujitsu Group's own environmental footprint.

2. Strengthening the Foundation of CSR Activities

To contribute the sustainable development of society, Fujitsu will strengthen the foundation of its CSR activities to foster an environment in which employees develop a global perspective and actively participate in the Company's CSR activities.

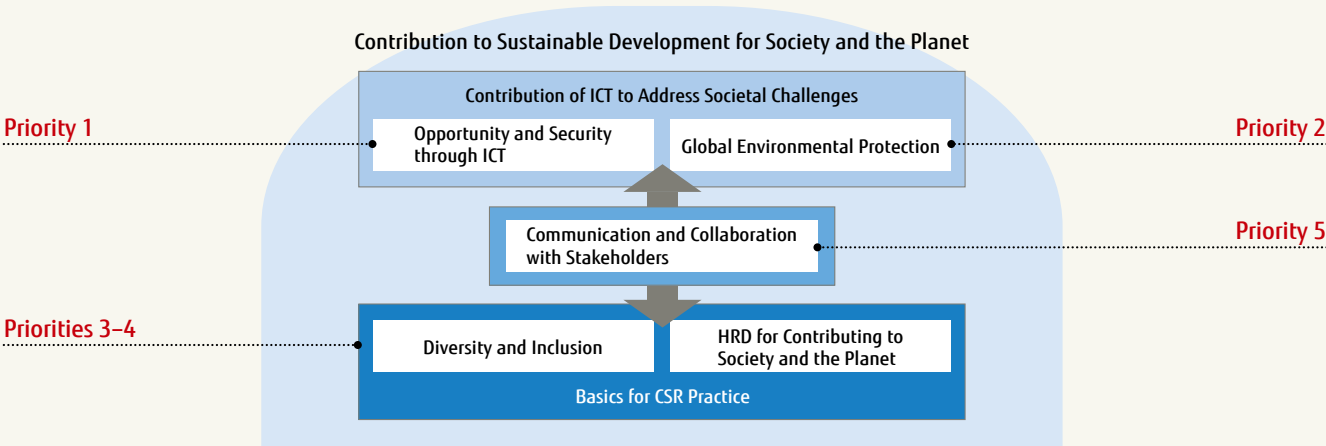
Priority 3: Embracing Diversity and Inclusion
Fujitsu will promote diversity in its human resources, irrespective of nationality, gender, age, or disability, to enable individuals to grow with the company.

Priority 2: Developing Human Resources for Their Contribution to Society and the Planet
Fujitsu will lead the way in cultivating employees who, from a global perspective, are pioneers in contributing to the advancement of society.

3. Communicating and Collaborating with Stakeholders

In order to promote the initiatives outlined above from multiple perspectives, Fujitsu will build relationships with a broad base of stakeholders, going beyond the boundaries of the Company's existing business.

Priority 5: Communicating and Collaborating with Stakeholders
As a good corporate citizen, Fujitsu will pursue a thorough understanding of the multiple needs and expectations of its stakeholders and pursue business activities to meet these needs and expectations.



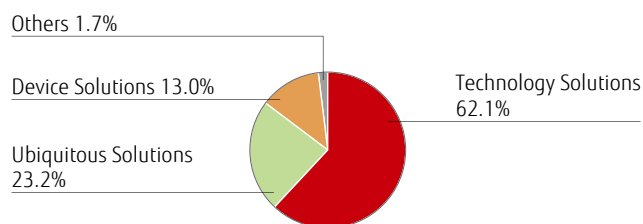
Fujitsu Group Profile

Parent Company	Fujitsu Limited
Addresses	•Kawasaki Main Office 4-1-1 Kamikodanaka, Nakahara-ku, Kawasaki-shi, Kanagawa 211-8588, Japan •Headquarters Shiodome City Center 1-5-2 Higashi-Shimbashi Minato-ku, Tokyo 105-7123, Japan
President	Masami Yamamoto
Established	June 20, 1935
Main Business	Activities Manufacture and sale of communications systems, information processing systems, and electronic devices, and the provision of services related to those products
Sales	Consolidated: ¥4,528.4 billion (FY 2010)
Capital	¥324.6 billion (as of the end of March 2011)
Total Assets	¥3,024,097 million (as of the end of March 2011) (Liabilities: ¥2,070,318 million; net assets : ¥953,779 million)
Fiscal Year-end	March 31
Unconsolidated:	Consolidated: 172,336 (as of the end of March 2011) 24,969 (as of the end of March 2011)
Consolidated Subsidiaries	535 companies
Equity-method Affiliates	15 companies
Stock Exchange Listings	Tokyo, Osaka, Nagoya, London

Regarding Our Business Segments

The Fujitsu Group provides a wide range of services and products with the advanced technology, high performance and high quality essential for the future of the ICT sector, and operates an integrated total solutions business, from the development, manufacturing and sales of those products and electronic devices to the provision of maintenance services.

FY 2010 Consolidated Net Sales by Business Segment



FUJITSU LIMITED

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<http://www.fujitsu.com/global/about/environment/contact.html>