

With Local and International Communities



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Based on the statement of "In all our actions, we protect the environment and contribute to society" in the Corporate Values of the Fujitsu Way, we take a leading role in sustaining the well-being of society through our business activities as good corporate citizens.

We have developed deep roots in communities around the world and engage in social activities in harmony with these local communities. This includes the promotion of cultural events, sporting activities, youth educational programs and other local initiatives.

Our Approach to Social Contributions

A primary motivation for the Fujitsu Group is to live and thrive as a good global citizen in harmony with local and international communities. We aim to grow and to fulfill our responsibility to promote the sustainability of society by working for the best interests of all of our stakeholders, including customers, employees, shareholders and investors, suppliers and business partners, local and international communities, public institutions and government authorities.

As part of this policy, the Fujitsu Group engages in social contribution activities that include educational programs

for young people who will become future leaders, as well as a variety of initiatives to actively promote communications with international and local communities and environmental preservation (see page 50).

WEB See the following site for more on Fujitsu's social contribution activities.

<http://www.fujitsu.com/global/about/responsibility/community/>

Social Contribution Highlights for 2007

Japan-America Institute of Management Science

JAIMS is a non-profit educational institution set up with the full backing of Fujitsu in 1972 to provide post-graduate level education. Anticipating the increasing importance of US-Japan business relations, the institute was established based on the vision of Yoshimitsu Khora, then Fujitsu President, to foster the development of globally minded business people who could act as future bridges between the two nations. Currently, its mission is to contribute to the development of the human resources and economies of the Asia-Pacific region.

Fujitsu has continued to provide financial assistance for operating funds, setting up a dedicated support organization within the company which functions as the Japan branch of JAIMS. This branch is active in the advertising and publicity for

Social Contribution Activities in Fiscal 2007

Promoting Learning & Education and International Exchange

- Management of the Japan-America Institute of Management Science (JAIMS)
- Management of the Foundation for International Information Processing Education (FINIPED)
- Support for the Mathematical Olympiad Foundation of Japan & The Japanese Committee for the International Olympiad in Informatics
- Sponsorship of the Fujitsu Asia Pacific Scholarship Program
- Fujitsu Kid's Site (Japanese website)

Cultural & Artistic Activities

- Sponsorship of the Fujitsu Concert Series
- Sponsorship of the Concord Jazz Festival
- Hosting of the 15th Fujitsu Cup Masters Tournament (the only senior level *Shogi* tournament of its kind)
- Hosting of the 20th World Go Championship Fujitsu Cup
- Sponsorship of the Fujitsu Ladies Golf Tournament
- Support for the Kawasaki Frontale Professional Soccer Team

Company Sports

- Track and field
- American football
- Women's basketball

Local Activities

- Kawasaki Plant Spring Festival
- Numazu Plant Tea-Picking Festival
- Fujitsu Solution Square *Kusunoki* Festival

Disaster Relief Support

- Disaster relief support for the Niigata Prefecture Chuetsu offshore earthquake (Japan, July 2007)
- Disaster relief support for the areas of Toyama Prefecture affected by high waves (Japan, February 2008)
- Disaster relief support for the Myanmar cyclone (May 2008)
- Disaster relief support for the Sichuan earthquake (China, May 2008)



Soccer coaching by Kawasaki Frontale



Primary school sports friendship classroom



Kawasaki Plant Spring Festival



Fujitsu Solution Square *Kusunoki* Festival

assisting business people engaged in overseas education to plan seminars, and in supporting the acceptance of overseas students within Japan, contributing to society through academic and educational promotion and international exchanges.

There are now about 3,000 graduates of the JAIMS program, and approximately 19,000 have attended overseas seminars, while over 22,000 have participated from 54 nations and regions. These participants are using the multicultural communication and management skills they acquired through other JAIMS programs, along with its global network of contacts, in countries all over the world.

In 2006, JAIMS was awarded the Japanese Foreign Minister's Commendation for that year in recognition of contributions to international exchange extending for more than three decades.



The entrance to JAIMS

WEB The Japan-America Institute of Management Science
<http://www.jaims.org/>

Running the Fujitsu Scholarship Program

In 1985, the 50th anniversary of Fujitsu's foundation was celebrated by establishing the Fujitsu Scholarship Program. Initially, it was intended to fund scholars who would study Japanese management at JAIMS, but since 1996 its range of application has been extended to embrace other academic programs, and it now provides the opportunity for businesspersons from the Asia-Pacific region to study JAIMS intercultural management programs. The scholarships now extend to 18 nations, and a total of 331 students have received awards.

Of the many who apply each year, the successful applicants have, in addition to English language skills, good academic records and working experience, the intention to contribute to the advance of their home country. The Fujitsu Scholarship Program is coordinated with Group business deployment in Asia-Pacific nations, contributing to society by providing education firmly rooted in international society so



Scholars at graduation ceremony

as to foster business leaders for the Asia-Pacific region, cultural exchanges, and the promotion of mutual understanding.

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

Support for the Mathematical Olympics & Olympiad in Informatics

Fujitsu supports the Mathematical Olympiad Foundation of Japan and the Japanese committee for the International Olympiad in Informatics (a designated NPO) to discover and foster valuable human resources expected to play leading roles in the future development of society.

The Mathematical Olympiad Foundation of Japan was established in 1991 in order to discover gifted mathematicians for selection and entry as national representatives in the International Mathematical Olympiad (IMO), to further develop their skills, and to help improve and promote mathematical education from an international perspective. Fujitsu provided the basic funds for the establishment of the Foundation together with two other companies and one individual, and presents supplementary prizes to the top performers at the Japan Junior Mathematical Olympiad and the Japan Mathematical Olympiad from which national representatives for the IMO are selected.

The Japanese committee for the International Olympiad in Informatics was established in 2005 to train human resources in support of Japan's mathematical information science sector. It provides participants and cooperation for the International Olympiad in Informatics (IOI), a programming contest that targets junior and senior high school students. As a supporting member, Fujitsu provides assistance in the committee's operation, and present supplementary prizes to the top performers at the Japanese Olympiad in Informatics from which national representatives for the IOI are selected,



The award ceremony for the Seventh Japanese Olympiad in Informatics

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For the Environment

Activities Contributing to Local Society

The Fujitsu Group, as one of its site activities under the Environmental Management System (EMS), promotes contributions to local communities at every department, branch, factory and office throughout Japan. In fiscal 2007, some 770 projects—mostly cleaning-up activities—were carried out to strengthen cooperation with the local community.

For example, at the Kawasaki Plant, a wide variety of volunteer activities are performed that contribute to the community. Specifically, these range from cleaning-up activities in the area around the plant to planting flowerbeds along the plant perimeter in spring and autumn. Recently, when dragonfly nymphs were found to be inhabiting a local swimming pool, they were saved and released in a large pond within the plant site. This nymph rescue campaign is now a regular fixture on the calendar, and is performed with the help of local primary school children.



Planting flowerbeds

These and similar activities are performed during lunch time, and more staff are participating as more of these events take place. In fiscal 2007 the cumulative total exceeded 1,000 staff members.

Preserving the Natural Environment

Forests help to alleviate natural disasters like droughts and floods and they are the place where wild animals and plants live and grow. They also are effective in absorbing the CO₂ that causes global warming.

As part of its activities to preserve the natural environment, the Fujitsu Group participates in forestry preservation, and 50 Group employees participated in the Fujitsu Nasu Factory Natural Reforestation Activities, (part of a Tochigi Prefecture cooperative



Employees who volunteered to participate in natural forest replanting

initiative to promote reforestation to secure water resources) planting 150 seedlings of several different species of native tree.

At Fujitsu Chubu Systems, Ltd., they worked with the forestry union of Odai Town (formerly Miyagawa Village) in replanting to undo the damage caused by Typhoon No.21 and the resulting landslides in 2004. Employees and their family members, 117 in all, planted 282 seedlings of 34 different species.

The Fujitsu Kids' Project

At a time when children are said to be turning away from science and mathematics, the Fujitsu Group started the Fujitsu Kids' Project in 2007, seeing its corporate mission as raising up a new generation. The approach is to convey to the next generation the joys of making things and the wonders of technology.

The Group is taking this project nationwide, with a website positioned as one of the main media for future oriented activities. Specifically, at the dedicated website, "Fujitsu Kids' Site" the contents include learning materials linked to the school curriculum that introduce the fun of making things, environmental preservation, universal design, and show how personal computers work, etc., all with many ideas to make learning an enjoyable experience for children.

The project is not confined to using the website to convey information but also, through practical activities, holds events that actually convey the pleasures of making things.

The concept behind "Fujitsu Kids' Event 2007," which was held that summer, was to get parents and children to enjoy learning together about the wonders of technology and how to make things. The program included environmental education, visits to science and technology exhibitions, and workshops for turning future dreams into present realities run in liaison with the Fujitsu Kids' Site, and soliciting participation from primary schools near and far.



The Fujitsu Kids' website

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To spread good web-page contents and to promote universal design, we made available in December 2007 a "Handbook for Creating Kids' Contents" based on the know-how we had acquired in creating the Fujitsu Kids' Site. It had been downloaded some 10,000 times within five months and has been used by many people to create high quality website contents.

This value of this approach in conveying the fun and joy of making things has been recognized by the Eco goo Award 2007 "Outstanding" Award (Kids' Section) sponsored by NTT Resonant, Inc., and the "Outstanding" Award of the 6th Consumer Education Materials Awards made by the National Institute on Consumer Education.



The ceremony for the Eco goo Award 2007 "Outstanding" Award (kids' section)

WEB Fujitsu Kids' Site
<http://jp.fujitsu.com/about/kids> (in Japanese)

Public Policy Development

Among the corporate activities involving daily social life, the widespread use of IT has given rise to the need for new regulations and new social rules, as well as new approaches to ensure appropriate and convenient use of IT.

Under these circumstances, Fujitsu is working with various stakeholders to develop policy proposals for regulatory reform, to promote global dialogues among industry members, and to contribute to a more prosperous society that people dream of.

Information Security Policy Development

Addressing such issues as a declining birthrate with an aging population, globalization of the economy and society, building a safe and secure society, and achieving economic growth through productivity improvements are major challenges for the Japanese society. As an IT industry leader, Fujitsu is actively involved in the government policy development process in seeking solutions to these important issues.

For example, in recent years, we have been facing information-related incidents, including system failures and personal information leaks in core social industries such as government, finance, telecommunications and healthcare. In these circumstances, the Japanese government has set up an Information Security Policy Committee so that government and private industry could cooperate in the proper allocation of responsibilities to appropriately deal with the issues of information security. Fujitsu's executives participate in this committee, as industry representative members, to develop information security policy, including helping to draw up the security guidelines for government bodies and critical infrastructures.

Global Industry Dialogues

Facing the demand for solutions or improvements to global environmental challenges, both government and the private sector are expected to take a lead in national and international cooperation and dialogues on how IT can contribute positively to environmental issues. Fujitsu is fulfilling its responsibility as an IT industry leader by actively taking those positive actions.

For example, in April 2008, the Global Information Infrastructure Commission (GIIC), chaired by a Fujitsu executive, held its annual meetings in Tokyo. The theme of the meeting was "The Power of Green: In the Future of ICT*, Is It Part of the Problem or the Solution?". The key representatives from private industry, governments and academia discussed environmental problems and the future IT society, and issued the Tokyo Declaration as a summary of the meetings with recommendations on how the ICT industry can contribute to improving the environment.

Other Fujitsu activities include participation in a variety of Japanese and overseas forums, proposing a better quality of life.



The Global Information Infrastructure Commission

* ICT
 Information Communication Technology.

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