

The role and responsibility of the Fujitsu Group as a truly global ICT company.



Masami Fujita Corporate Senior Executive Vice President

Corporate Social Responsibility Policy and Five Priority Issues

In December 2010, the Fujitsu Group established a corporate social responsibility (CSR) policy and determined five priority issues around which it will focus its CSR practices.

The Fujitsu Group has carried out CSR activities in accordance with the Fujitsu Way, a corporate philosophy that sets forth guiding principles and overarching values for employees. In addition, in December 2009 the company became a signatory to the United Nations Global Compact (see page 15) as a way to enhance its CSR activities from a global perspective.

In Japan, economic promotion organization Nippon Keidanren revised its Charter of Corporate Behavior in September 2010 to reflect changes in attitudes towards CSR. In November, ISO 26000, the first international standard providing guidelines for social responsibility, was published. Society's demands for CSR activities are intensifying both within and outside Japan.

Based on this CSR policy, the Group 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, discharging its responsibilities as a truly global ICT company.

In addressing the priority issues, Fujitsu will set key performance indicators (KPIs) and follow the PDCA cycle in making actual progress. This progress will be disclosed within and outside the company and shared while CSR activities are being made an integral part of management.

Ongoing Dialogue with Outside Experts

In setting priorities, the CSR Promotion Task Force,* which has representatives from all concerned departments of the Company, formed a basic strategy working group that considered the Global Reporting Initiative guidelines and other internationally recognized CSR norms, identified global social problems, and held repeated discussions to decide those which Fujitsu should address as priorities (nine such discussions were held between April and September 2010).

Two sessions of dialogues were also held with stakeholders, in which they were represented by outside experts, deepening our understanding of their needs and expectations.

* **CSR Promotion Task Force:** Global Business Management Unit, Corporate Planning and Business Strategy Office, Corporate Brand Office, Customer-Centric Management Promotion Office, FUJITSU Way Unit, Corporate Affairs & Human Resources Unit, Diversity Promotion Office, JAISMS Promotion Division, Legal Unit, Purchasing Unit, Corporate Environmental Strategy Unit, Marketing Unit, and the following Group companies: Fujitsu Laboratories Ltd., Fujitsu Semiconductor Ltd., Fujitsu Design Ltd., Fujitsu University Ltd., and others.

Comments from Experts who Participated in the Dialogue (excerpted)

Mariko Kawaguchi

Then General Manager, CSR Promotion Department, Daiwa Securities Group Inc.

As markets become increasingly globalized, companies that resist diversity will be unable to grow. As previously successful experiences become ineffective, it will be essential to consciously make use of human resources with different ways of thinking and standards of judgment.

Taku Furukawa

Board member (then Managing Director) of the Alliance Forum

Japanese companies are expected to develop human resources. As markets change and call for different approaches and communication skills, employees who can cope are essential.

Yukiko Furuya

Board member, NIPPON ASSOCIATION OF CONSUMER SPECIALISTS

Stakeholder communications should not be a passive waiting game, but actively initiated from the company side. When that happens, I would like to see the communications addressing the solutions of social problems.



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.

Specific initiatives:

- Provide easy-to-understand and user-friendly products and solutions (based on the principle of universal design).
- Contribute to the resolution of society's problems by providing supercomputers and advanced ICT technologies.

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.

Specific initiatives:

- Reduce the environmental footprints of customers and society by developing green ICT.
- Reduce the environmental footprint of Fujitsu's own business activities.
- Promote activities to conserve biodiversity.

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.

Specific initiatives:

- Create a corporate culture that fosters innovation through the promotion of diversity.
- Promote work-life balance among employees.

Priority 4: 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.

Specific initiatives:

- Foster the development of globally minded employees.
- Foster a desire among employees to contribute to the advancement of society through their work.

3. Communicating and Collaborating with Stakeholders

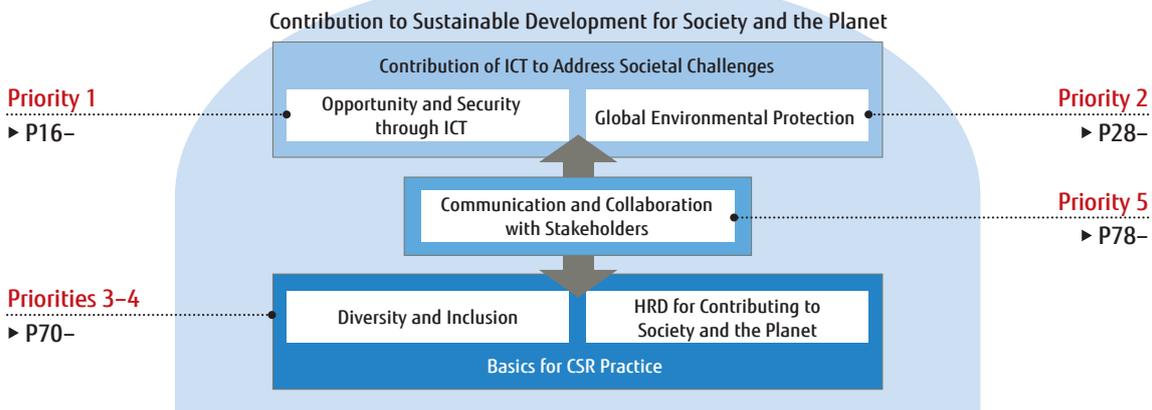
In order to promote the initiatives outlined above from multiple perspectives, Fujitsu will build relationships with a broad base of stakeholders, going beyond the boundaries of the Company's existing business.

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.

Specific initiatives:

- Build relationships with a diverse group of stakeholders, including NGOs and international organizations.
- Promote CSR activities along the following four dimensions: 1) ICT for everyone; 2) challenges; 3) environment; and 4) community engagement.



FUJITSU Way

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 international society and local communities.

Activities to Disseminate the Fujitsu Way Promoting group-wide dissemination

In the Fujitsu Group, all companies around the world adopt the Fujitsu Way and reflect it in their activities, creating a unified direction for the enhanced corporate governance. Fujitsu Way leaders are selected from each group company or business unit to work with management, to make references to the Fujitsu Way in their messages to employees, and to disseminate it in ways appropriate to their organizations.

Working with Fujitsu Way leaders

To ensure further dissemination of the Fujitsu Way, 250 Fujitsu Way leaders from Group companies in Japan were called for a joint conference in June 2010 to reconfirm the activity policy for FY 2010.

At this conference, in addition to the year's activity policy, some of the good practices of promotional activities within the

organization were introduced. The detailed information regarding the Code of Conduct was shared and the obstacles encountered in the course of the dissemination activities were discussed. Activities in line with the policy were implemented at workplaces, and the results are being monitored in order to further improve these activities.



The FY 2010 policy conference

Providing more Fujitsu Way tools

Booklets explaining the Fujitsu Way and credit-sized cards are prepared in four languages (Japanese, English, Chinese and Korean) and distributed to Group employees around the world. Posters in 12 languages are posted at the workplaces. Top management videos are made available on the corporate intranet; President Yamamoto made one after his appointment in April, 2010. The e-learning contents are updated so that employees can further deepen their understanding of the Fujitsu Way at any time.

Furthermore, a new e-learning program has been designed for employees outside Japan and the course opened in April 2011. Currently, we are working to expand the language option for the booklet from 4 to 16 languages. These tools are aimed to be used in trainings and other projects as well.

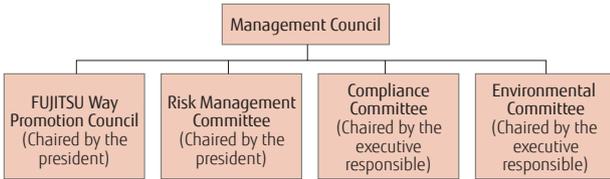
FUJITSU Way

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: <table border="1"> <tr> <td>Society and Environment</td> <td>In all our actions, we protect the environment and contribute to society.</td> </tr> <tr> <td>Profit and Growth</td> <td>We strive to meet the expectations of customers, employees and shareholders.</td> </tr> <tr> <td>Shareholders and Investors</td> <td>We seek to continuously increase our corporate value.</td> </tr> <tr> <td>Global Perspective</td> <td>We think and act from a global perspective.</td> </tr> </table>	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.				
	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: <table border="1"> <tr> <td>Employees</td> <td>We respect diversity and support individual growth.</td> </tr> <tr> <td>Customers</td> <td>We seek to be their valued and trusted partner.</td> </tr> <tr> <td>Business Partners</td> <td>We build mutually beneficial relationships.</td> </tr> <tr> <td>Technology</td> <td>We seek to create new value through innovation.</td> </tr> <tr> <td>Quality</td> <td>We enhance the reputation of our customers and the reliability of social infrastructure.</td> </tr> </table>	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.		
	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	<table border="1"> <tr> <td>Global Citizenship</td> <td>We act as good global citizens, attuned to the needs of society and the environment.</td> </tr> <tr> <td>Customer-Centric Perspective</td> <td>We think from the customer's perspective and act with sincerity.</td> </tr> <tr> <td>Firsthand Understanding</td> <td>We act based on a firsthand understanding of the actual situation.</td> </tr> <tr> <td>Spirit of Challenge</td> <td>We strive to achieve our highest goals.</td> </tr> <tr> <td>Speed and Agility</td> <td>We act flexibly and promptly to achieve our objectives.</td> </tr> <tr> <td>Teamwork</td> <td>We share common objectives across organizations, work as a team and act as responsible members of the team.</td> </tr> </table>	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.
	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	<ul style="list-style-type: none"> ■ We respect human rights. ■ We comply with all laws and regulations. ■ We act with fairness in our business dealings. ■ We protect and respect intellectual property. ■ We maintain confidentiality. ■ We do not use our position in our organization for personal gain. 												
	Business Policy	<ul style="list-style-type: none"> ■ We use Field Innovation to find new approaches and the inspiration to improve ourselves, while delivering added value to our customers. ■ We provide global environmental solutions in all our business areas. ■ Fujitsu Group companies work together to accelerate our global business expansion. 											

Organization Promoting CSR

Four committees have been set up as the organization charged with the propagation and firmer establishment of CSR activities in accordance with the Fujitsu Way. Reporting directly to the Management Council, they are the Fujitsu Way Promotion Council, Risk Management Committee, Compliance Committee and the Environmental Committee.

Company-Wide Committees



Activities Promoting CSR

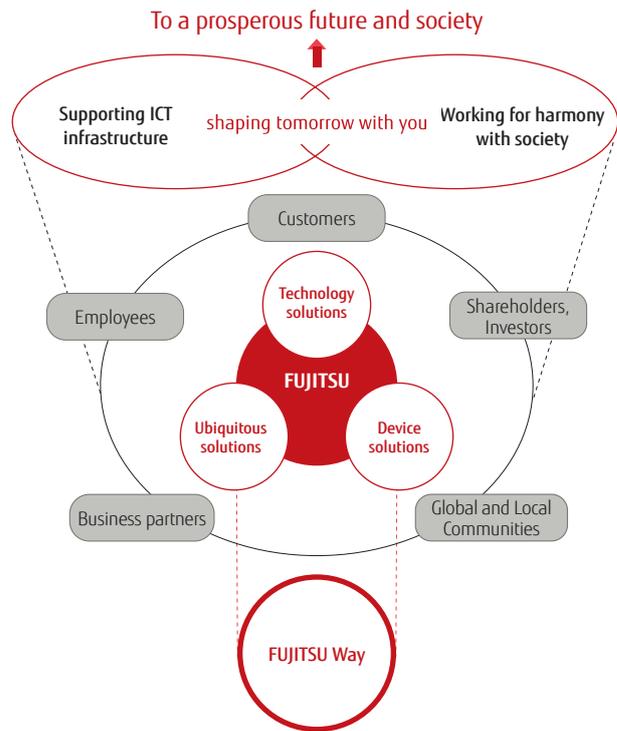
Fujitsu, in order to make steady progress in addressing CSR priorities, is taking practical approaches under the leadership of the responsible business units.

In FY 2010, the CSR Promotion Task Force (see page 11) set up new working groups on basic strategy, communications, benefits to society, etc., with members coming from the various business units. Each working group set up key performance indicators (KPIs), distributed information, and investigated new examples of benefits to society and solutions to social problems.

The Fujitsu Group and Its Stakeholders

The Group sees its customers, employees, business partners, shareholders and investors, and international society and local communities as its stakeholders. Particularly important stakeholders in international society and local communities are government authorities, NPOs and NGOs.

By holding dialogues with these stakeholders, we attempt to understand their various needs and expectations as we go about our business.



TOPICS

Holding Meetings to Study CSR Issues

In order to build a common understanding of CSR, we have invited experts to speak at seminars primarily for those responsible for CSR. Two such seminars were held in 2010 and attended by a total of 120 employees.

- 1st Seminar: Millennium Development Goals
- 2nd Seminar: ISO 26000 and Nippon Keidanren's Charter of Corporate Behavior



A Comment from One of Our Speakers

Recently, with markets in developing nations attracting more interest, attention is concentrating on revolutionary business models that secure profits while solving social problems faced by low-income groups.

In the ICT area, mobile phones are being used to raise living standards, and great things are expected of the improved access to information provided by low-cost Internet technology. I would like to see enterprises actively participating in this.



Toshiya Nishigori
United Nations
Development
Programme Tokyo Office,
Public Affairs and Civil
Society Liaison Officer

Setting Key Performance Indicators

This year's Sustainability Report lists major examples and achievements in each of the five priority issues that the Fujitsu Group has started to address in line with its CSR Policy. All parts of the Group, when considering the Strategic Vision of the Organization, have previously seen "operating in harmony with society and the environment" as an essential prerequisite, and worked to improve the quality of management. From now on, CSR activities will be intensified to build a series of practical achievements. Key performance indicators (KPIs) have been set for the practical objectives of these activities, and CSR management will follow the PDCA cycle in implementing them.

Supporting the United Nations Global Compact

Fujitsu announced its support of the United Nations Global Compact in December 2009.

The Fujitsu Group is committed to global CSR activities that uphold the 10 principles of the Global Compact.

In this, the FY 2010 edition of our Sustainability Report, the following CSR activities directly relate to the Global Compact.



- Human rights: principles 1-2
 - ▶ P73-74 Diversity and Inclusion
 - ▶ P76-77 Approach to Human Rights and Work Practices
 - ▶ P83-84 Promoting Socially Responsible Procurement
 - ▶ P93-94 Compliance
- Labor: principles 3-6
 - ▶ P76-77 Approach to Human Rights and Work Practices
 - ▶ P83-84 Promoting Socially Responsible Procurement
 - ▶ P93-94 Compliance
- Environment: principles 7-9
 - ▶ P28-69 Protecting the Global Environment
- Anticorruption: principle 10
 - ▶ P83-84 Promoting Socially Responsible Procurement
 - ▶ P93-94 Compliance

Socially Responsible Investment (SRI) Ratings

Fujitsu has been incorporated into the SRI stock indexes and SRI funds listed below.

In September 2010, Fujitsu was selected for the Dow Jones Sustainability World Index for the 12th successive year, and continues to feature in the FTSE4Good Index. In February 2011, Fujitsu received the Silver Class Award from the Sustainability Asset Management (SAM) of Switzerland as one of the top sustainability-conscious companies in Japan.

Status of Inclusion in SRI-related Stock Indexes

Name of Index	Rating Company
Dow Jones Sustainability Indexes (Asia Pacific) 	Dow Jones Indexes (U.S.), SAM Group (Switzerland)
FTSE4Good Index Series 	FTSE International, Ltd. (UK)
oekom research 	oekom research AG (Germany)
Morningstar Socially Responsible Investment Index 	Morningstar Japan K.K.

Status of Inclusion in Major SRI Funds

Name of Fund	Operating Company
Sumishin SRI Japan Open (Good Company)	Sumishin Asset Management Co., Ltd. (As of March 2011)
Sompo Japan Green Open (Buna no Mori)	Sompo Japan Nipponkoa Asset Management Co., Ltd (As of April 2011)
Daiwa BlackRock Green New Energy Fund	Daiwa Asset Management Co., Ltd. (As of May 2011)
Nikko Eco Fund	Nikko Asset Management Co., Ltd. (As of May 2011)
Six Assets Balance Fund (Dividend Type/Growth Type) (Double Wing)	Daiwa Asset Management Co., Ltd. (As of June 2011)

What is the Global Compact?

The UN Global Compact consists of 10 principles in the four areas of human rights, labor standards, the environment, and anti-corruption with which companies should rigorously comply.

Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and
Principle 2: make sure that they are not complicit in human rights abuses.

Labor

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
Principle 4: the elimination of all forms of forced and compulsory labor;
Principle 5: the effective abolition of child labor; and
Principle 6: the elimination of discrimination in respect of employment and occupation.

Environment

Principle 7: Businesses are asked to support a precautionary approach to environmental challenges;
Principle 8: undertake initiatives to promote greater environmental responsibility; and
Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

As published by the UN Global Compact Office, October 2008