3. Results by Business Segment



Technology Solutions

(1) Services

Net sales in the Services sub-segment were 593.2 billion yen (US\$6,448 million), up 8.9% from the same period a year earlier.

In Japan, sales declined by 5.4%. Sales of outsourcing services continued to be steady, but sales in the solutions and system integration services business decreased as a result of outbacks in corporate spanding is

		Third- Quarter	Change vs. 3Q FY 2008	
		FY 2009		Adjusted
		1 1 2009		change
	Net Sales	593.2	8.9%	-3%
	Japan	355.2	-5.4%	-5%
	Outside Japan	237.9	40.4%	1%
Operating Income		21.2	-2.9	-4.0

(Billion Yen)

result of cutbacks in corporate spending in the financial services, manufacturing, and retail/distribution sectors.

Sales outside Japan rose by 40.4%. Excluding the impact of business restructuring associated with the conversion of Fujitsu Technology Solutions into a consolidated subsidiary and exchange rate fluctuations, however, sales remained roughly unchanged from the same period last year. The sluggish economic recovery in Europe negatively impacted sales, but business expansion in Oceania had a positive effect.

Operating income for the Services sub-segment was 21.2 billion yen (US\$230 million), a deterioration of 2.9 billion yen compared to the same period in fiscal 2008. In Japan, sales of POS systems and other hardware-related solutions have shown a slight improvement after a slump that began in the second half of fiscal 2008. On the other hand, the systems integration business continues to suffer from severe corporate IT spending cutbacks. In addition, there was an increase of approximately 2.5 billion yen in retirement benefit expenses in the period. Outside Japan, the economic recovery remains weak, especially in Europe, leading to a sales decline in the UK. Restructuring was carried out during the quarter to streamline the European workforce, with most of the job reductions made in the UK.

In January 2010, Fujitsu signed a contract with PFU Limited to make PFU a wholly owned subsidiary through an exchange of shares. PFU offers globally competitive solutions incorporating image scanners and other products, along with multi-vendor system integration and maintenance services. Fujitsu plans to consolidate its group-wide image scanner business in PFU and create synergies in the IT services area in order to offer customers optimal services and products.

(2) System Platforms

Net sales in the System Platforms subsegment were 152.7 billion yen (US\$1,660 million), an increase of 8.9% from the third quarter of fiscal 2008.

In Japan, sales declined by 3.1%. In the telecom business, sales of mobile phone base stations rose as customers sought to improve

(Billion Yen)

	Third- Quarter FY 2009		nge vs. Y 2008 Adjusted change
Net Sales	152.7	8.9%	2%
Japan	98.1	-3.1%	-3%
Outside Japan	54.6	40.2%	17%
Operating Income	6.9	11.0	14.0

the quality of their services. The increase was offset, however, by a decline in sales of IP network equipment, demand for which had peaked in earlier periods.

Sales outside Japan increased by 40.2%. On an adjusted basis, sales increased by 17% as a result of higher sales of optical transmission systems in the US, UNIX servers, and the completion of upgrades to intercontinental submarine optical cable networks, and other factors.

The sub-segment posted operating income of 6.9 billion yen (US\$75 million), an increase of 11.0 billion yen compared to the same period in fiscal 2008. The increase in profitability was a result of higher sales of mobile phone base stations, optical transmission systems and other products, along with large-scale upgrades to major customers' mission-critical systems. In addition, there was continued progress in generating cost efficiencies from the integration of US and European product development operations for optical transmission systems.

On January 4, 2010, Tokyo Stock Exchange Group, Inc. (TSE) launched its next-generation "arrowhead" trading system. Over the past four years, Fujitsu has coordinated a companywide initiative and worked together with TSE to implement a trading system of world-class speed that combines both high performance and reliability. Fujitsu will continue in the future to pursue advanced technologies and superior product quality that will enable the company to contribute to similar innovative projects benefitting society.

In Europe, since making Fujitsu Technology Solutions a consolidated subsidiary in April 2009, the company has carried out initiatives to eliminate overlapping functions between subsidiaries and improve efficiency in each country, as well as raise competitiveness amid a severe business environment. By the end of September 2009, Fujitsu Technology Solutions had transferred its operations in the UK, Ireland, and Nordic countries to Fujitsu Services, and Fujitsu Services had transferred its Continental Europe business to Fujitsu Technology Solutions.

In relation to these measures, the company has recognized a loss of 18.0 billion yen as business restructuring expenses in the first nine months of fiscal 2009. In the fourth quarter, the company expects a further charge of about 7 billion yen, for a total charge of about 25 billion yen, an increase of about 5 billion yen from the estimate made in October. The increase is a result of a 40% rise in the expected number of job reductions due to the severe economic downturn, as well as higher costs for the consolidation of facilities in the region.

Ubiquitous Product Solutions



Net sales in the Ubiquitous Product Solutions segment were 218.9 billion yen (US\$2,379 million), an increase of 6.3% compared to the same period in fiscal 2008. On an adjusted basis, excluding the impact of business restructuring associated with Fujitsu Technology Solutions becoming a consolidated subsidiary, the sale of the HDD

		(Bi	llion Yen)
	Third- Ouarter	Change vs. 3Q FY 2008	
	FY 2009		Adjusted change
Net Sales	218.9	6.3%	11%
Japan	158.7	12.5%	17%
Outside Japan	60.2	-7.1%	-2%
Operating Income	11.6	23.1	5.0

business, and exchange rate fluctuations, sales increased by 11%.

Sales in Japan increased by 12.5%. Mobile phone sales rose with the expansion of the product lineup during the current period, and revenue from handset maintenance services also increased due to customers using handsets for longer periods of time. Sales of PCs were largely flat with the third quarter of fiscal 2008. Severe price competition negatively impacted PC sales, as did spending restraints among corporate customers. Volume sales of consumer PCs rose thanks to the release of a new OS.

Sales outside Japan declined by 7.1% and by 2% on an adjusted basis, as PC sales were weighed down by corporate spending cutbacks and price cuts.

The segment posted operating income of 11.6 billion yen (US\$126 million), an increase of 23.1 billion yen compared to the same period in fiscal 2008. On an adjusted basis, operating income increased by 5.0 billion yen. The increase was a result of higher sales of mobile phones and lower costs for mobile phone design and parts procurement, which outweighed the negative impact of lower PC prices. Other positive factors included the sale of the HDD business, which lost about 10 billion yen in the third quarter of fiscal 2008, more favorable exchange rates for PC parts procurement, the impact of making Fujitsu Technology Solutions a consolidated subsidiary, and a reduction in copyright levies imposed on PC manufacturers in Germany as the result of a settlement with the national copyright organization.

Fujitsu completed the transfer of its HDD media business to Showa Denko KK on July 1, 2009, and its HDD drive business to Toshiba Corporation on October 1, 2009.

Device Solutions



Net sales in the Device Solutions segment were 141.1 billion yen (US\$1,534 million), roughly unchanged from the same period in fiscal 2008.

Sales in Japan declined by 11.8% due to lower demand for Flash memory and other devices. In logic LSI devices, demand from digital consumer product makers

		(Bi	llion Yen)
	Third- Quarter	Chan 3Q FY	
	FY 2009		Adjusted change
Net Sales	141.1	1.2%	-7%
Japan	81.1	-11.8%	-20%
Outside Japan	60.0	26.4%	17%
Operating Income	2.9	24.0	26.5

(Billion Yen)

and automobile manufacturers is now on a recovery trend, with sales increasing on a quarter-on-quarter basis since the first quarter of this fiscal year. Compared to the third quarter of fiscal 2008, logic LSI product sales were nearly the same.

Sales outside Japan increased by 26.4%. Sales of electronic components strengthened due to recovering market conditions.

Quarterly Trends

FY 2008 FY 2009 2Q 1Q 2Q3Q 4Q 1Q 3Q Net Sales 172.3 178.5 139.4 97.1 118.9 137.2 141.1 -4.7 -43.4 **Operating Income** -2.5 -21.1 -15.5 -1.6 2.9

The Device Solutions segment recorded operating income of 2.9 billion yen (US\$32 million), the first profit posted by the segment in seven quarters. This represents a significant improvement of 24.0 billion yen compared with the same period in fiscal 2008. The logic LSI device business rebounded sharply to profitability because of lower depreciation expenses and improved efficiencies in development resulting from business restructuring. Increased sales of electronic components also helped improve profitability of the segment as a whole.

As part of the restructuring initiatives in its logic LSI device business, the Fujitsu Group is bringing production resources in line with demand and pursuing greater efficiencies in its administrative operations. The Group has already finished restructuring two of the three upstream production lines targeted for consolidation, and the remaining line is scheduled for restructuring by the end of the fiscal year. In addition, the reassignment of employees to other Group operations, a consequence of the consolidation, is progressing as planned. Through these measures, the company is building a business structure that can continually produce a stable profit even as market conditions change.