

8. Basic Management Policy

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. To achieve this vision, the Fujitsu Group strives for sustainable profit and growth, while continually enhancing its corporate value.

The Fujitsu Group is dedicated to contributing to the success of its customers and seeks to grow with them as their valued and trusted partner.

Medium- and Long-term Business Strategy and Priority Tasks

The global economy is expected to experience moderate growth, having emerged from the sovereign debt crisis in Europe, and with apparent signs of a recovery in corporate earnings. There are, however, persistent issues with regard to sustainable growth. These include what impact on the economy will be realized by efforts to restore financial soundness, primarily on the part of the public sector and financial services sector, the prolonged rate of high unemployment across Europe and the US, concerns that the rise in energy prices will spark inflation, and a decelerating rate of growth in emerging market economies.

Given these circumstances, Japan's economy, which is now facing new problems relating to energy and rebuilding the Tohoku region, is in urgent need of fundamental reform. At the same time, as the pace of the economy's globalization accelerates, Japanese corporations are beginning to realize that building their presence in global markets is essential to the sustained growth in their competitiveness in each region.

Against a backdrop of increasingly sophisticated data devices and networks, the use of ICT is growing in all areas of society and the economy, and various types of event-based digital data can now be captured. Accordingly, even in realms where up until now it was difficult to make predictions or perform analyses, ICT is beginning to enable dramatic transformations and increases in efficiency. Expectations are high for the new role ICT can play in contributing to the creation of a prosperous society and the resolution of various issues it confronts, such as disaster prevention, energy, the environment and medicine.

In this environment, the Fujitsu Group aims to become a globally integrated company with technology as its foundation. Moving forward on its own transformation, and supporting the business of its customers, the Fujitsu Group seeks to use ICT to contribute to the creation of a prosperous society, including, for example, the efforts to rebuild the areas damaged by the Great East Japan Earthquake. To do so, the company is strengthening its existing business, accelerating the globalization of its operations, and creating new services businesses.

To strengthen its existing business in the areas of solutions and ICT infrastructure, Fujitsu is working to improve profitability in tandem with enhancing its ability to keep pace with changes in the market environment and bolstering its support for customers' businesses and social infrastructure.

With respect to accelerating the globalization of its operations, Fujitsu is strengthening procurement, production, product development and its service delivery organization from a global perspective, and aims to expand its business and meet the needs of customers that are in the process of their own globalization. At the same time, Fujitsu is establishing global, company-wide shared functions to create robust risk management procedures and improve cost structure.

In light of such changes in the market environment as the spread of high-spec terminals and the expansion of network-based services, Fujitsu seeks to create new services businesses by pursuing technologies and ICT infrastructure that enables high-end data utilization. Together with this, Fujitsu will move ahead with the development of advanced models relating to the creation of an intelligent society that takes people into consideration.

In addition, to bring about a prosperous society, progress in high-performance computing and other technologies is essential. The Fujitsu Group is committed to continuing to focus its R&D on such next-generation technologies.

Diligently striving to meet the challenges discussed above, the Fujitsu Group will further pursue the transformation of its operations to continue earning the confidence of customers and society. It will do this as a global enterprise that contributes to the creation of a reliable and secure networked society.