

6. Segment Information

I. Segment Overview

Fujitsu's reportable business segments consist of components of the Fujitsu group for which discrete financial information is available and whose operating results are regularly reviewed by the group's executive decision-making body to make decisions about resource allocation to the segments and assess their performance.

In the field of information and communication technology (ICT), while delivering wide varieties of services, the group offers comprehensive solutions, from the development, manufacturing, and sales, to the maintenance and operations of cutting-edge, high-performance and high-quality products, and electronic devices that support services. The group's business is organized into three reportable segments—Technology Solutions, Ubiquitous Solutions, and Device Solutions—based on the group's managerial structure, characteristics of the products and services, and the similarities of the sales market within each operating segment. Managerial structure and product and service classification in each reportable segment are as follows.

(1) Technology Solutions

To optimally deliver to customers comprehensive services that integrate products, software, and services, the segment is organized in a matrix management structure comprised of business groups that are organized by product and service type, in order to manage costs and devise global business strategies, and business groups that are organized along industry and geographic lines, integrating sales groups with systems engineers covering specific customers.

This reportable segment consists of Solutions/Systems Integration, which are services for the construction of information and communication systems, Infrastructure Services, which are primarily outsourcing and maintenance services, System Products, which covers mainly the servers and storage systems that comprise ICT platforms, and Network Products, which are used to build communications infrastructure, such as mobile phone base stations and optical transmission systems.

(2) Ubiquitous Solutions

The segment is organized into independent business management units along product lines and includes the sales departments.

This reportable segment contains ubiquitous terminals—including personal computers and mobile phones, as well as car audio and navigation systems, mobile communication equipment, and automotive electronic equipment—that collect various information and knowledge generated from the behavioral patterns of people and organizations needed to achieve the group's vision of a “Human Centric Intelligent Society” (a society that enjoys the benefits of the value generated by information and communication technologies without requiring anyone to be conscious of the technological complexities involved).

(3) Device Solutions

The segment is organized by product in independent business management units which include the respective sales departments and contains cutting-edge technologies, including LSI devices used in digital home appliances, automobiles, mobile phones and servers, as well as electronic components, such as semiconductor packages.

II. First Quarter of Fiscal 2011 (April 1, 2011 to June 30, 2011)

1. Amounts of Net Sales, Profit or Loss by Reportable Segments

(Million Yen)

	Reportable Segments				Other (*)	Total
	Technology Solutions	Ubiquitous Solutions	Device Solutions	Sub-Total		
Net Sales						
External customers	632,883	209,817	122,822	965,522	17,763	983,285
Inter-segment	26,264	25,625	18,056	69,945	10,831	80,776
Total net sales	659,147	235,442	140,878	1,035,467	28,594	1,064,061
Operating Income (Loss)	2,526	-33	-1,028	1,465	474	1,939

* The "Other" segment consists of operations not included in reportable segments, such as Japan's Next-Generation Supercomputer project, facility services and development of information systems for group companies, and welfare benefits for group employees.

2. Reconciliation of Net Sales and Operating Income or Loss of Reportable Segments with those of the Consolidated Income Statements

(Million Yen)

Reconciliation of Net Sales	Amount
Total of Reportable Segments	1,035,467
Net Sales of "Other" Category	28,594
Elimination of Intersegment Transactions	-77,990
Net Sales in Consolidated Income Statements	986,071

(Million Yen)

Reconciliation of Operating Income (Loss)	Amount
Total of Reportable Segments	1,465
Operating Income of "Other" Category	474
Corporate Expenses *	-17,271
Elimination of Intersegment Transactions	-1,807
Operating Income (Loss)	-17,139

* Corporate Expenses mainly consist of strategic expenses such as basic research and development expenses which are not attributable to the reportable segments and group management shared expenses incurred by Fujitsu.

III. First Quarter of Fiscal 2010 (April 1, 2010 to June 30, 2010)

1. Amount of Net Sales, Profit or Loss by Reportable Segments

(Million Yen)

	Reportable Segments				Other (*)	Total
	Technology Solutions	Ubiquitous Solutions	Device Solutions	Sub-Total		
Net Sales						
External customers	651,699	250,307	140,013	1,042,019	3,187	1,045,206
Inter-segment	14,077	26,592	18,525	59,194	11,641	70,835
Total net sales	665,776	276,899	158,538	1,101,213	14,828	1,116,041
Operating Income (Loss)	8,574	10,663	6,055	25,292	-2,911	22,381

* The "Other" segment consists of operations not included in reportable segments, such as Japan's Next-Generation Supercomputer project, facility services and development of information systems for group companies, and welfare benefits for group employees.

2. Reconciliation of Net Sales and Operating Income or Loss of Reportable Segments with those of the Consolidated Income Statements

(Million Yen)

Reconciliation of Net Sales	Amount
Total of Reportable Segments	1,101,213
Net Sales of "Other" Category	14,828
Elimination of Intersegment Transactions	-68,781
Net Sales in Consolidated Income Statements	1,047,260

(Million Yen)

Reconciliation of Operating Income (Loss)	Amount
Total of Reportable Segments	25,292
Operating Loss of "Other" Category	-2,911
Corporate Expenses *	-13,491
Elimination of Intersegment Transactions	1,114
Operating Income (Loss)	10,004

* Corporate Expenses mainly consist of strategic expenses such as basic research and development expenses which are not attributable to the reportable segments and group management shared expenses incurred by Fujitsu.

(Additional Information)

Geographical Information

Net Sales

First Quarter of Fiscal 2011 (April 1, 2011 to June 30, 2011) (Million Yen)

Japan	Outside Japan				Total
	EMEA	The Americas	APAC/China	Sub-total	
619,676 (62.8%)	192,133 (19.5%)	75,302 (7.7%)	98,960 (10.0%)	366,395 (37.2%)	986,071 (100.0%)

First Quarter of Fiscal 2010 (April 1, 2010 to June 30, 2010) (Million Yen)

Japan	Outside Japan				Total
	EMEA	The Americas	APAC/China	Sub-total	
654,344 (62.5%)	199,544 (19.0%)	83,428 (8.0%)	109,944 (10.5%)	392,916 (37.5%)	1,047,260 (100.0%)

Notes:

1. Geographical segments are defined based on customer location.
2. Principal countries and regions comprising the segments other than Japan:
 - (1) EMEA (Europe, Middle East, Africa): UK, Germany, Spain, Finland, Sweden
 - (2) The Americas: US, Canada
 - (3) APAC (Asia-Pacific) & China: Australia, Singapore, Korea, Taiwan, China
3. Figures in parentheses represent percentage of segment sales to consolidated net sales.