

Part III: Management Direction

1. 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.

2. Medium-Term Business Strategy, Target Management Index, and Priority Tasks

Against a backdrop of increasingly sophisticated data devices and networks, the use of ICT is growing in all areas of society and the economy. As a result, there has been an ongoing transformation in market structures, with the creation of new businesses that transcend traditional boundaries of industries. As consumer behavior changes and global competition accelerates, companies are increasingly employing new technologies to transform their businesses or gain competitive advantage. Expectations are high for the new role ICT can play in contributing to the creation of a prosperous society and the resolution of various social issues, 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. To do so, the company has envisioned three concepts for growth, as follows: strengthening its existing businesses, accelerating the globalization of its operations, and creating new services businesses.

To strengthen its existing businesses, Fujitsu is working to address underperforming businesses and implement comprehensive company-wide cost efficiencies, while enhancing its ability to keep pace with changes in the market environment and shifting resources into growth areas. To enable enterprise customers to quickly launch services, Fujitsu is bringing together everything from terminals and systems equipment to networks, focusing on integrated services that can be used as a single system.

With respect to accelerating the globalization of its operations, Fujitsu has adopted a matrix organization that, in addition to the business segments, divides the world into five geographic regions, and seeks to make further progress in promoting coordination across the globe, including Japan. In addition, while establishing an enhanced Global Delivery organization to meet customer needs, Fujitsu has also put in place a Global Corporate organization to promote smoother business execution.

In creating new services businesses, in addition to providing services that enable companies to make effective use of their existing ICT assets, Fujitsu is promoting business innovations that leverage new technologies. At the same time, Fujitsu seeks to generate social innovation to help bring about the realization of its vision of a Human Centric Intelligent Society, a more prosperous society that will be comfortable for people. Toward that end, Fujitsu will continue its research and development focus on next-generation technologies.

As it strives to meet the challenges discussed above through focused daily effort, the Fujitsu Group will

further pursue the transformation of its operations in order to continue to earn the confidence of customers and society as a global enterprise contributing to the creation of a pleasant and secure networked society.