

# FUJITSU Way

On April 1, 2008, Fujitsu announced a fully revised Fujitsu Way. The Fujitsu Way embodies the philosophy of the Fujitsu Group, articulates the Group's overarching values, and defines concrete principles and a code of conduct that Group employees follow in their daily business activities. The new Fujitsu Way will facilitate management innovation and promote a unified direction for the Group as we expand our global business activities.

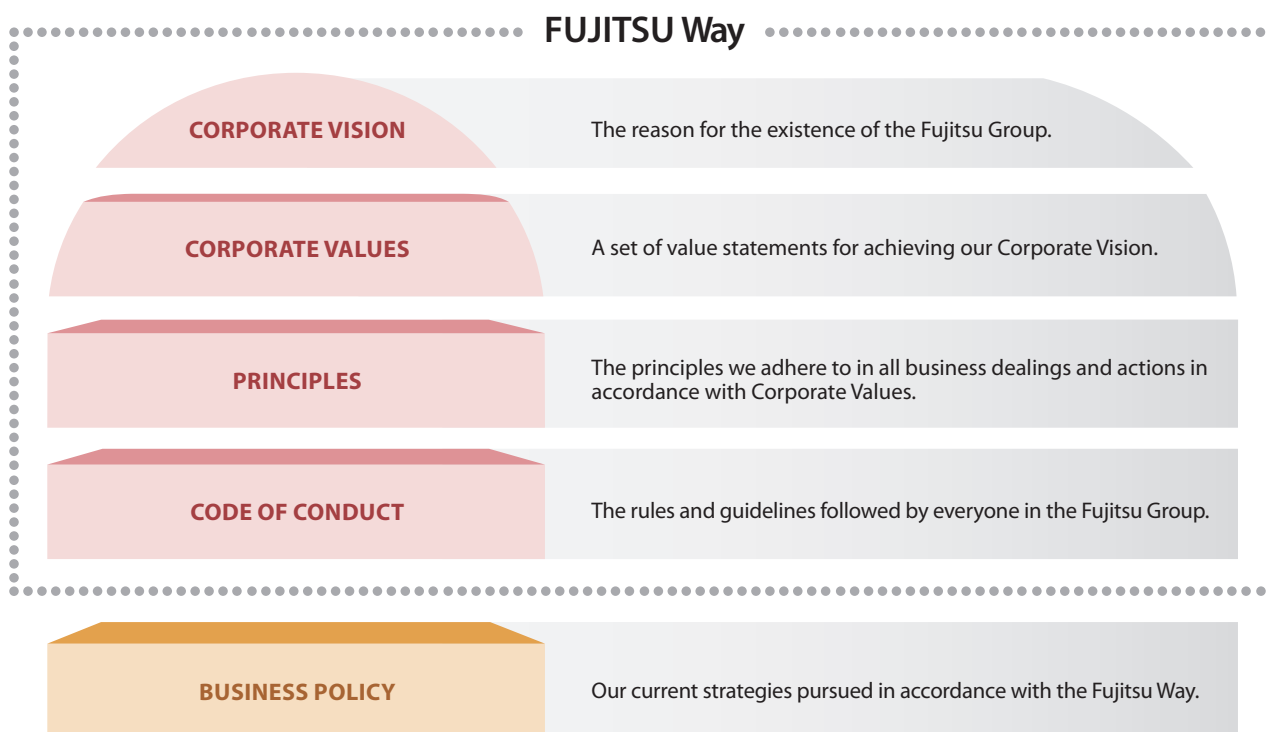
As outlined below, the Fujitsu Way consists of four core elements—the Corporate Vision, Corporate Values, Principles, and Code of Conduct. The Corporate Vision embodies the reason for the Group's existence, as well as the social role that it should fulfill. Corporate Values encompasses a set of values important for realizing the Corporate Vision. Finally, the Principles and Code of Conduct articulate rules of behavior to which every Fujitsu Group employee should actively adhere in accordance with the Corporate Values.

The Group has also formulated a Business Policy that outlines the medium-term direction of Fujitsu's businesses as defined by the Fujitsu Way. This policy serves as the basis for all Group business activities.

All Fujitsu Group employees have a shared commitment to the Fujitsu Way, which promotes a common direction for Group employees as they conduct their daily business activities. Employees aim to contribute to enhanced corporate value for the Fujitsu Group and to the well-being of the global and local societies in which we operate.

## The Elements of FUJITSU Way

FUJITSU Way comprises four core elements:



**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:**

<b>Society and Environment</b>	In all our actions, we protect the environment and contribute to society.
<b>Profit and Growth</b>	We strive to meet the expectations of customers, employees and shareholders.
<b>Shareholders and Investors</b>	We seek to continuously increase our corporate value.
<b>Global Perspective</b>	We think and act from a global perspective.

**What we value:**

<b>Employees</b>	We respect diversity and support individual growth.
<b>Customers</b>	We seek to be their valued and trusted partner.
<b>Business Partners</b>	We build mutually beneficial relationships.
<b>Technology</b>	We seek to create new value through innovation.
<b>Quality</b>	We enhance the reputation of our customers and the reliability of social infrastructure.

**PRINCIPLES**

<b>Global Citizenship</b>	We act as good global citizens, attuned to the needs of society and the environment.
<b>Customer-Centric Perspective</b>	We think from the customer's perspective and act with sincerity.
<b>Firsthand Understanding</b>	We act based on a firsthand understanding of the actual situation.
<b>Spirit of Challenge</b>	We strive to achieve our highest goals.
<b>Speed and Agility</b>	We act flexibly and promptly to achieve our objectives.
<b>Teamwork</b>	We share common objectives across organizations, work as a team and act as responsible members of the team.

**CODE OF CONDUCT**

- We respect human rights.
- We protect and respect intellectual property.
- We comply with all laws and regulations.
- We maintain confidentiality.
- We act with fairness in our business dealings.
- We do not use our position in our organization for personal gain.

**BUSINESS POLICY**

- 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.

**SHAREHOLDERS AND INVESTORS**

**We seek to continuously increase our corporate value.**

We aim to continuously increase corporate value and meet the expectations of shareholders and investors by achieving long-term sustainable growth and profit, and by pursuing strategic business expansion and focused management, while maintaining a sound financial standing.

We enhance our management transparency by appropriate and timely disclosure of our business activities and financial information. This ensures that investors and shareholders understand how we are performing in enhancing our corporate value.

**The Fujitsu Group's DNA**

"We need to provide returns to our shareholders commensurate with their investment. In return for their investment, we have a responsibility and duty to respond to their expectations regarding profits and Fujitsu's corporate value."  
(Hiroaki Kurokawa, 12th president, message to employees on "The Interests of Shareholders," 2007)