Expanding the Services Business
Fujitsu’s portfolio

Contribution to profitability and growth will determine allocation of business resources

Next target area for growth

Profits and growth

Business Outside Japan

Services Business

Downsize or exit

“Strong products” contributing profits

Structural reform

Products Business

Contribution to growth

Contribution to profits
Fujitsu’s Services Business

*Services Business accounts for about half of consolidated sales*

- Services Business (SI+ Infrastructure service) 2.4 trillion yen
- Infrastructure services business 1.2 trillion yen
- Japan outsourcing business (consolidated) 600 billion yen
  - Data center services business 190 billion yen (Hosting, SaaS/ASP, Cloud services, etc)
  - Network services business (FENICS)
  - On-site services business (LCM/support desk)

*Services Business drives operating profit*

*Investment shifting to Services Business*

<table>
<thead>
<tr>
<th>Year</th>
<th>Mobile phone/PC</th>
<th>Platforms</th>
<th>Electronic devices</th>
<th>Services (SI + Infrastructure services)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 04</td>
<td>258.7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY 05</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>FY 06</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>FY 07</td>
<td></td>
<td></td>
<td></td>
<td>117.3</td>
</tr>
<tr>
<td>FY 08</td>
<td></td>
<td></td>
<td></td>
<td>249.9</td>
</tr>
</tbody>
</table>
| FY 09  |                  |           |                    | 245                                     | (Plan)
**Data center business (1)**

◇ **Business model resilient to economic fluctuations**
  - Steady revenue with long-term growth
  - Meets customer needs for lower cost, especially effective during recession

◇ **Build competitive strength with new technology implementation**
  - Thorough automation/power saving
    (15x increase in data center platforms vs. 3x increase in staff)

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### Fujitsu Consolidated Sales

<table>
<thead>
<tr>
<th></th>
<th>1995</th>
<th>2000</th>
<th>2008</th>
<th>Growth from '95 to '08</th>
</tr>
</thead>
<tbody>
<tr>
<td># of platforms</td>
<td>1,600</td>
<td>12,000</td>
<td>24,000</td>
<td>15x</td>
</tr>
<tr>
<td># of staff</td>
<td>400</td>
<td>700</td>
<td>1,200</td>
<td>3x</td>
</tr>
</tbody>
</table>
Credibility based on business continuity
- Accident-free, non-stop DC operations for 14 straight years
- 3,000 data center service customers

Long-term partnership is key
- Continuous value proposition required
- Business expansion based on trusted relationships

[Major data center customers]
- Distribution/retail: Takashimaya, Watami, Mitsukan, Growell Holdings
- Manufacturing: Mitsui Chemical, Nippon Paper, PIP-FUJIMOTO
- Financial services: Fujitsu Fire and Marine Insurance, JNB, Meiji Yasuda Life Insurance
- Information: Teikoku Databank, Sanrio
- Public sector: Tokyo welfare business group, Kanagawa national insurance

In Japan, Fujitsu has been ranked as the top IT outsourcing vendor for five consecutive years
Source: IDC Japan, Aug 2009 (J9300104)
Fujitsu today opens a new data center where our established expertise is applied with cutting-edge technologies, responding to increasingly complex customer requirements.
Driven by cutting-edge IT technologies, the new annex of Tatebayashi System Center will act as Fujitsu’s next-generation IT services infrastructure and an enabler of new Cloud business.

Next-generation data center underpins trusted services

Trusted-Service Platform implemented in a server room located at 5th floor of the new annex of Tatebayashi SC

[Highly reliable, high-quality services]
SaaS, IaaS (available since Oct 2009)

Cloud Service (available since Apr 2009)

[Fujitsu cloud expertise]
Fujitsu will support implementation of private cloud (available since Oct 2009)
FUJITSU TATEBAYASHI SYSTEM CENTER
Key features of the new annex of the Tatebayashi SC

Environment-friendly data center

Cutting-edge, high-security facilities compatible with high-density systems

Solutions with unsurpassed competitiveness
Lowered IT system’s environmental footprint by reducing facilities’ energy consumption up to 40%

1. Visualization: Energy-saving operation management system
   - Energy monitoring from extra high voltage transformer to rack
   - Intelligent PDU with smaller footprint
   - Temperature and air flow monitoring per rack
   - Remote environmental sensing network

2. Optimized energy utilization
   - Optimized power supply allocation at the time of upgrade
   - High voltage power distribution
   - Remote sensing lighting control
   - High efficiency energy facility implemented

3. Optimized air conditioning
   - CFD simulation
   - Spot air conditioning
   - Free cooling
     - External air cooling
     - Utilize cold air in seismic isolation bit
   - Reduce pumping power by using cold water generated by wide range temperature difference
   - High efficiency turbo refrigerant unit

4. Clean energy
   - Solar power
     (vertical + horizontal installation)
   - Solar power generator

5. Facility construction
   - Thermal insulation material
   - Lava wall
   - No external window etc.
   - Lava wall

6. IT platform
   - Dedicated DC rack
   - Optical virtual Ethernet system
   - Service-oriented platform etc.
Cutting-edge high-density, secure facilities

Implementing highest level of facility technology in Japan.
Enabling high availability, agility and disaster protection readiness.

- Roof: Solar panel, cooling tower
- 3~5 F: Server rooms
- 1~2 F: Power/heat/cooling facilities
- Basement: Seismic isolation structure

Max. **20kva** per rack power supply

- Floor loading: 1.2t/sqm
- Power supply: 20kVA/rack (nominal)
- Ttl floor space: 11,400sqm
- Ttl racks: 3,600 racks

Max. **7** security checkpoints

- Location detection
- Video log storage
- Entry/Exit mgt, Anti-tailgating
- Electric lock for rack
- Biometric authentication
- Private security area (optional)
**Solutions with unsurpassed competitiveness**

Fujitsu can meet customer expectations in both facility and operational services

### Customer’s RFP sample (facility)

<table>
<thead>
<tr>
<th>Category</th>
<th>Requirements in RFP</th>
<th>Tatebayashi SC response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building</td>
<td>Building has seismic isolation structure</td>
<td>As required</td>
</tr>
<tr>
<td>Power feed</td>
<td>Dual power feed from separate substation</td>
<td>As required</td>
</tr>
<tr>
<td>Air condition</td>
<td>Provide concurrent air condition for 72 hours without water shortage and power down</td>
<td>As required</td>
</tr>
<tr>
<td>Generator</td>
<td>Provide concurrent power supply for 72 hours without refuel</td>
<td>As required</td>
</tr>
<tr>
<td>Fuel supply</td>
<td>Contract with multiple fuel suppliers</td>
<td>As required</td>
</tr>
<tr>
<td>Environment</td>
<td>Utilize clean energy</td>
<td>As required</td>
</tr>
<tr>
<td>Security</td>
<td>Storage entry/exit logs and video surveillance data for 1 year</td>
<td>As required</td>
</tr>
</tbody>
</table>

### Customer’s RFP sample (operation)

<table>
<thead>
<tr>
<th>Category</th>
<th>Requirements in RFP</th>
<th>Tatebayashi SC response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operational services</td>
<td>Provide 24/7 basis on-site monitoring of IT systems</td>
<td>As required</td>
</tr>
<tr>
<td></td>
<td>SE/CE team structure for troubleshooting/break fix are documented</td>
<td>As required</td>
</tr>
<tr>
<td></td>
<td>Unauthorized access via Internet is monitored 24/7</td>
<td>As required</td>
</tr>
<tr>
<td></td>
<td>SLA is in place</td>
<td>As required</td>
</tr>
<tr>
<td></td>
<td>Capable of multi-vendor system operation</td>
<td>As required</td>
</tr>
<tr>
<td></td>
<td>On-site CE is in place 24/7</td>
<td>As required</td>
</tr>
<tr>
<td></td>
<td>Capable of accepting unstructured task</td>
<td>As required</td>
</tr>
<tr>
<td></td>
<td>Monthly reporting of operation and incident status are in place</td>
<td>As required</td>
</tr>
</tbody>
</table>
Fujitsu has a nationwide network of data centers, including 4 Fujitsu DCs and 12 FIP DCs
Appendix: Providing data center services worldwide

Fujitsu has over 90 DCs worldwide, with 6 new DCs since ‘08

- **Japan**: 58 DCs
  - **[Tatebayashi SC]**: Tier 4-class next generation data center. Open in Nov 09
  - **[3rd Singapore DC]**: Cutting-edge DC with existing 2 DCs expertise. Open in Jan 08
  - **[5th Australia DC]**: Cutting-edge DC with existing 4 DCs expertise. Open in Oct 08
  - **[S Korea DC]**: Started outsourcing biz based on one of chaebols. Open in Apr 08

- **UK**: 9 DCs
- **Spain**: 1 DC
- **Sweden**: 1 DC
- **Finland**: 2 DCs
- **Netherlands**: 1 DC
- **Denmark**: 1 DC
- **China**: 1 DC
- **S Korea**: 1 DC
- **Japan**: 58 DCs
- **S Africa**: 2 DCs
- **Brazil**: 1 DC
- **USA**: 2 DCs
- **Canada**: 2 DCs
- **Thailand**: 1 DC
- **Singapore**: 3 DCs
- **Tatebayashi SC**: Tier 4-class next generation data center. Open in Nov 09

**Locations**
- **London North DC**: First Tier III accredited by TUI in Europe. Open in Aug 08
- **Thailand DC**: A DC based on Fujitsu Japan’s expertise. Open in Feb 08
- **[3rd Singapore DC]**: Cutting-edge DC with existing 2 DCs expertise. Open in Jan 08
- **[5th Australia DC]**: Cutting-edge DC with existing 4 DCs expertise. Open in Oct 08
- **Fujitsu has over 90 DCs worldwide, with 6 new DCs since ‘08**
We hope you enjoy the Tatebayashi System Center site tour

THE POSSIBILITIES ARE INFINITE
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- general economic and market conditions in the major geographic markets for Fujitsu’s services and products, which are the United States, EU, Japan and elsewhere in Asia, particularly as such conditions may affect customer spending;
- rapid technological change, fluctuations in customer demand and intensifying price competition in the IT, telecommunications, and microelectronics markets in which Fujitsu competes;
- Fujitsu’s ability to dispose of non-core businesses and related assets through strategic alliances and sales on commercially reasonable terms, and the effect of realization of losses which may result from such transactions;
- uncertainty as to Fujitsu’s access to, or protection for, certain intellectual property rights;
- uncertainty as to the performance of Fujitsu’s strategic business partners;
- declines in the market prices of Japanese and foreign equity securities held by Fujitsu which could cause Fujitsu to recognize significant losses in the value of its holdings and require Fujitsu to make significant additional contributions to its pension funds in order to make up shortfalls in minimum reserve requirements resulting from such declines;
- poor operating results, inability to access financing on commercially reasonable terms, insolvency or bankruptcy of Fujitsu’s customers, any of which factors could adversely affect or preclude these customers’ ability to timely pay accounts receivables owed to Fujitsu; and
- fluctuations in rates of exchange for the yen and other currencies in which Fujitsu makes significant sales or in which Fujitsu’s assets and liabilities are denominated, particularly between the yen and the British pound and U.S. dollar, respectively.