

Our Approach to CSR

Reflecting the Fujitsu Way, Our Corporate Philosophy, in Our Action

Since its establishment in 1935, Fujitsu has contributed to the development of public infrastructure through innovative information and communications technologies. The ideas and spirit of successive leaders who paved the way for the Fujitsu Group's success are condensed and codified in the Fujitsu Way, which forms the core of our management practices.

For the Fujitsu Group, Corporate Social Responsibility (CSR) means putting the Fujitsu Way into practice to address a variety of social issues and contribute to a sustainable, networked society.

Our Corporate Philosophy "FUJITSU Way"

On April 1, 2008, Fujitsu announced a fully revised Fujitsu Way. The Fujitsu Way will facilitate management innovation and promote a unified direction for the Fujitsu Group as we expand our global business activities, bringing innovative technology and solutions to every corner of the globe.

The Fujitsu Way provides a common direction for all employees of the Fujitsu Group. By adhering to its principles and values, employees enhance corporate value and their contributions to global and local societies.

Promoting Group-wide Dissemination

Each president of the Fujitsu Group companies or business units nominates Fujitsu Way leaders, who disseminate the Fujitsu Way to its all employees.

Consulting with their presidents, the Fujitsu Way leaders plan appropriate activities in alignment with their business strategies. Discussion on the Fujitsu Way and daily activities helps to understand their roles from the perspective of larger society.

Providing More Fujitsu Way Tools

Wallet-sized cards and booklets explaining the Fujitsu Way are distributed to Group employees around the world, with posters also posted at workplaces.

An e-Learning course on the Fujitsu Way is open to be offered in 16 languages to all Group employees. In FY 2013, more than 1,000 employees took the course. By March 31, 2014, 150,000 employees have taken the course and learned the corporate philosophy.

In addition, a video of president Yamamoto explaining the underlying meaning of the Fujitsu Way is on the corporate intranet. The video includes a message about Fujitsu's contribution to society through its business activities.

Many general group training courses provide opportunities to think about the daily activities in the story of Fujitsu Way.



Fujitsu Way wallet-sized cards

FUJITSU Way

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:	
	Society and Environment	In all our actions, we protect the environment and contribute to society.
	Profit and Growth	We strive to meet the expectations of customers, employees and shareholders.
	Shareholders and Investors	We seek to continuously increase our corporate value.
	Global Perspective	We think and act from a global perspective.
	What we value:	
	Employees	We respect diversity and support individual growth.
	Customers	We seek to be their valued and trusted partner.
	Business Partners	We build mutually beneficial relationships.
	Technology	We seek to create new value through innovation.
Quality	We enhance the reputation of our customers and the reliability of social infrastructure.	

Principles	Global Citizenship	We act as good global citizens, attuned to the needs of society and the environment.
	Customer-Centric Perspective	We think from the customer's perspective and act with sincerity.
	Firsthand Understanding	We act based on a firsthand understanding of the actual situation.
	Spirit of Challenge	We strive to achieve our highest goals.
	Speed and Agility	We act flexibly and promptly to achieve our objectives.
	Teamwork	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 comply with all laws and regulations.	
	■ We act with fairness in our business dealings.	
	■ We protect and respect intellectual property.	
	■ We maintain confidentiality.	
■ We do not use our position in our organization for personal gain.		

CSR Policy and Promotion Framework

CSR Policy

CSR at Fujitsu is practiced by implementing the Fujitsu Way. In all its business activities, by implementing the Fujitsu Way in light of the expectations and needs of multiple stakeholders, the Fujitsu Group contributes to the sustainable development of society and the planet. Our CSR initiatives focus on the five challenges below.

In addressing these challenges, we demonstrate a commitment to responsible business operations as a global ICT company.

To Advance CSR Activities as an Integral Part of Business

In December 2010, the Fujitsu Group established a corporate social responsibility (CSR) policy and determined five priority issues around which it will focus its CSR practices.

Based on this CSR policy, the Group will focus on five priorities in a more forceful response to the multiple needs and expectations of stakeholders so as to contribute to the sustainable development of society and the planet, discharging its responsibilities as a truly global ICT company. In addressing the priority issues, Fujitsu will set short- and medium-term objectives and follow the PDCA cycle in making actual progress.

This progress will be disclosed within and outside the company and shared while CSR activities are being made an integral part of management.

In setting priorities, the CSR Promotion Committee, which has representatives from all concerned departments of the Company, formed a basic strategy working group that considered the Global Reporting Initiative guidelines and other internationally recognized CSR norms, identified global social problems, and held repeated discussions to decide those which Fujitsu should address as priorities. Two dialogue sessions were also held with stakeholders, in which they were represented by outside experts, deepening our understanding of their needs and expectations.



Masami Fujita
Corporate Senior Executive Vice President and Representative Director (Head of Global Corporate Functions)

* The Fujitsu Group's Stakeholders: The Group sees its customers, employees, business partners, shareholders and investors, and global and local communities as its stakeholders. Government authorities, NPOs, and NGOs are particularly important stakeholders in these global and local communities.

Five Priority Issues

Fujitsu will focus on the following five priority issues in implementing its CSR practices. By pursuing these issues, Fujitsu will promote responsible management as a global ICT company.

Fujitsu Group CSR Policy



CSR Activity Targets and Achievements

Level of Performance: ★★★ Achieved plan targets
 ★★ Not all plan targets were achieved and some issues remain to be addressed
 ★ Plan targets have not been achieved

	FY 2013 Targets	FY 2013 Performance	FY 2014 Targets
Promoting CSR Activities Across the Group	<ul style="list-style-type: none"> Create improvement process suggestions for issues identified in FY 2012, and extend these across Group companies. 	<ul style="list-style-type: none"> Positioned "human rights" and "labor practices," including our supply chain, as issues to address immediately and began measures toward conducting human rights due diligence. 	<ul style="list-style-type: none"> Commence governance efforts across the group in order to promote CSR activities.
Implementing the PDCA Cycle Based on Our Vision	<ul style="list-style-type: none"> In Fujitsu's business vision, reflect those areas in which Fujitsu will address resolution of social issues through its business. Implement measures to promote the use of guidelines mentioned at the left. 	<ul style="list-style-type: none"> Defined "a safer, more prosperous and sustainable society" as the target social ideal in the Fujitsu Technology and Service Vision. Updated explanations within the guidelines. 	<ul style="list-style-type: none"> Promote top management's vision globally and strengthen platforms for ensuring understanding of the vision inside and outside Fujitsu. Reassess the design of the CSR vision based on global standards.
CSR Penetration and Execution	<ul style="list-style-type: none"> Start disseminating information within and outside the company using SNS. Hold study sessions and workshops aimed at global penetration of CSR standards. Reflect opinions from internal questionnaires in CSR activities. 	<ul style="list-style-type: none"> Posted to Fujitsu's Facebook page and our internal magazine information related to CSR initiatives. Held briefings, with support for remote access, for each of our audiences inside and outside Japan. Improved the readability, etc. of our CSR reports. 	<ul style="list-style-type: none"> Further strengthen communication of information using websites inside and outside Fujitsu, as well as SNS. Establish CSR communities that include our overseas subsidiaries. Continually implement CSR penetration measures through seminars, etc.

Organization Promoting CSR

Company-wide Committees

Three committees have been set up and charged with promoting the uptake and firm establishment of the Fujitsu Way as the cornerstone of the Fujitsu Group's CSR activities. Reporting directly to the Management Council, they are the Fujitsu Way Promotion Council, Risk Management & Compliance Committee, and the Environmental Management Committee.



CSR Promotion Committee

To promote CSR management across the entire Fujitsu Group, the CSR Promotion Committee has been established under the chairmanship of the vice president and representative director in charge of global corporate affairs and with administrative support from the CSR Promotion Department. The Committee sets key performance indicators (KPI), communicates information, and holds regular reviews of items including new examples of social contribution activities and the status of business and a sustainable society.

CSR Penetration Activities

Fujitsu Group Sustainability Report 2013 Briefing Seminar

Accompanying the publication on September 25, 2013 of the Fujitsu Group Sustainability Report 2013, we held a seminar with the theme of global CSR management, and held a briefing on our Sustainability Report, as part of our CSR penetration activities. The events were attended by



Mr. Toshio Arima
 Chairman of the Board, UN Global Compact Japan Network

approximately 300 throughout the Group, which included Fujitsu employees and directors, as well as executives at Group companies and other business sites in Japan.



Fujitsu Group Sustainability Report 2013 briefing seminar at Office Headquarters (Shiodome City Center)

For the seminar, we invited Mr. Toshio Arima, Chairman of the Board, UN Global Compact Japan Network, to lecture on the U.N.

Global Compact and CSR management, as well as the necessity and inevitability of CSR, penetration and development of CSR and the management models of CSR.

For the briefing, we provided the computer-based captioning service for communicating with hearing impaired employees, and shared the same information with employees in a distant place by using a web-based conference system. Many employees answered the questionnaire after the briefing session saying that they were able to deepen their understanding of Fujitsu's CSR initiatives.

"The STAND UP TAKE ACTION" Campaign for Eradicating World Poverty

"The STAND UP TAKE ACTION"*1

Campaign was started in support of the Millennium Development Goals (MDGs)*2 of the United Nations. Surrounding the International Day for the Eradication of Poverty (October 17), people are called upon to rally to show their support for achieving the MDGs, then send pictures to the leaders of each country to plea for stronger policy measures. Approximately 360 million people have participated to date worldwide.



"The STAND UP TAKE ACTION" for Eradicating World Poverty by Fujitsu employees

*1 "The STAND UP TAKE ACTION": A mobilization campaign that calls on the people of the world to "stand up" and "take action" to express their determination to solve global poverty.

*2 Millennium Development Goals (MDGs): 8 goals, 21 targets, and 60 indicators outlined in development fields and applying to global society, with completion targeted by 2015. Example goals include eradicating extreme poverty and hunger.

Human Rights Lecture on International Human Rights Day

Coinciding with International Human Rights Day*3 on December 10, Fujitsu held a lecture, attended by over 100 employees, with the theme of "Human Rights and Working at a Company."

We invited Mr. Osamu Shiraishi, Director of the Asia-Pacific Human Rights

Information Center (HURIGHTS OSAKA), as guest lecturer to speak on the different perspectives on human rights in Japan versus the international community, as well as the responsibility of a global

company to respect human rights. Each employee was able to deepen their understanding and learn about how global companies are seen from a human rights viewpoint through the Guiding Principles on Business and Human Rights.*4



Mr. Osamu Shiraishi
Director of the Asia-Pacific Human Rights Information Center (HURIGHTS OSAKA)



The lecture at Office Headquarters (Shiodome City Center)

*3 International Human Rights Day: To commemorate the Universal Declaration of Human Rights that was adopted at the 3rd meeting of the U.N. General Assembly on December 10, 1948, the U.N. decided at its 1950 General Assembly to make December 10th of every year International Human Rights Day.

*4 Guiding Principles on Business and Human Rights: A set of principles that codifies the United Nation's framework on business and human rights, also called the Ruggie Framework.

United Nations Global Compact

Fujitsu announced its support of the United Nations Global Compact in December 2009. The Fujitsu Group is committed to global CSR activities that uphold the 10 principles of the Global Compact. Through this commitment, we will meet the demands of various stakeholders in international society, and uphold responsible management as a true global ICT company contributing to the creation of a sustainable society.

What is the Global Compact?

The UN Global Compact consists of 10 principles in the four areas of human rights, labor standards, the environment, and anti-corruption with which companies should rigorously comply.



Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and Principle 2: make sure that they are not complicit in human rights abuses.

Labor

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
Principle 4: the elimination of all forms of forced and compulsory labor;
Principle 5: the effective abolition of child labor; and
Principle 6: the elimination of discrimination in respect of employment and occupation.

Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges;
Principle 8: undertake initiatives to promote greater environmental responsibility; and
Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

As of July 31, 2012






Please refer to the GRI Guideline Comparison Table which shows the relationship between the United Nations Global Compact and CSR activities we conducted in FY 2013, contained in the Fujitsu Group CSR Report 2014 (PDF Version).

* We have been reporting our COP (Communication on Progress) at the Advanced Level since FY 2012.

Socially Responsible Investment (SRI)

Fujitsu has been incorporated into the SRI stock indices and SRI funds listed below. In 2013, Fujitsu was also included as one of the 100 superior companies (including six from Japan) listed in the newly established U.N. Global Compact 100 stock index.

Status of Inclusion in SRI-related Stock Indices

Name of Index	Rating Company
Dow Jones Sustainability Indices (World, Asia Pacific) 	Dow Jones Indices (U.S.), SAM Group (Switzerland)
FTSE4Good Index Series 	FTSE International, Ltd. (UK)
oekom research 	oekom research AG(Germany)
Morningstar Socially Responsible Investment Index 	Morningstar Japan K.K.
Ethibel Sustainability Index (ESI) (Excellence Register) 	Forum ETHIBEL (Belgium)
UN Global Compact 100	UN Global Compact 100

CSR Activities Utilizing ISO 26000

Strengthening Global CSR Management

Prompted by our participation, beginning in December 2009, in the UN Global Compact, the Fujitsu Group has been monitoring the CSR initiatives of each of its companies inside and outside Japan each year since FY 2012, basing its oversight on the ISO 26000 international standard for social responsibility.

The purpose of this monitoring is to ensure that our two initiatives of risk mitigation and value creation are taken up at all Group companies. First, in terms of risk mitigation, we establish prevention and correction processes to minimize the effects of latent human rights and labor practice risks, including in our supply chain, that may negatively impact our corporate value. And, in terms of value creation, we contribute to solving issues facing regional societies, while maximally leveraging Group resources and promoting activities conducive to generating value in the entire Group.

ISO 26000 Project organization chart

(Project office: CSR Department)

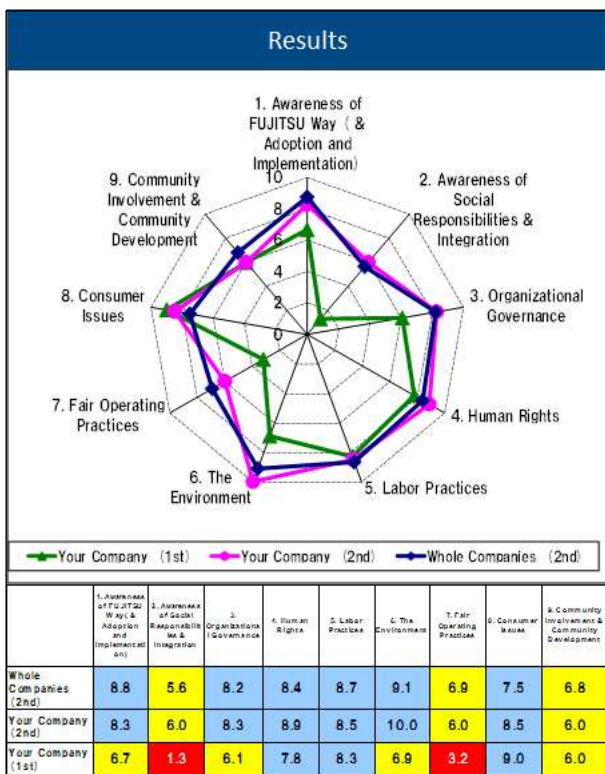
ISO 26000 (The seven core subjects)	Department(s) in charge
Organizational Governance	FUJITSU Way Unit, Corporate Affairs and Risk Management Coordinaton Division, Global Business Management Unit
Human rights	Human Resources & Employee Relations Division
Labor practices	Human Resources & Employee Relations Division
The Environment	Corporate Environmental Strategy Unit
Fair Operating Practices	Legal, Compliance and Intellectual Property Unit, Purchasing Unit, Global Business Management Unit
Consumer Issues	Quality Assurance Unit
Community Involvement and Development	Corporate Affairs and Risk Management Coordinaton Division, CSR Department.

Surveying and Providing Survey Feedback to 122 Fujitsu Group Companies

FY 2013 marked our 2nd CSR Survey, which followed on from last year and targeted 122 Fujitsu Group affiliated companies (78 in Japan and 44 overseas).

For this survey, we worked to upgrade the questionnaire sheet as well as the tallying and analytic processes for the responses. On the questionnaire sheet, we reassessed questions, mainly surrounding compliance, relating to strengthening Group governance, such as questions on "organizational governance" and "fair operating practices" (up take of the Group Code of Conduct and initiatives to prevent bribery and unfair competition). In addition, we used questionnaire sheets from each Group company to analyze their individual strengths and weaknesses, while providing feedback to each Company on issues to address going forward.

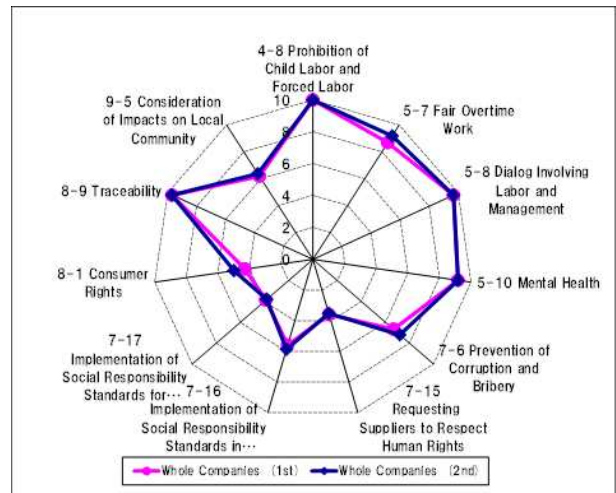
Feedback Sheets (Sample Image) Provided to Each Group Company



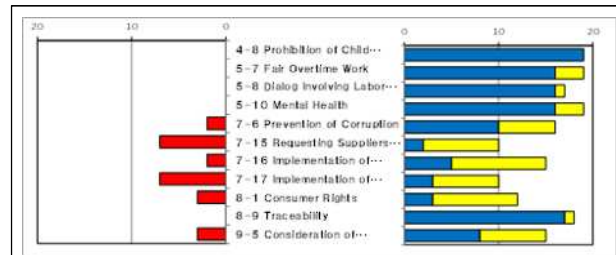
During the tallying and analytic processes for the questionnaires, we arrange the data for each Group company taking into account international standards such as the ICT Sector Guidance from the European Commission, and breaking down results by business operation (manufacturing/non-manufacturing), taking into account risks particular to the digital culture of companies in the ICT industry. By perfecting the analytic process, we have been able to understand characteristics and trends from the

different business operations, which we are leveraging toward improvement measures to minimize risk for the Group.

Analysis for each business operation (sample image)



Radar chart



Bar graph

Future Developments

Going forward, we will implement specific Group-wide CSR management efforts regarding human rights, labor practices, and fair business practices—the priority issues identified for the Fujitsu Group from the FY 2012 and FY 2013 survey results.

In the course of implementation, we will endeavor to produce and disclose policies and documents consistent with global standards, as well as formulate prevention and improvement processes, regarding human rights issues relevant to Fujitsu and its suppliers. With respect to our supply chain in particular, we seek to understand latent risks with business partners, including claims filed from external parties, legal risks, etc., and plan to continue establishing frameworks for implementing prevention and improvement processes.

In addition, we will leverage platforms for strengthening Group governance, including building a CSR Global Community comprised of the CSR leaders from our Group companies, which now number over 100 companies from FY 2014, sharing best practices and CSR challenges common across the Group, and engaging in discussions of Group-wide priority measures.