

# Fujitsu Way

## Fujitsu Way Revised

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The Fujitsu Group established the Fujitsu Way in 2002 as a principle for the behavior of all its people. In response to changes in society and the business environment, the company revised the philosophy in 2008 to further instill awareness in its people working around the globe.

The world has become more inter-connected with ever-growing complexity, and we are experiencing an era that is fast-changing and uncertain. Various threats to global sustainability have become apparent. It is Fujitsu's responsibility to use technology to deliver value for customers and contribute proactively to the transformation of society. Accordingly, we have set out Our Purpose to make the world more sustainable by building trust in society through innovation, and renewed the Fujitsu Way for every person in the Group to act with Our Purpose.

The new Fujitsu Way comprises the following three core elements:

- Our Purpose : Why Fujitsu exists in society
- Our Values : The important sense of value each person should have
- Code of Conduct : What Fujitsu people should comply with

Moreover, Our Values describe a critical action cycle necessary to achieve Our Purpose, consisting of Aspiration, Trust and Empathy.

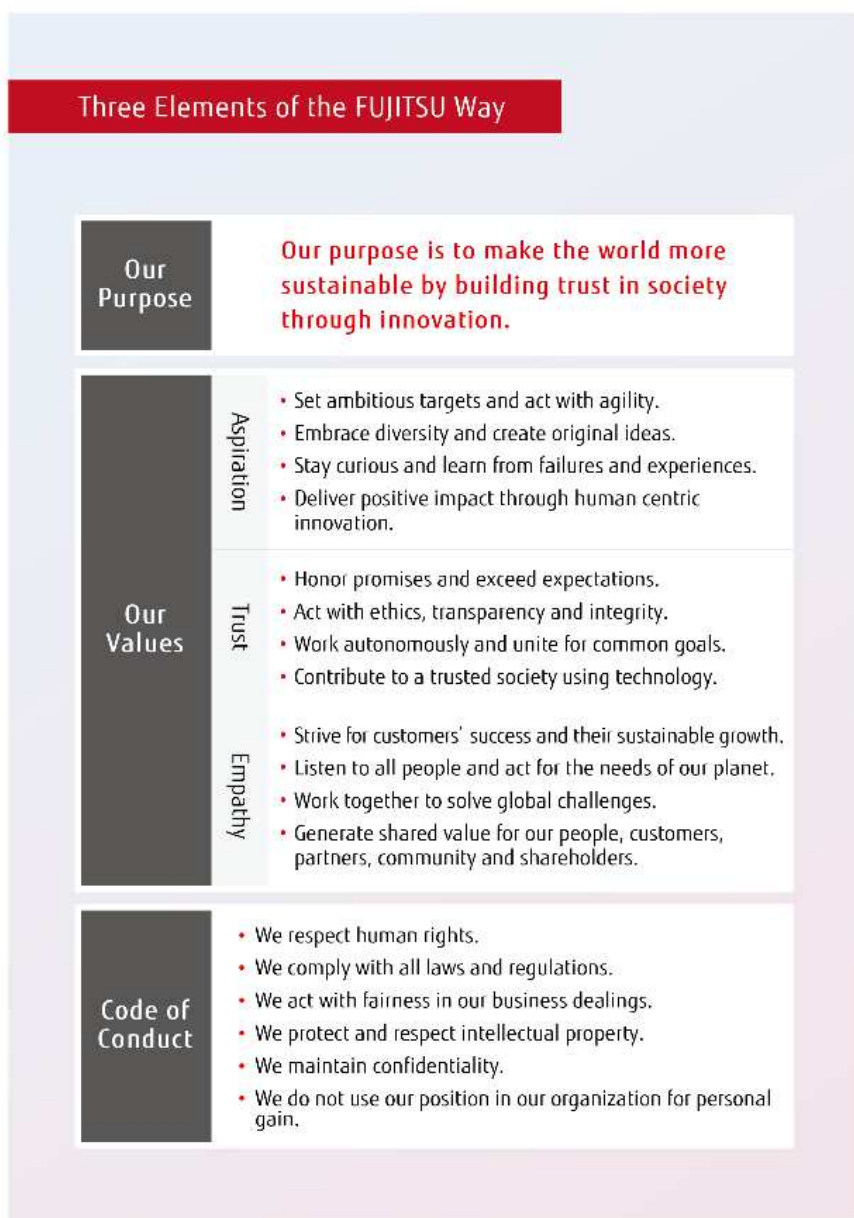
We aim to achieve Our Purpose by advancing corporate activities based on the new Fujitsu Way, which will provide a new basis for the actions of each person in the Group.

Click [here](#) for further details.

- Fujitsu Way  
<https://www.fujitsu.com/jp/about/philosophy/>

## The Structure of Fujitsu Way





## Activities to Promote Fujitsu Way

Since releasing the revised Fujitsu Way on July 1, 2020, we have been planning and preparing measures to communicate the content to all of our people, including via a range of presentations and briefings. To ensure that the Fujitsu Way message is thoroughly disseminated and understood, we will appoint Fujitsu Way Promotion Evangelists in the parent company and in group companies. We are aiming to create a structure in which these individuals will lead our efforts to promote the Fujitsu Way throughout the year.

## Fujitsu Way booklet developed for internal use

To coincide with the revision of the Fujitsu Way, on July 1, 2020, we released an easy-to-follow explanatory booklet (Japanese and English versions) that aims to provide a deeper understanding of the modified content and encourage changes in behavior for all Fujitsu people. In developing this booklet, we incorporated the wise words of previous presidents and other pioneers – to reflect the DNA to be carried forward – as well as the enhanced vision that the current CEO and senior management have in mind for Fujitsu. We will continue to use briefing sessions and other meetings to ensure that all our people employ the Fujitsu Way as they work to achieve Our Purpose.



Fujitsu Way booklet