

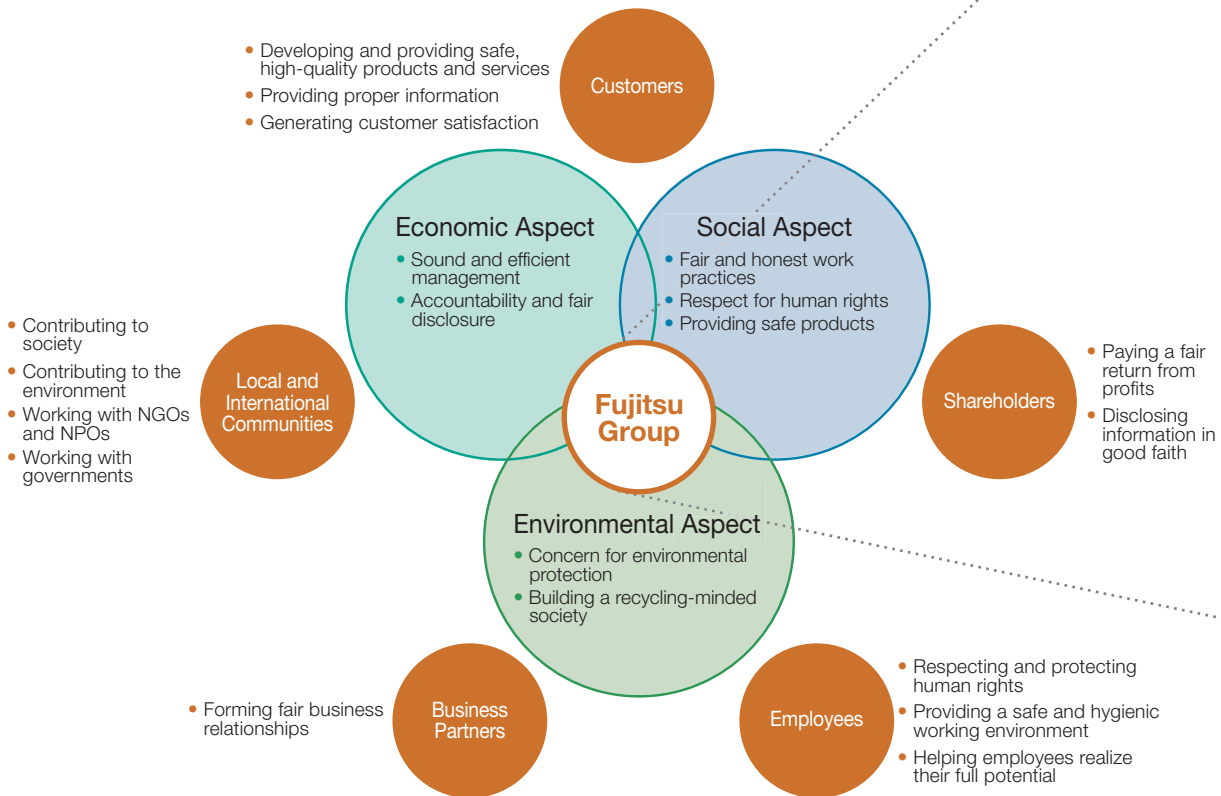
The FUJITSU Way

Introduced in 2002, *The FUJITSU Way* is the core set of principles guiding the corporate and individual actions of the Fujitsu Group and our continuing development as good global corporate citizens. A common understanding of Fujitsu’s mission, values and code of conduct serves as the standard governing individual employees’ business activities.

The FUJITSU Way underlines the great importance management places on customers, employees, and quality, as well as the environment, and makes explicit the values we associate with each of these. We believe that focusing equally on all of these areas enables us to contribute to the wellbeing of our stakeholders, including customers, employees, shareholders, suppliers and business partners, local and international communities, public entities and administrators — and as a result helps to foster the profitable growth of the Fujitsu Group.

Underlying this thinking is our commitment to helping promote the concept of sustainability. Meeting this commitment requires highly integrated efforts encompassing several different aspects of corporate activity: a social aspect, wherein the corporation fosters fair and honest work practices and a respect for human rights; an economic aspect, wherein the corporation pursues sound and efficient management and seeks to explain its actions by providing adequate disclosure of information; and an environmental aspect, wherein the corporation promotes global environmental protection initiatives ranging from actions to prevent global warming to actions to help build a recycling-minded society. We hope to continue meeting the expectations and earning the trust of our stakeholders by demonstrating measurable results in each of these so-called triple bottom line areas.

As the core set of principles guiding our socially responsible corporate behavior, *The FUJITSU Way* is the inspiration for all business policies, plans and Group-wide activities.



The FUJITSU

The core set of principles under which the Fujitsu Group strives for continuous development as a global corporation and to help achieve a sustainable society.

The FUJITSU Way — Turning Dreams Into Reality —

Our Mission

Fujitsu continually seeks to create new value by providing customers with comprehensive solutions comprising reliable, high-performance products and services based on advanced technologies. In this way, we aim to grow, realize profits, and foster mutually beneficial relationships in our communities worldwide.

Our Values

Customers	Employees	Quality	Environment	Profits & Growth
Our dream is to make our customers' dreams come true	Every one of us has a leading role to play	We aim to earn our customers' trust in Fujitsu	We consider environmental impact in all that we do	We strive to meet the expectations of customers, employees and shareholders

Our Code of Conduct

Respect Human Rights	Protect Intellectual Property
Comply with Laws and Regulations	Reject Unethical Behavior
Maintain Confidentiality	Act with Fairness in Our Business Dealings

Group-wide Activities

Manufacturing innovation, environmental activities, etc.

Business Strategy

President's management direction

Business Plans

Established at business unit level

Way