



Human Centric Innovation

Innovation is taking on different characteristics in the era of human centric ICT - cloud, mobility, big data, social and the internet of things.

It is fast and accessible. It is open and collaborative. It is led by individuals rather than organizations.

In a world where everything is connected, we no longer operate in silos.

And all the information we need is right at our fingertips.

Human Centric Innovation is a new approach to realizing business and social value by creating solutions and services that bring together the dimensions of people, information and infrastructure.

shaping tomorrow with you

A company's brand promise expresses the value the company delivers to its customers.

The Fujitsu Group's brand promise articulates the importance we place on working with our customers to shape a prosperous society, by harnessing the power of ICT.

Employing approximately 160,000 people to support customers in more than 100 countries, Fujitsu is the Japanese global ICT company. We are delivering on our brand promise.

Participation in the United Nations (UN) Global Compact

Fujitsu joined the United Nations (UN) Global Compact in December 2009, and is enhancing its CSR activities from a global perspective.

Fujitsu is committed to global corporate social responsibility (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.

Incorporation in SRI Stock Indexes

Fujitsu has been incorporated in various socially responsible investment (SRI) stock indexes in and outside of Japan. These indexes evaluate Fujitsu not only on its financial performance, but also on its environmental and social initiatives.

MEMBER OF
**Dow Jones
Sustainability Indices**
In Collaboration with RobecoSAM

Dow Jones Sustainability Indexes
(World, Asia Pacific)



FTSE4Good

FTSE4Good Index Series



oekom research



Morningstar Socially Responsible
Investment Index

EDITORIAL POLICY

At the Management Direction Briefing held on May 29, 2014, we marked a certain degree of progress in our ongoing structural reforms, presented a new growth strategy, and embarked on a new leg of our journey.

In the Fujitsu Limited Annual Report 2014, the president presents the new management plan and medium-term goals and we explain our initiatives to expand into new fields in the ICT business. In addition, we feature an overview of frontline conditions by sales group heads and a regional head, along with customer solution profiles. Along with communicating our vision, responsibilities, and aspirations, the report also aims to convey our wide ranging initiatives to increase shareholder and enterprise value, including an interview with an outside Audit & Supervisory board member, an explanation of our initiatives in corporate governance, and a report on our CSR activities.

We hope that the Fujitsu Limited Annual Report 2014 will enable shareholders, investors, and other stakeholders to deepen their understanding of Fujitsu, and to continue their support for the Company.