

FUJITSU Way

The Fujitsu Way embodies the philosophy of the Fujitsu Group, our reason for existence, values and the principles that we follow in our daily activities.

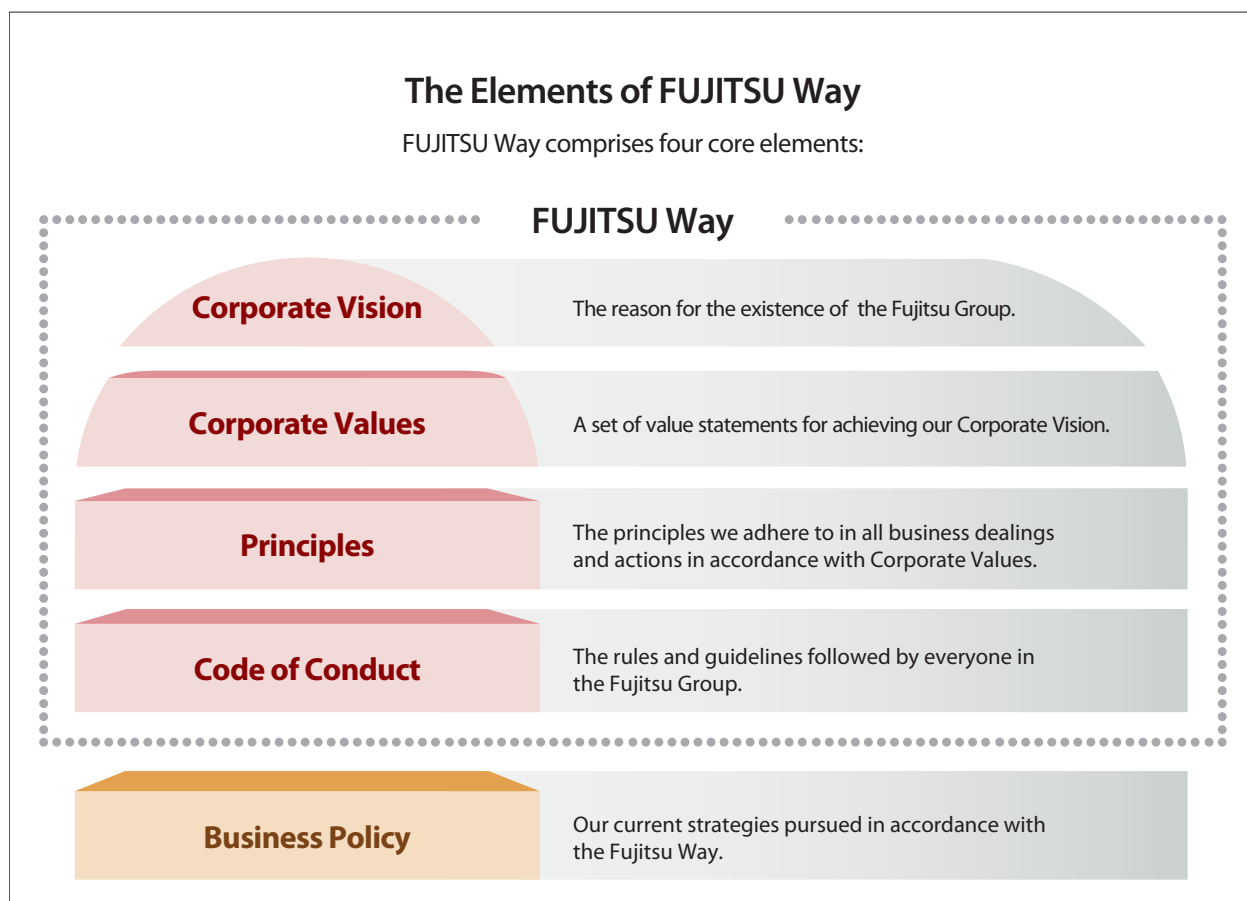
On April 1, 2008, Fujitsu announced a fully revised Fujitsu Way. The Fujitsu Way embodies the philosophy of the Fujitsu Group, articulates the Group's overarching values, and defines concrete principles and a code of conduct that Group employees follow in their daily business activities. The new Fujitsu Way will facilitate management innovation and promote a unified direction for the Group as we expand our global business activities.

As outlined below, the Fujitsu Way consists of four core elements - the Corporate Vision, Corporate Values, Principles, and Code of Conduct. The Corporate Vision embodies the reason for the Group's existence, as well as the social role that it should fulfill. The Corporate Values encompasses a set of values

important for realizing the Corporate Vision. Finally, the Principles and the Code of Conduct articulate rules of behavior which every Fujitsu Group employee adheres to and abides by.

The Group has also formulated a Business Policy that outlines the medium-term business direction guided by the Fujitsu Way. This policy serves as the basis for all Group business activities.

All Fujitsu Group employees have a shared commitment to the Fujitsu Way, which promotes a common direction for Group employees as they conduct their daily business activities. Employees aim to contribute to enhanced corporate value for the Fujitsu Group and to the well-being of the global and local societies.



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.

Business Policy

- We use Field Innovation to find new approaches and the inspiration to improve ourselves, while delivering added value to our customers.
- We provide global environmental solutions in all our business areas.
- Fujitsu Group companies work together to accelerate our global business expansion.

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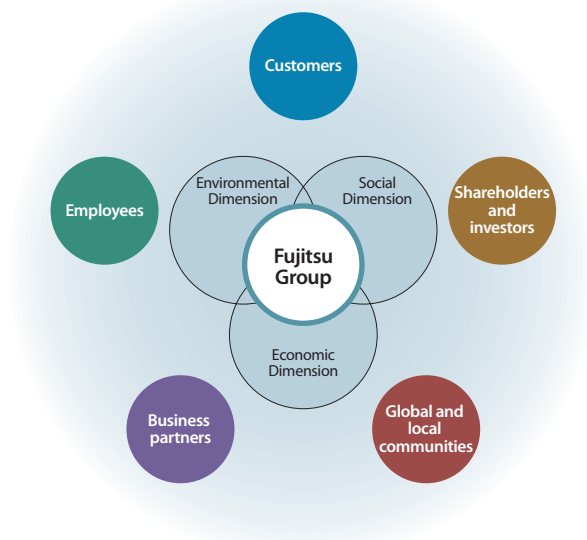
Towards the Realization of a Sustainable Society

The Fujitsu Group's responsibility towards the sustainability of society forms the background to the establishment of and revisions to the Fujitsu Way. We think that respecting and contributing to the benefits of our stakeholders, including customers, employees, shareholders and investors, suppliers and business partners, global and local communities, public institutions, and governments, will, as a result, lead to the growth of the Fujitsu Group.

For a corporation to meet its social responsibilities, it must integrate three dimensions at a high level. These dimensions are the social dimension, which consists of appropriate labor practices and respect for human rights, the economic dimension, which consists of striving for efficient and healthy management and promoting disclosure based on accountability, and the environmental dimension, which consists of promoting environmental protection activities such as preventing global warming and contributing to the creation of a recycling-oriented society.

We at the Fujitsu Group ought to be a company that can continue to receive the trust and the hopes of all our stakeholders by meeting our responsibilities to the "triple bottom line" of these three dimensions.

The Fujitsu Group & Stakeholders



Activities to Promote FUJITSU Way

FUJITSU Way Promotion Framework

In the Fujitsu Group, each group company or each Fujitsu business unit selects a "Fujitsu Way Leader" and deploys a full range of promotion activities.

FUJITSU Way Presentation Meeting

In fiscal 2008, on the occasion of the revisions to the Fujitsu Way, a meeting was held at each group company or each business unit covering all the employees to explain the meaning and content of the Fujitsu Way.

Providing a Wide Range of Promotion Tools

To make the content of the Fujitsu Way widely known to all employees, including those at overseas locations, we created Fujitsu Way booklets and wallet-sized cards in four languages, Japanese, English, Chinese, and Korean, and distributed them to all our employees.

We also created a video in which top management describes their thoughts on the Fujitsu Way and messages about putting it into practice, and distributed it within the Group via streaming video over the Internet. We also distributed it by DVD with translations into four languages, Japanese, English, Chinese, and Korean.

Additionally, we created Fujitsu Way posters in 12 different languages and posted them in the workplace, so that our employees who perform their daily work in a variety of languages can also be aware of the Fujitsu Way.

Increasing Awareness through e-Learning

We also held an e-learning class to increase understanding of the Fujitsu Way even further. In FY 2009 we offered it within Japan for all group companies and we are preparing to implement such e-learning for foreign sites as well.



DVD "Message from President Nozoe" (in four languages)



Booklets (in four languages)



Posters (in twelve languages)



Wallet-sized cards (in four languages)