

## Seeking to create a truly global ICT business that can sustain society and the lives of seven billion people worldwide

**Q** What is the Fujitsu Group's fundamental policy behind its corporate social responsibility (CSR)?

**We will continue to fulfill our responsibility as a corporate citizen while contributing to society through information and communication technology (ICT).**

ICT has become an indispensable part of the social infrastructure for interpersonal communications, business, finance and the economy. The Fujitsu Group, through the constant pursuit of innovation, 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. This is our corporate vision, and implementing it is at the heart of our CSR.

To realize our corporate vision, we must maintain compliance, reduce environmental burdens and ensure that each employee of the Fujitsu Group continues to be a good corporate citizen in the process. In this context, to fully instill the ideals we strive to reach as employees and as a business, in accordance with the corporate values and principles of the Fujitsu Group as embodied in the Fujitsu Way, we are placing a strong emphasis on activities such as employee training.

To further strengthen our commitment, we announced in December 2009 our support for the United Nations Global Compact both within and outside the company.



Masami Yamamoto  
President, Fujitsu Limited

**Q In particular, how will you contribute?**

**We will make contributions by helping to solve the many challenges facing society today, starting with the environment.**

Environmental problems are said to be the greatest challenge we are facing in the 21st century. The Fujitsu Group set forth its Commitment to the Environment in 1992, and since then has made consistent efforts to reduce its environmental impact. However, the scope of ICT in reducing the environmental burdens of our customers and society is considerable. By contributing to the optimization of transportation and physical distribution systems, as well as the usage of power grids and electricity, ICT can minimize energy consumption and CO<sub>2</sub> emissions. In addition, high-level simulation technology involving global carbon circulation and climate change will prove useful in taking measures against global warming.

Furthermore, ICT can be used in innovative ways to handle any challenges found in the areas of medicine, social welfare, education and agriculture.

**Q What is necessary for a large number of people worldwide to reap the benefits of ICT?**

**We need to make ICT more familiar and easier to use.**

ICT needs to become something that is easier for people to use. Until now, it has been as if people were the ones being used by computers due to the amount of data inputting required. However, with advances in cloud computing, sensor technology, multifunctional mobile terminals, and mobile communications technology, a wide variety of services have become available to people. This is regardless of whether or not the user is aware of what is physically behind the technology. This would include cloud computing, which allows the use of computer resources without having to think about the server equipment and complex processing behind it. The Fujitsu Group will drive



forward the “Human Centric” era, in which the use of ICT does not require special knowledge. At the same time, we are committed to improving accessibility for everyone via better user interfaces and design.

However, there is another challenge we must not forget to address, which is that of the world’s economic disparities. Access to ICT can pave the way to help the underprivileged lead a more comfortable lifestyle, but the cost barrier still remains. One successful approach to resolve this issue has been technological innovation. Day-to-day advances in technology have the potential to provide the same functions and performance at a dramatically lower cost. For example, the combination of wireless communications with the Internet has enabled the creation of very low-priced audio communication systems. This technology has already driven the use of telephones in parts of Africa.

**Q Fujitsu aims to achieve a “prosperous society” through ICT, but what kind of society will this be?**

**We are aiming for a “Human Centric Intelligent Society” that is rewarding and secure for the people who live in it.**

I have already mentioned the power of ICT to change business, daily life and society. The Fujitsu Group has a long-term vision of achieving, through the increased use of ICT and computer science, a “Human Centric Intelligent Society” that is both secure and rewarding for people.

Behind all of this is a “Human Centric” ICT environment. In this context, cloud computing will allow ICT to be utilized

in areas where it was previously underutilized. By making full use of this environment, data can be accumulated from human knowledge and wisdom, from changes in behavioral patterns and local situations. By analyzing this data, we hope to identify newfound answers to existing social challenges.

Take agriculture, for example. By acquiring and accumulating data on the climate, soil and water, as well as crop conditions through sensors, it should become possible to devise new business models that secure better harvest yields with lower expenditures of labor and energy. As a result, many people will be able to take up the challenges of enhancing productivity and safety, as well as improving the ability of people to feed themselves, and aim for sustainable business growth. In the area of transportation, we can acquire information on traffic congestion and road surface conditions using sensors embedded in cars and roads. By monitoring information on the way drivers operate their vehicles, we can relieve traffic congestion and prevent accidents. When looking at healthcare, conveying your health condition to a physician or a hospital databank using mobile phones would not only be useful in daily health management, but also in preventing illness and making the delivery of better medical services possible.



**Q In closing, do you have a message for our readers?**

**We are aiming to become a truly global ICT company by “shaping tomorrow with you.”**

The Fujitsu Group seeks to achieve sustainable growth together with its customers and stakeholders. This means ensuring the implementation of our three management priorities of focusing on the customer’s customers, globalization and environmental sustainability.

Partnerships, particularly with our customers, will be essential if we are to contribute to society through ICT and realize a “Human Centric Intelligent Society.” In April 2010, we created our brand promise “shaping tomorrow with you” to convey our commitment to working with our customers to build a prosperous tomorrow. This is not a mere slogan. It embodies our serious commitment towards the achievement of a “Human Centric Intelligent Society”. It is the brand promise under which all 170,000 employees of the entire Fujitsu Group will come together to fulfill our responsibility as corporate citizens aiming to become a truly global ICT company which supports the lives of seven billion people and the society in which they live around the world.

**Outside auditor comments regarding the resignation of former president, Kuniaki Nozoe**

The actions taken by Mr. Nozoe, the former president, who should have been the highest embodiment of the Fujitsu Way, were inappropriate. The outside directors and auditors were kept well informed in regard to the issue and fully considered this. As a result, the decision to ask Mr. Nozoe to resign was made. In our view, this matter only demonstrates the exceptional effectiveness and high functionality of Fujitsu's corporate governance and risk management systems and we sincerely hope the public agrees with our view.

Hiroshi Mitani, Statutory Auditor

\*For further information on the resignation of former president, Kuniaki Nozoe, please refer to notices found on our homepage. <http://www.fujitsu.com/global/>