



# Inaugural Remarks

July 8, 2003

**Hiroaki Kurokawa**  
**President & Representative Director**  
**Fujitsu Limited**

# Fujitsu's Mission

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- Continually create value for customers
- By providing comprehensive solutions comprising high-quality products and services
- Based on the most powerful technologies

# Enhancing Profitability

**Enhance profitability of our business**



**Focus on the customer**



**Accelerate management  
responsiveness**

**Priorities for 2003**

# Fujitsu's Guiding Principles

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**RELIABILITY** Redouble efforts to improve quality

**CREATIVITY** Create real value for our customers



**A trusted partner to our customers**

# Key Management Tasks

## **Enhance profitability of our business**

Strengthen manufacturing prowess

Build organization for global expansion

## **Strengthen our balance sheet**

## **Continuously optimize our operating structure**

# Management Watchwords

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- Front-Lines Management -

**Customer Focus**

**Speed**

**Simplicity**

# My Goals for Fujitsu's Financial Performance

## FY2003 (consolidated)

Net Sales	4,800 billion yen
Operating Profit	150 billion yen
Net Profit	30 billion yen

(From FY2002 Financial Earnings 4/25/2003)



**FUJITSU**

**THE POSSIBILITIES ARE INFINITE**