



Inaugural Remarks

July 8, 2003

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President & Representative Director
Fujitsu Limited

Fujitsu's Mission

- 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

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

- 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