

Part II: Management Direction

1. Basic Management Policy

Through its 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. To achieve this vision, the Fujitsu Group strives for sustainable profit and growth, while continually enhancing its corporate value.

2. Medium- to Long-Term Corporate Management Strategy and Priority Tasks

Against a backdrop of increasingly sophisticated data devices and networks, the use of ICT is growing in all areas of society and the economy. As a result, the structure of many markets is undergoing change, with the creation of new businesses that transcend traditional industry boundaries. As consumer behavior changes and global competition accelerates, companies are increasingly employing new technologies to transform their businesses or gain competitive advantage. Expectations are high for the new role ICT can play in contributing to the creation of a prosperous society and the resolution of various social issues, such as disaster prevention, energy, the environment, and healthcare.

In this environment, the Fujitsu Group aims to become a true services company with technology solutions as its core. Moving forward on its own transformation, and supporting the business of its customers, the Fujitsu Group aims to use ICT to contribute to the creation of a prosperous society. To do so, the company seeks to expand ICT usage areas through business and social innovation, while also expanding its business globally.

In the area of business, Fujitsu is promoting business innovations that leverage new digital technologies for the IoT era. At the same time, Fujitsu seeks to generate social innovation to help bring about the realization of its vision of a Human Centric Intelligent Society, a more prosperous society that will be comfortable for people.

To expand its business globally, Fujitsu is continuing to further evolve the matrix organization between its business segments and regions. Fujitsu will accelerate its growth by further promoting coordination across the globe, including Japan, and fully utilize offshore capabilities by expanding its Global Delivery organization.

To achieve these objectives, Fujitsu will also continue its concerted efforts at research and development of next-generation technologies and at upfront investments aimed at achieving digital transformation.

As it strives to meet the challenges discussed above through ongoing efforts, the Fujitsu Group will further pursue the transformation of its operations in order to continue to earn the confidence of customers and society as a global enterprise contributing to the creation of a pleasant and secure networked society.