

Fujitsu's Global Solutions

Business Structure

IT is bringing about unparalleled changes in the economy, society and culture at a speed far greater than that of the Industrial Revolution. We use the term “mega-transformation” to denote this phenomenon, which will have a major impact on corporations and individuals, Fujitsu and its customers alike.

Fujitsu will bring its traditional customer focus even more to the fore. We will offer optimal solutions based on products and services that lead market changes. From individuals to corporations to society at large, our customers’ needs will be met. Leveraging our advanced technology, we will contribute to the implementation of a “networked society.”

Fujitsu possesses abundant human resources with highly specialized knowledge and skills, and we have put in place an extensive employee education program. We also have a solid track record in constructing highly integrated large-scale systems and databases that support shared information infrastructure. Moving forward, we intend to fully utilize the combined talents and resources of personnel at Amdahl, ICL and our telecommunications and semiconductor group companies around the world to respond to all our customers’ needs.

As a comprehensive solutions provider with core strengths in hardware, software, and network infrastructure technology, we are determined to consolidate our leadership position in the global IT industry.



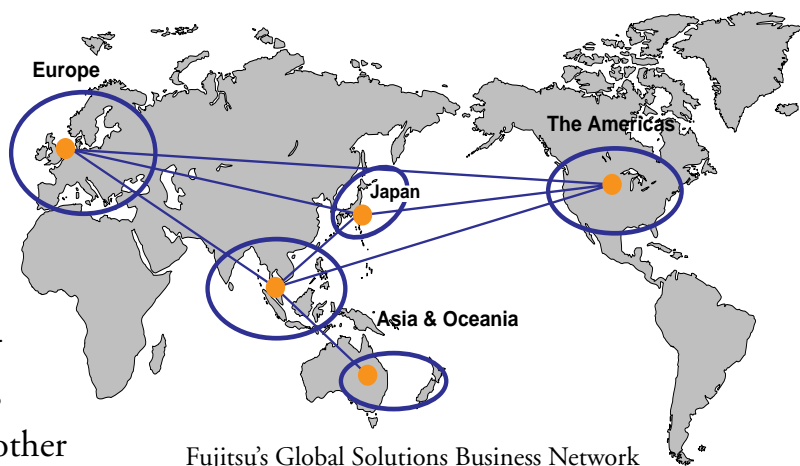
NAOYUKI AKIKUSA
[President, Fujitsu Limited]

Amdahl Purchase Is Springboard for Expanding Fujitsu’s Global Solutions Business

Fujitsu is firmly positioned as a provider of solutions that leverage our expertise in hardware, services and software. In fact, we have been number one in Japan in this regard since 1979. Building from a solid base in Asia/Oceania, Fujitsu acquired ICL in 1990 to extend the solutions business to Europe, and in 1997 Amdahl became a wholly owned subsidiary. This provided a powerful base for growth in the United States, the world’s largest IT market, thereby creating a global solutions business infrastructure.

Regional Autonomy and Coordination Propel Growth on a Global Scale

Aiming to extend services of consistently high quality to customers worldwide, we announced our Global Solution Link concept in 1997. This concept lays the groundwork for effectively linking Amdahl, ICL, Fujitsu Australia Limited and other





DAVID. B. WRIGHT
[President, Amdahl Corporation]

Amdahl is focused on helping its Global 2000 customers develop, deploy and manage mission-critical information systems. As a \$2.2 billion subsidiary of Fujitsu Ltd., Amdahl has successfully expanded its account base to include major customers throughout North America, Europe, and other key markets around the globe.

Amdahl has a strong competency in the OS390 environment, which provides excellent synergy with Fujitsu's own technology and industry direction. This valuable partnership allows us to explore all areas of the enterprise, from software to platform technology and distribution avenues for the wide range of Fujitsu and Amdahl products.

Our ability to focus on our customers' changes, either in the computing infrastructure or application environment, is key to our future. Our DMR Consulting Group provides us the ability to address such areas as electronic commerce, Year 2000 and industry-focused applications. Amdahl Global Services assists our customers with managing performance, security availability and connectivity.

Overall, 1998 will be a "breakthrough" year for Amdahl. It will be a year in which increased revenues, profits and expanding market share will enhance our reputation as the "indispensable vendor" in the information technology business.

core group companies in a confederation that will enable us to provide truly global solutions to customers worldwide.

Globalization at Fujitsu differs from many other companies. Group members have horizontally integrated relationships but maintain their own cultures and business styles. Thus, Fujitsu Limited, ICL, Amdahl and other Group companies are free to place priority on serving their customers in a manner that conforms to local requirements. At the same time, resources are shared to enable us to offer superior solutions to customers anywhere in the world. To raise efficiency, Group companies share selected products and other resources on a global scale. But ultimately, services are extended by the local company. This system has proven highly effective at optimizing the synergies of the entire Group.

Focus on Solutions Supports Continuous Progress in Technology and Services

One of Amdahl's greatest strengths is its customer base, which includes many Fortune 100 companies. Now that Amdahl has access to the worldwide resources of the Fujitsu Group, the door is open for developing an even more comprehensive solutions business. And by catering to the sophisticated needs of its clients, Amdahl also becomes a valuable source of knowledge for other Fujitsu companies.



KEITH TODD
[Chief Executive, ICL PLC]

Over the past three years, ICL has transformed itself into a Systems & Service Business, having sold our manufacturing operations and consolidated our PC business with Fujitsu. Our performance has improved as a result. In calendar 1997, income before taxes was £30m. Particularly gratifying was the 25% growth in outsourcing and other services. We are now firmly on the path to increased growth and earnings, and we are making numerous investments that will generate profits for many years to come. Two highlights are the operation of a communications network for British Gas (BG) Transco and the automation of a network for the U.K. postal service.

Through global cooperation with Fujitsu, we developed a new system for retailers called GlobalSTORE. Our precision retail system, which is linked to GlobalSTORE, enables retailers to accurately monitor such data as customers' propensity to make purchases and customer demographics. This makes it possible to use precision retailing to create entirely new types of services in Europe and the Americas. Barriers separating retailing and financial services are falling and many new opportunities are appearing. ICL is in a position to share knowledge about these opportunities with Fujitsu and then work together to assemble global solutions.

Fujitsu, ICL and Amdahl serve many customers that operate on a multinational basis. This points to opportunities to develop global accounts. Through regional bases at Amdahl in the U.S., ICL in Europe, Fujitsu in Japan and Fujitsu Asia Pte. Limited in Southeast Asia, customers can count on Fujitsu to provide global coverage. This system ensures reliable regional support in concert with the best IT solutions for worldwide operations. In addition, our experience in supplying switching systems, transmission systems and other communications equipment in many countries means that Fujitsu's solutions can extend to structuring advanced, integrated computer and communications systems as well.

Concentrating on the solutions business on a global scale creates an extremely beneficial cycle at the Fujitsu Group. Providing solutions opens up opportunities for learning about emerging markets not only in Japan but also around the world. This yields a crucial edge in creating competitive hardware and software products ahead of other companies. Backed by our global marketing network, such products, in turn, fuel sales growth, and more knowledge is gained about emerging needs.

With a global network now firmly in place, we anticipate making even greater strides in expanding our global stature as a total solutions provider.