



**Naoyuki Akikusa**  
Chairman  
CEO  
Fujitsu Limited

## Conducting sustainability activities that treat environmental preservation, economic responsibility and social responsibility as a single concern

As a responsible member of the IT industry contributing to construction of the society of tomorrow, the Fujitsu Group devotes daily efforts to realizing its mission of reducing the environmental burden imposed by society at large. This means responding rapidly to the intensifying changes in society and raising production efficiency, not only by configuring customers' systems and providing them with services, but also by helping them optimize their use of their application assets.

We are especially concerned with conducting business guided throughout by two keywords, "customer focus" and "speed," in accordance with our customer prioritization policy. We are actively pioneering new global markets, promoting the evolution of broadband network infrastructure and forwarding the trend toward IT industry software and services in order to offer customers optimal solutions, and to grow with them as a corporation providing global-scale support in the areas of both hardware and software. It is our advanced IT technology and an environmental awareness fostered in every employee that make this possible.

We have come in recent years to recognize transparency and efficient management as key factors in ensuring a company's growth potential. "The FUJITSU Way" defines the Fujitsu Group's mission and the principles underlying its employees' actions centered on five designated indicators: "customers," "human resources," "quality," "environment" and "growth and profits." These guidelines were formulated to ensure that FUJITSU (Fujitsu and the Fujitsu Group) will continue to develop as a genuine international corporate body.

While pursuing its technological development unabated, the Fujitsu Group is proposing new information systems and cultivating the advanced practical introduction of IT. In the future, we will continue our quest for sustainable management that views environmental preservation, economic responsibility and social responsibility as a single concern in implementing measures for development of a sustainable society.



**Hiroaki Kurokawa**  
President  
COO  
Fujitsu Limited

## Implementing unified Group measures to realize a sustainable society

Ten years have now passed since the Earth Summit in Rio de Janeiro. The Johannesburg Earth Environment Summit was then held in 2002 to bring to fruition the Earth Summit's Agenda 21 action plan for sustainable development, which has been implemented by national governments as well as state and local governments and industrial concerns. We formulated the "Fujitsu Group Environmental Policy," a complete revision of the decade-old "Fujitsu's Commitment to the Environment," based on a current grasp of appropriate environmental actions for the future and today's trends in global environmental activities.

Since its founding, the Fujitsu Group has conducted environmental activities from the perspective of "manufacturing conducted in harmony with nature" and passed them down to succeeding generations of management and employees. No matter to what heights technologies may reach, if the people who employ them to provide products and services fail to take the environment into consideration, they are certain to impose a heavy burden on Earth's environment. This is why we are working to preserve the environment from a global perspective, as well as from the Group and customer perspectives, throughout the product life cycle. To this end, we are taking full advantage of IT cultivated through the "value chain" created by our Sales, Platforms, Software Services and Electronic Devices business groups.

The "Fujitsu Environmental Protection Program" gives concrete form to the vision of the Fujitsu Group as a whole concerning environmental preservation and provides guidance for our activities. Our goals for the three years from fiscal 2001 to 2003, which represent the industry's highest standard, are elucidated in the "Fujitsu Environmental Protection Program (Stage III)," and we have so far achieved nearly all the goals presented there for fiscal 2001 and 2002. In fiscal 2003, the final year of the program, we are continuing to pursue activities aimed at achieving the program's goals.

In the months and years ahead, we will continue to work as a Group to satisfy all your expectations.



**Masamichi Ogura**  
Corporate Executive Vice-President  
Fujitsu Limited

## Deploying IT as a unifying force for environmental preservation activities with global reach

Since its foundation, the Fujitsu Group has helped customers shape their dreams with "Fujitsu reliability and creativity" as our watchword. We have, at the same time, positioned global environmental issues as an important management concern, and we are promoting Group-wide environmental preservation activities in line with the slogan "Focused on the Green." We have adopted the new "Green Process" concept for environmental preservation activities in our plants, and have succeeded in reducing the environmental burden imposed by every production line. We are, moreover, tailoring our Group-wide business activities to reduce the environmental burden throughout the entire product life cycle by such means as making all the products we manufacture Green Products and offering environmental solutions employing the latest information technologies, based on the "Fujitsu Environmental

Protection Program (Stage III)".

We believe that our future environmental activities should be directed toward employing information technologies to reduce the environmental burden by enhancing the efficiency of work procedures and energy use and by minimizing the use of transportation facilities to transport people and goods. We have therefore committed ourselves to contributing to society as a whole by participating in national efforts to realize the e-Japan concept and eco-town business, and we have initiated business activities to this end.

We are reinforcing our "environmental communication" through disclosure of our environmental preservation activities, and we would be pleased to receive the opinions of a wide variety of people concerning our efforts.