

FUJITSU Way

FUJITSU contributes to Global Green Conservation by promoting
"Green Policy Innovation"



FUJITSU Way



Corporate Vision

Through our 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 fulfils the dreams of people throughout the world.

Corporate Values

What we strive for :

Society and Environment

Profit and Growth

Shareholders and Investors

Global Perspective

What we value:

Employees

Customers

Business Partners

Technology

Quality

Principles

Global Citizenship

Customer-Centric Perspective

Firsthand Understanding

Spirit of Challenge

Speed and Agility

Teamwork

Code of Conduct

We respect human rights.
We comply with all laws and regulations.
We act with fairness in our business dealings.
We protect and respect intellectual property.
We maintain confidentiality.
We do not use our position in our organization for personal gain.

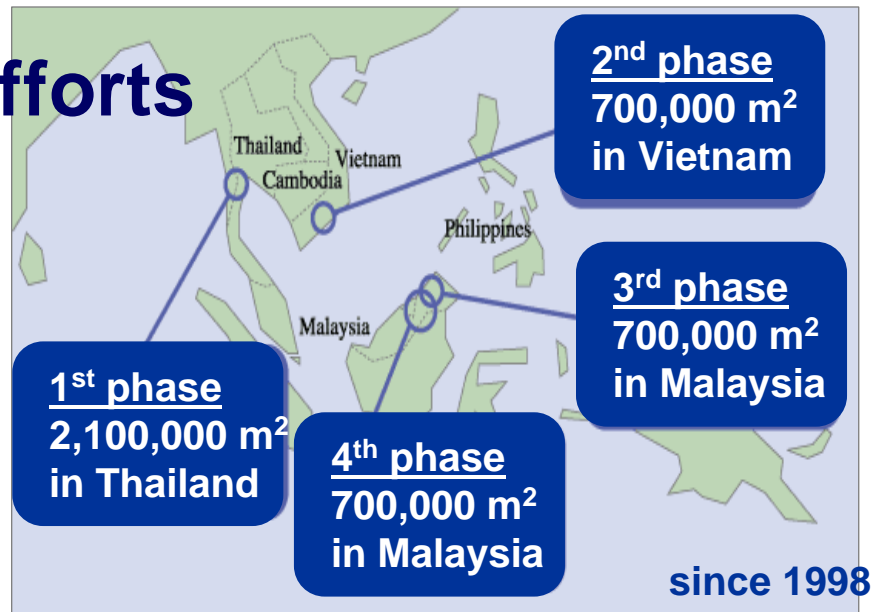
Business Policy

- We use Field Innovation to find new approaches and the inspiration to improve ourselves, while delivering added value to our customers.
- We provide global environment solutions in all our business areas.
- Fujitsu Group companies work together to accelerate our global business expansion.

Green Activity Worldwide



Planting Efforts



Thailand



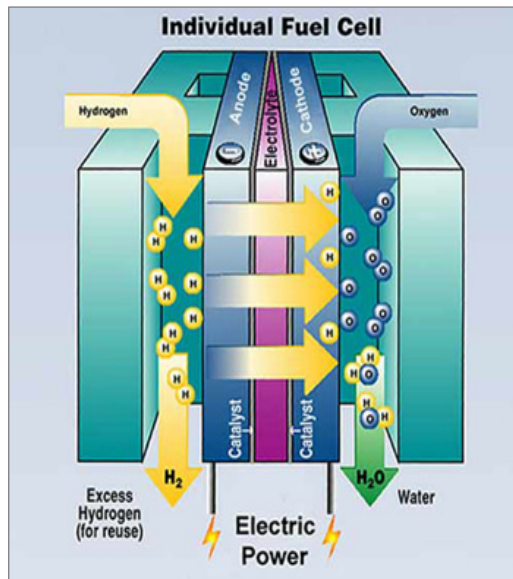
Vietnam



Malaysia

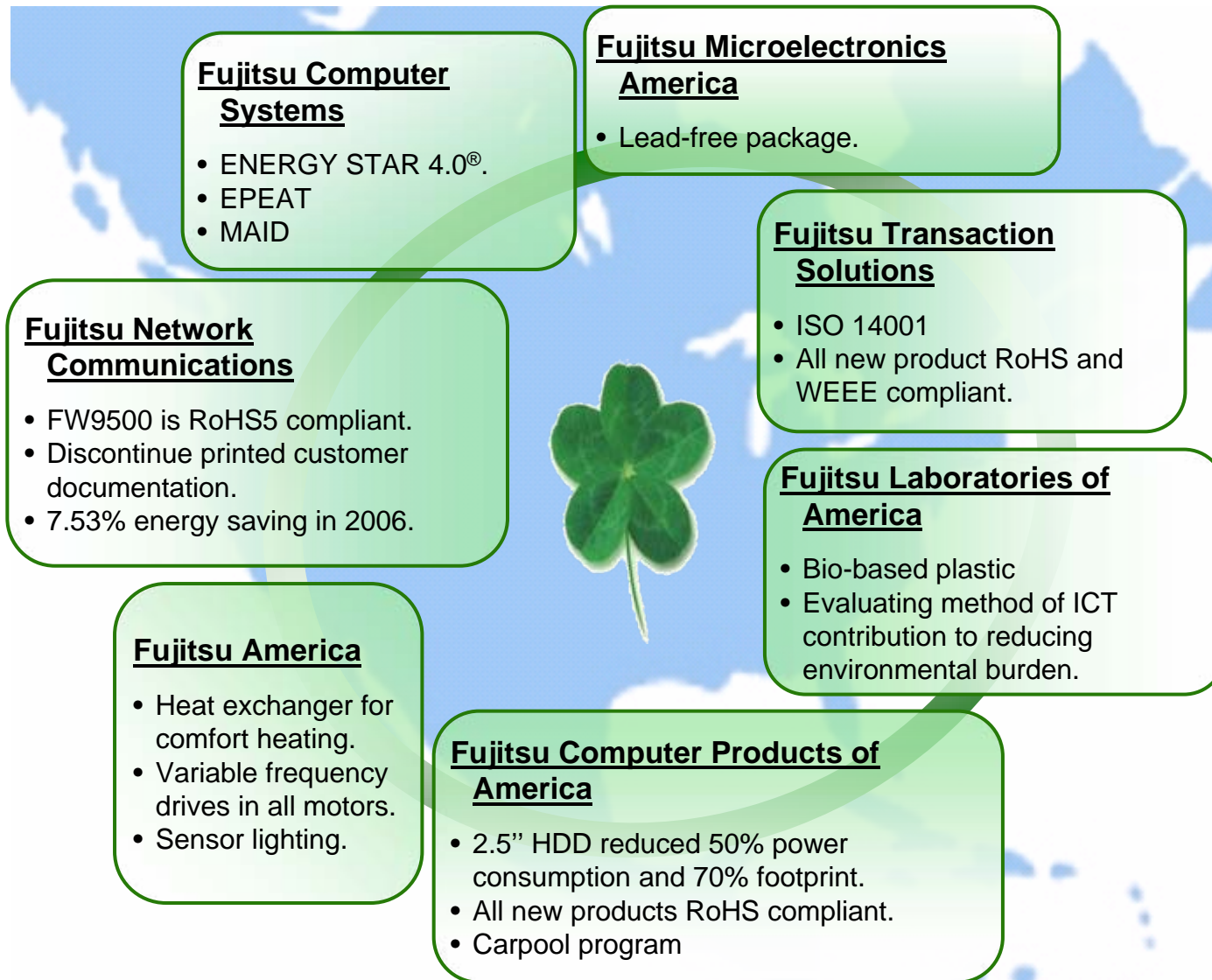
Forestation Activities : http://www.fujitsu.com/global/about/environment/activity/e_os_forestation.html

Hydrogen-fuel Cells in Fujitsu Sunnyvale Campus



© CNET Networks

Activity across Fujitsu US companies



FUJITSU Approach



We make every activity green.

To contribute to the creation of a sustainable environment for future generations.





* ICT: Information and Communication Technology

CO₂ Reduction by Green Policy Innovation

Challenge: CO₂ reduction of over 7 million tons between FY2007 and FY2010

Reducing environmental burden
“Of” ICT infrastructure
accum. **760K** ton-CO₂

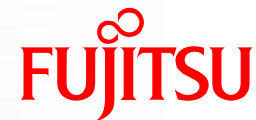
Reducing environmental burden
“By” introducing ICT solutions
accum. **6.3M** ton-CO₂

CO₂ emission
reductions

FY2007-FY2010 (4 years)
over **7 million ton-CO₂**

Note: This trial calculation is based on data for the Japanese market in FY2006.

CO2 Reduction “Of” IT Infrastructure



□ WDM System FLASHWAVE 7500 Release 4.x

30% reduction of power consumption



□ Compact Entry Disk Array ETERNUS2000

40% reduction of power consumption



□ Compact Server PRIMERGY TX120

39% reduction of power consumption

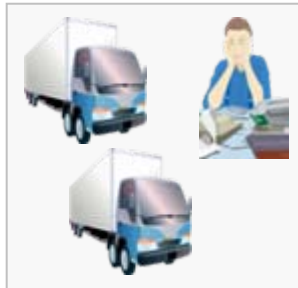


Note : CO₂ reduction effect in usage (one year)

CO₂ Reduction “By” IT Infrastructure

In-vehicle Station (Digital Tachograph) Case: Retail, Distribution, Major Enterprises

Pre-installation



Post-installation



Adjust or Increase
Efficiency of
Operational Running

Environmental Improvement

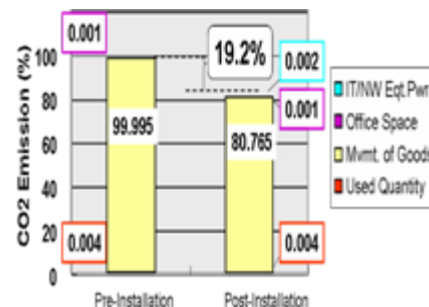
Leveraging Digital
Driving Record Eqmt.

Practice Safe,
Energy-Saving Driving

- Insufficient driving skills
- ✓ Idling (wastage)
- ✓ Speeding
- ✓ Rapid acceleration, deceleration
- Provide daily logs by hand

CO₂ Reducing Effect

19%

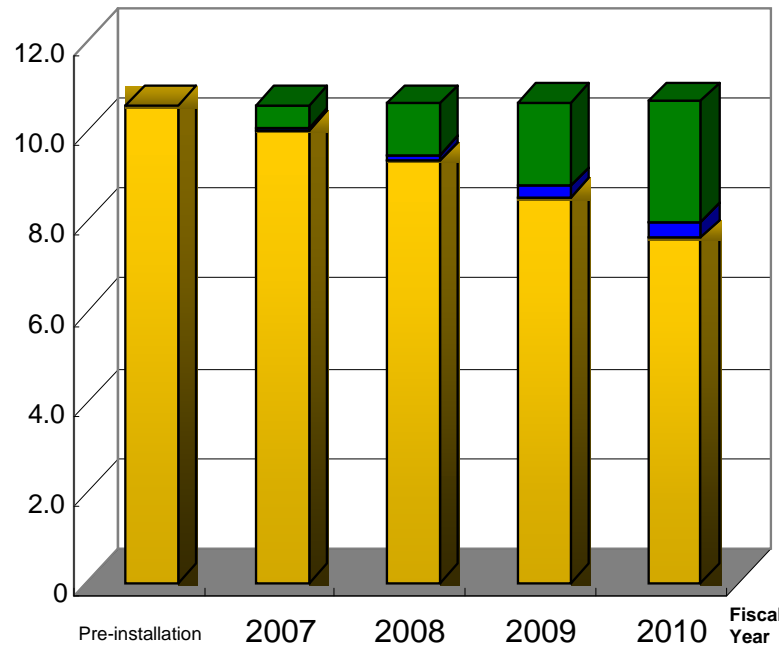


- Automatically records data such as speed, distance, and time
- Promotes effective, eco-friendly, safe driving instruction

*: Using Environmental Impact Evaluation Manual to quantify & estimate CO₂ reduction effect pre- and post-installation.

CO₂ Reduction by Offering Green ICT

CO₂ emissions (Mtons)



Total accum.
over **7M ton-CO₂**

- Reduction effect "By" ICT solution
- Reduction effect "Of" ICT infrastructure
- CO₂ emissions for customer



■ Accumulation of CO₂ reduction compounded from FY2007 to FY2010

Action by Each Individual

The Fujitsu Group Environmental Protection Program (Stage V) Campaign

An eco-leader is not just somebody, it's YOU

Along with striving to reduce the burden on the environment from our own activities, we leverage the advanced IT of the Fujitsu Group to help customers lower the environmental burdens of their operations. In this way, we seek to improve environmental efficiency for society in general and to contribute to the preservation of the global environment.

The Fujitsu Group promotes environmental measures accompanying the entire product life cycle, from design, procurement and manufacturing through use, collection and disposal.

The diagram features a central green circle with three trees and the text "We make every activity green". This central circle is surrounded by four smaller green circles, each containing an icon and text: "Energy" (lightning bolt), "Environment" (leaf), "Social Responsibility" (handshake), and "Customer Satisfaction" (smiley face). The entire diagram is enclosed in a circular border.