

An aerial photograph of a city street grid, overlaid with a semi-transparent blue grid pattern. The text is centered within this blue overlay.

Fujitsu Strategy, Financial Performance and Avenues of Growth

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This report analyzes Fujitsu's strengths, opportunities, weaknesses and threats regarding its competitiveness and growth potential. Strategists and service providers can use this report to understand how to better position themselves with Fujitsu.





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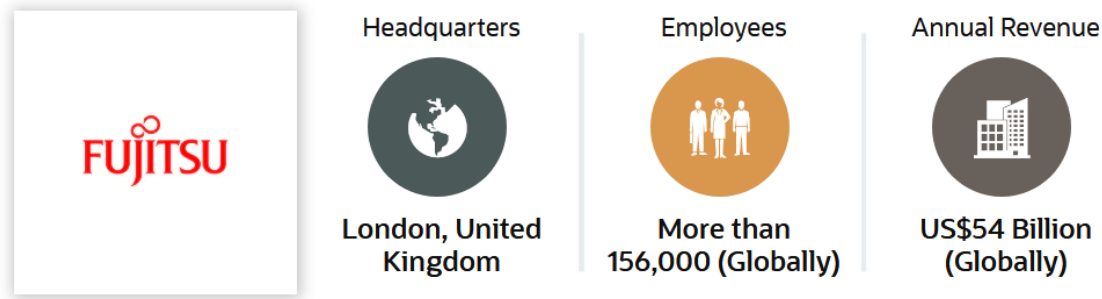
- Fujitsu announces expansion of its "Wide Learning"
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IMPROVEMENT INITIATIVES AND KEY CHALLENGES AHEAD

CSR Procurement - Supply Chain

Fujitsu is a leading Japanese information and communication technology (ICT) company, offering a full range of information and communication technology (ICT) products, solutions, and services. Fujitsu is mainly engaged in the business of development, manufacture, sales and maintenance of a range of products and electronic devices. The Company is engaged in providing solutions in the field of information and communication technology.

About Fujitsu



Being in service for almost a century, Fujitsu has grown into a global enterprise, with wide-ranging experience working with organizations from across all sectors. Its global corporate vision is to create a world where people are empowered by technology to innovate, enrich lives, create new business opportunities, and improve society.

Fujitsu provides information and communications technology (ICT) solutions. It offers an array of computing devices, networking systems, storage devices, servers, electronic devices, and allied products.

The company also offers application, business transformation, enterprise and cyber security, network and communication services. The product portfolio comprises mobiles and tablets, electromechanical components, PCBs and IC substrates, microelectronics, optical network systems, radio access network, printers, displays, batteries, air conditioners, and car audio/video systems. It markets products under the brand name of FUJITSU.

The company serves a wide range of customers across automotive, financial, retail, telecommunications, and life-science and healthcare markets. It has operations in EMEIA, Asia-Pacific, and the Americas. Fujitsu is headquartered in Tokyo, Japan.

The Company's segments are Technology Solutions, Ubiquitous Solutions and Device Solutions. The Technology Solutions segment provides system integration, including system construction and business applications; consulting services; front-end technologies comprising ATMs, point-of-sale systems, and outsourcing services, including datacenters, ICT and application operation/management, SaaS, business process outsourcing, solution / system indicator (SI), network service, system support service and infrastructure service, among others.

This segment also provides network services, such as business networks and Internet/mobile content distribution; system support services, including maintenance and surveillance services for information systems and networks; and security solutions that include information systems and networks installation. In addition, it offers system products, such as servers, storage systems, and operating system and middleware software; and network management and optical transmission systems, and mobile phone base stations.

The Ubiquitous Solutions segment provides personal computers and mobile phones, audio / navigation equipment, mobile communication equipment, as well as mobile wear such as automotive electronic equipment. The Device Solutions segment provides large scale integrated circuits (LSI), semiconductor packages, batteries, mechanical parts such as relays and connectors, optical transceiver modules, electronic parts such as printed boards.

Its Device Solutions segment offers LSI devices for digital consumer electronics, automobiles, mobile phones, and servers; and electronic components, such as semiconductor packages, batteries, optical transceiver modules, printed circuit boards, relays, connectors, etc.

The company also provides SAP infrastructure, industry, and business and technology solutions. It serves retail, automotive, manufacturing, financial, telecommunications, and healthcare sectors.

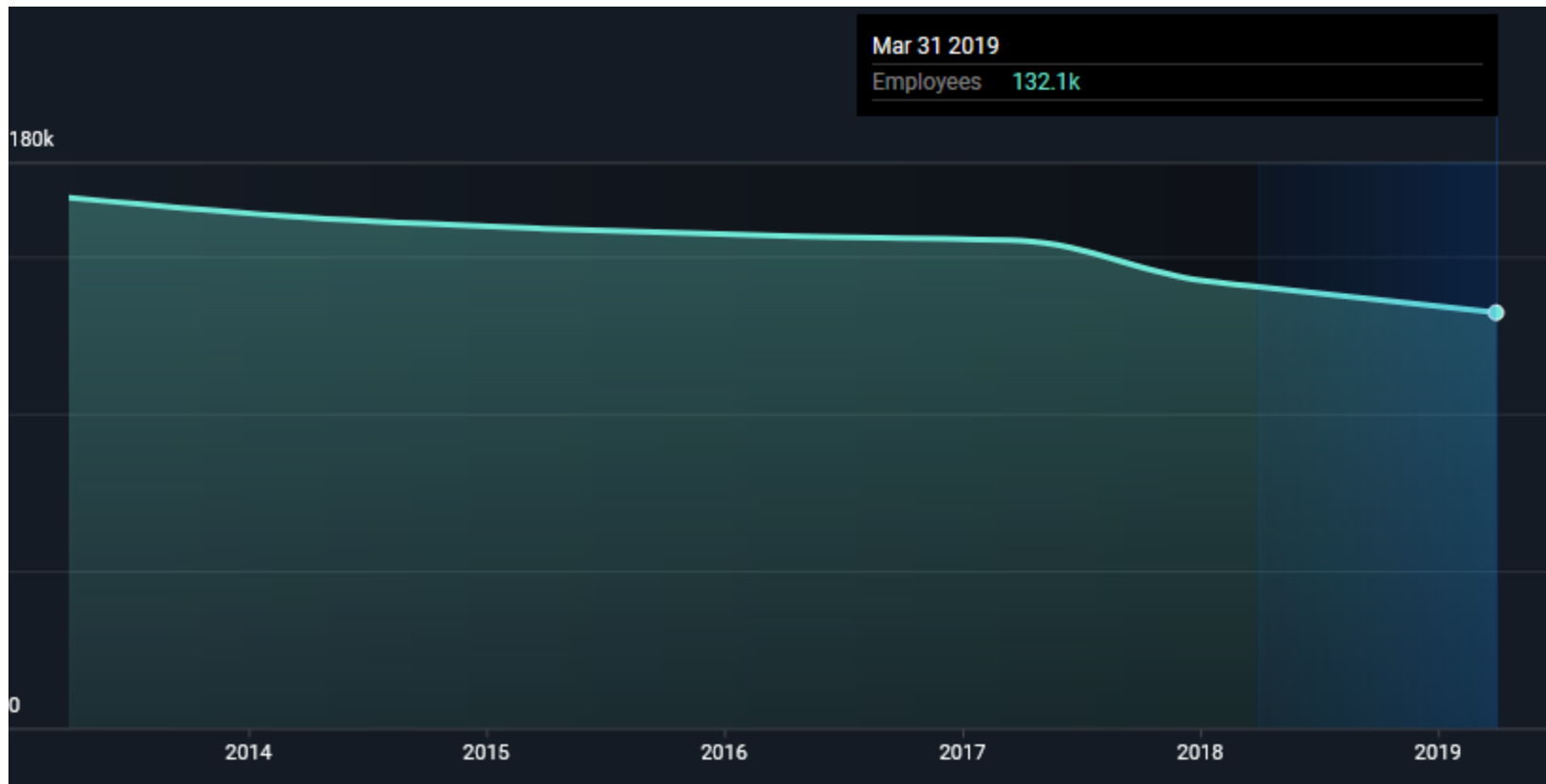
The company operates in the Americas, Oceania, and Europe, the Middle East, and Africa, as well as Japan, India, and rest of Asia. Fujitsu Limited was founded in 1923 and is headquartered in Tokyo, Japan.

Fujitsu specializes in constructing hardware. The group also provides computing services. Net sales (including intra-group) break down by activity as follows:

- computing services (75.8%): design and development of information systems, integration of infrastructures (software, servers, etc.), installation of hardware, outsourcing services, etc.;
- sale of computing and electronic devices (12.4%): computers, mobile phones, hard disk drives, etc.;
- sale of electronic components (11.8%): semiconductors, relays, connectors, batteries, etc.

Japan accounts for 68% of net sales.

Number of employees: 132 138 people support customers in more than 100 countries





1. Business Overview (April 1, 2018 to March 31, 2019)

(1) Major Businesses of the Fujitsu Group (As of March 31, 2019)

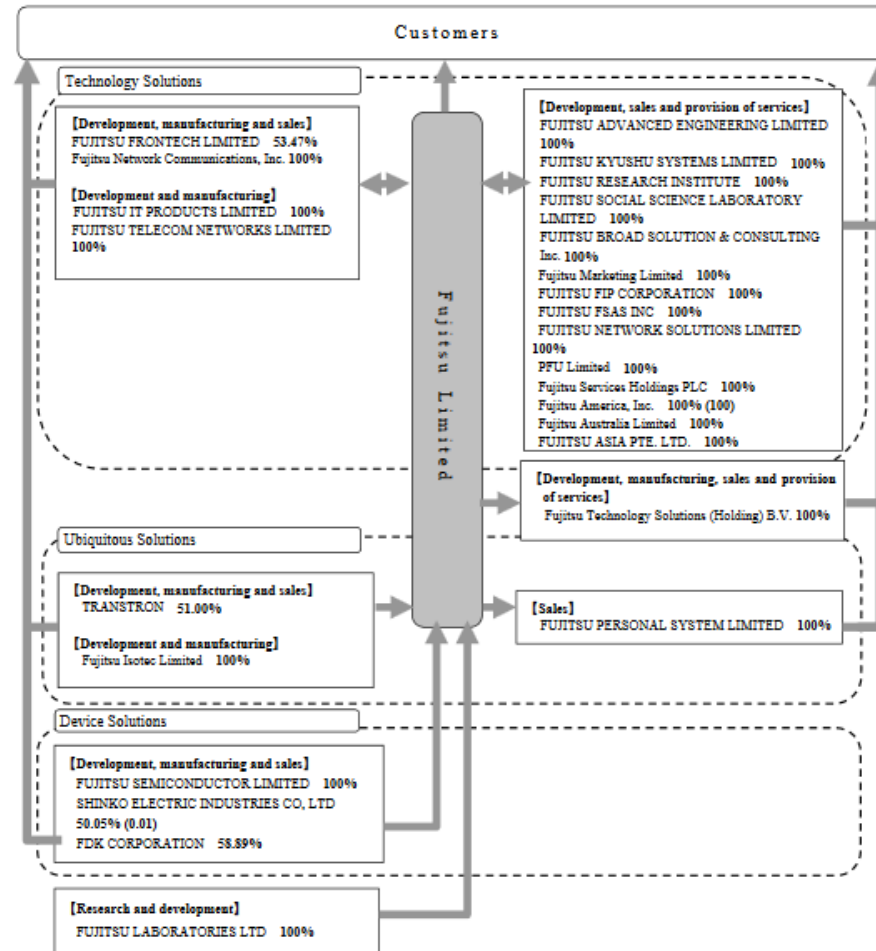
Fujitsu Limited and its subsidiaries are engaged in providing total solutions in the ICT field, delivering services as well as developing, manufacturing, selling, and maintaining the cutting-edge, high-performance, high-quality products and electronic devices that support these services. The main products and services of each segment are described below.

<i>Segment</i>	<i>Main products and services</i>
Technology Solutions	[Services] ○Solutions/Systems Integration <ul style="list-style-type: none"> • Systems integration services (system construction, business applications, etc.) • Consulting • Front-end technology (ATMs, POS systems, etc.) ○Infrastructure Services <ul style="list-style-type: none"> • Outsourcing services (data centers, ICT operational management, application usage and management, business process outsourcing, etc.) • Cloud services (IaaS, PaaS, SaaS, etc.) • Network services (business networks, etc.) • System support services (information system and network maintenance and monitoring services, etc.) • Security solutions [System Platforms] ○System Products <ul style="list-style-type: none"> • Servers (mainframes, UNIX servers, mission-critical IA servers, PC servers) • Storage systems • Software (OS, middleware) ○Network Products <ul style="list-style-type: none"> • Network control systems • Optical transmission systems • Mobile phone base stations
Ubiquitous Solutions	<ul style="list-style-type: none"> • Personal computers
Device Solutions	<ul style="list-style-type: none"> • LSI Devices • Electronic components (Semiconductor packages, Batteries, etc.)



(2) The Fujitsu Group

The positioning of, and relationship between, Fujitsu Limited and its principal consolidated subsidiaries and affiliates (as of March 31, 2019) are shown below.



(Equity method affiliates)

FUJITSU GENERAL LIMITED 44.10%, FUJITSU LEASING Co, Ltd 20.00%, Socionext Inc. 40.00%, FUJITSU CONNECTED TECHNOLOGIES LIMITED 30.00%, FUJITSU CLIENT COMPUTING LIMITED 44.00%, FUJITSU COMPONENT LIMITED 25.00%, Fujitsu Electronics Inc. 30.00% (30.00), etc.

Notes:

1. Percentages are percentages of voting rights and figures in parentheses are indirect shareholdings, which are included in the percentages of voting rights.
2. FUJITSU CLIENT COMPUTING LIMITED delivers parts of personal computers for enterprises it develops and manufactures to the Company.
3. Fujitsu Electronics Inc. sells parts of electronic devices developed and manufactured by the Company's subsidiaries.

Fujitsu SWOT Analysis / Matrix

Fujitsu is one of the leading companies in its industry. Fujitsu maintains its dominant position in market by critically analyzing and reviewing the SWOT analysis.

The primary purpose of SWOT matrix is to identify the strategies that a company can utilize to exploit external opportunities, counter threats, and build on & protect Fujitsu strengths, and eradicate its weaknesses.

SWOT analysis is a strategic planning tool that can be used by Fujitsu managers to do a situational analysis of the company. It is an important technique to map out the present Strengths (S), Weakness (W), Opportunities (O) & Threats (T) Fujitsu is facing in its current business environment.

The opinion, analysis, and research results presented are drawn from research and analysis conducted and published by APU Research, unless otherwise noted.

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