



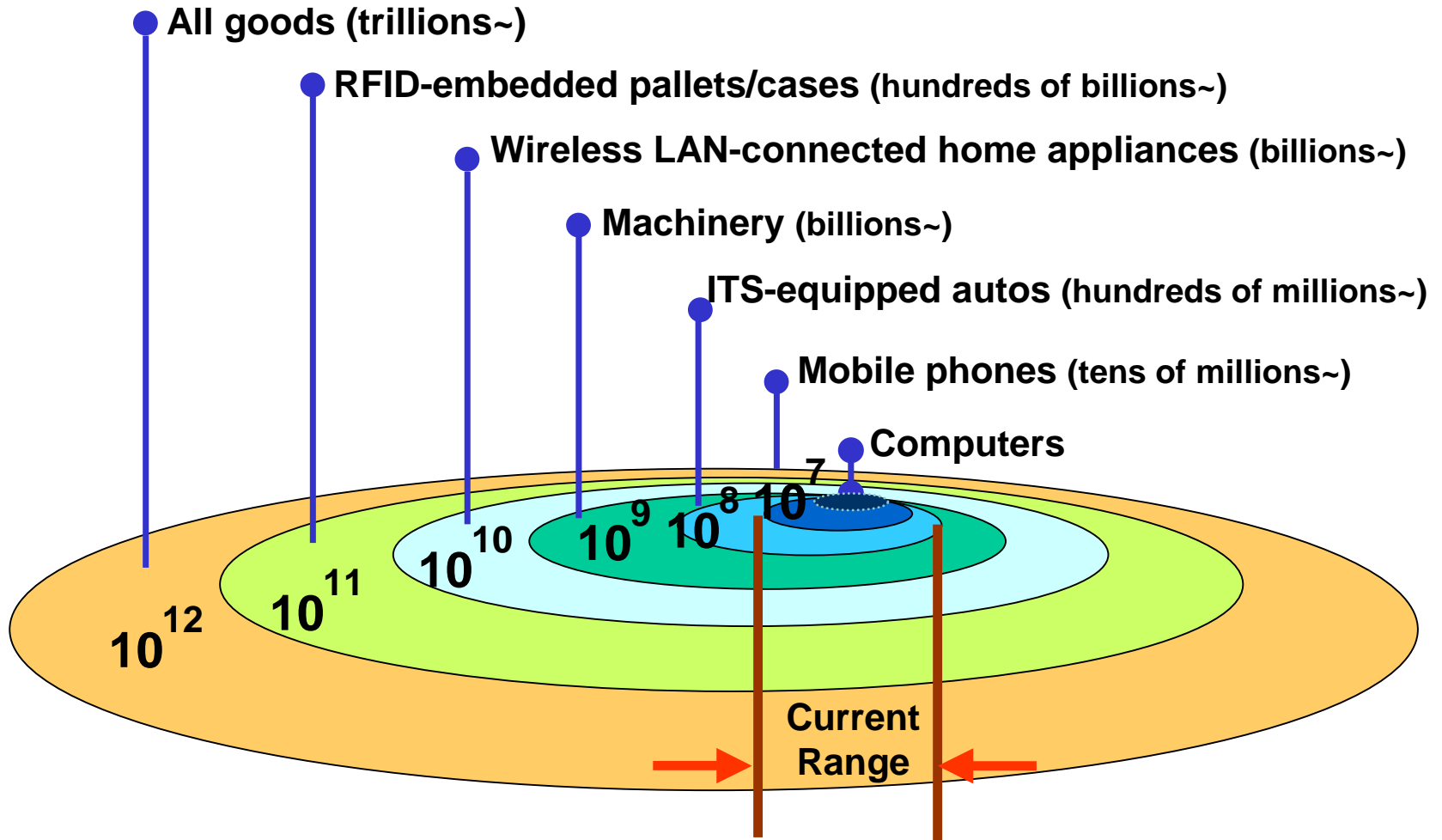
Fujitsu's Platforms Business Strategy

July 22, 2004

Chiaki Ito

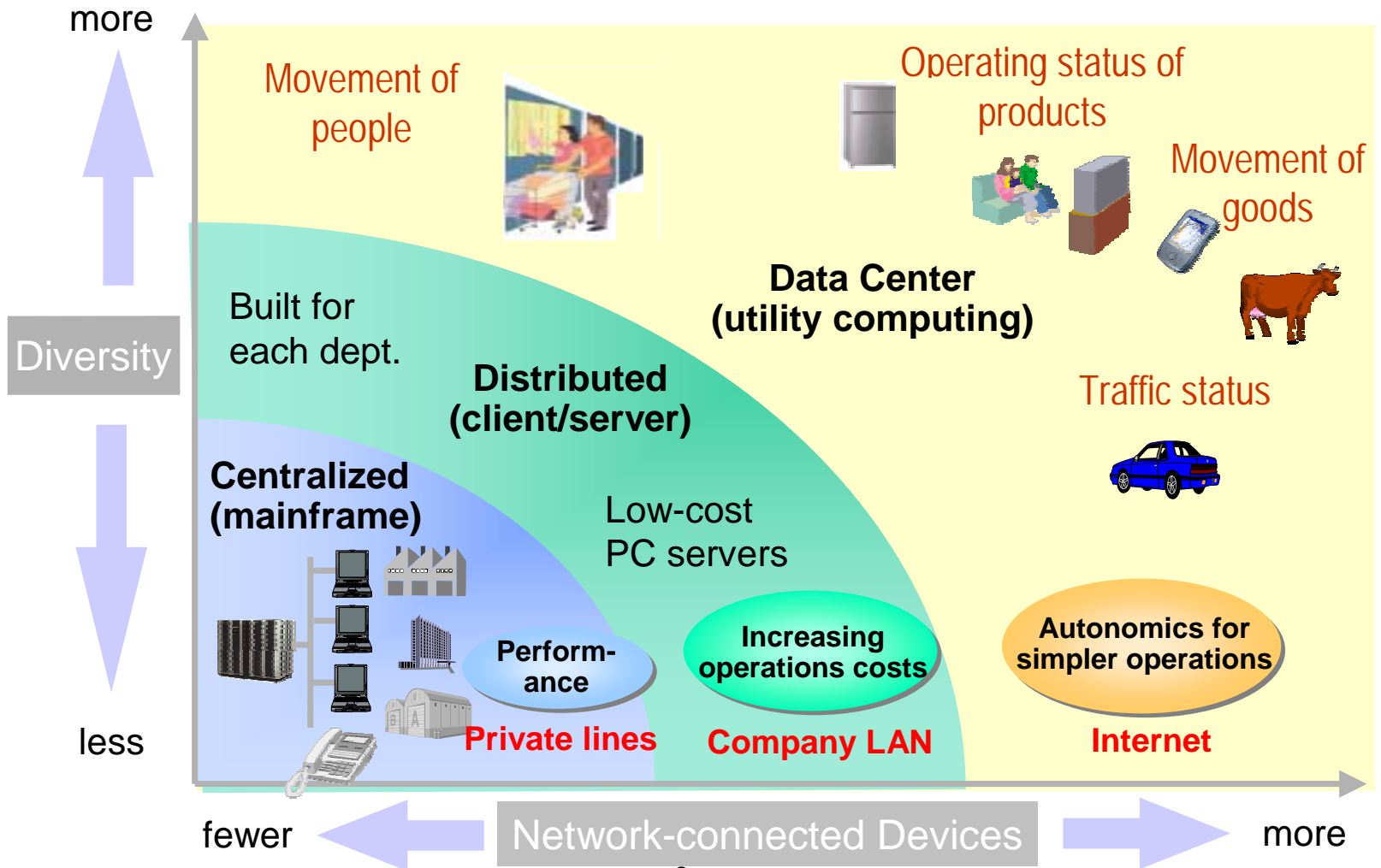
Corporate Executive Vice President
Fujitsu Limited

Expanding Range of Networked Devices



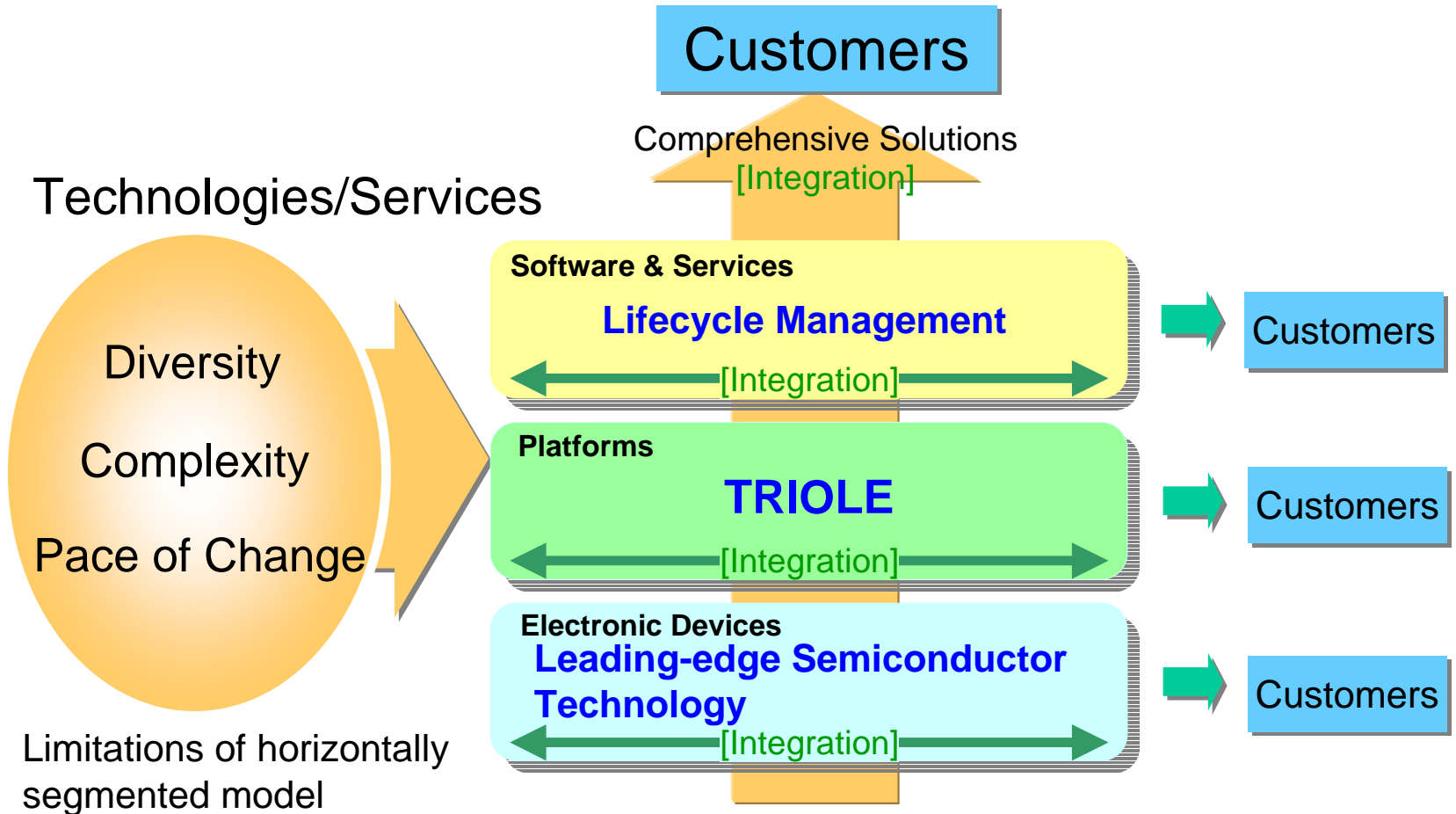
Evolution in Enterprise Computing Environments

From Centralized to Distributed Computing to Data Centers for Ubiquitous Networking



Our Business Strategy

Leverage superiority of integrated business model



Platforms Business Strategy

Market Realities

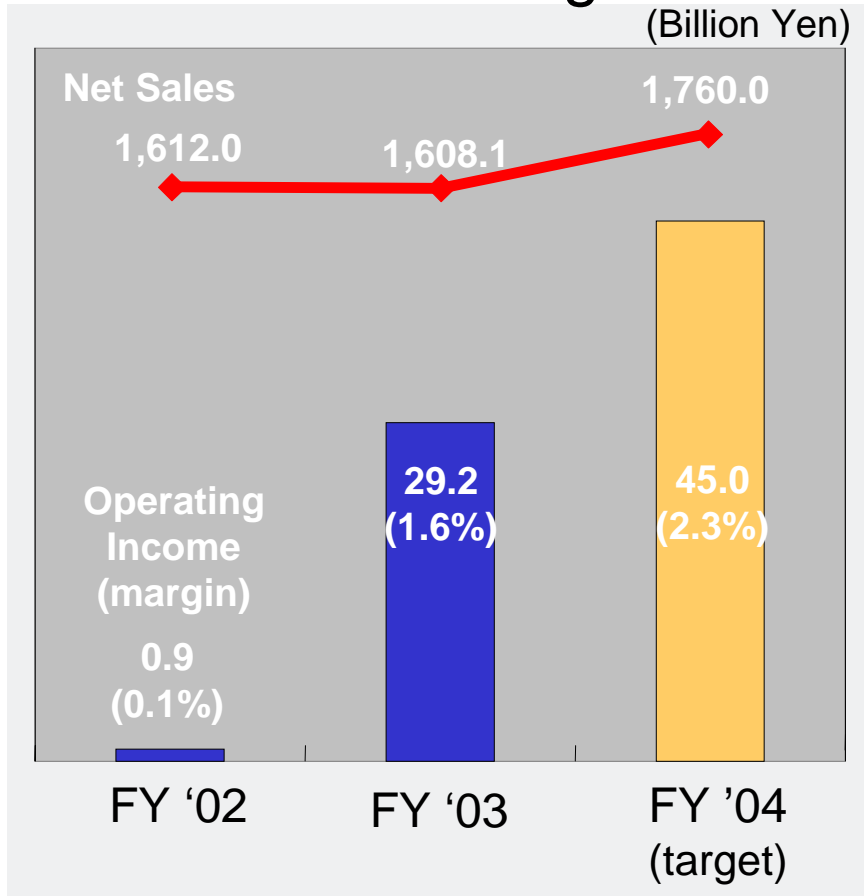
- Quicker response to changing and increasingly diverse customer needs
- IT systems becoming more complex; integral to socioeconomic infrastructure
- Recovery in unit volumes, but continuing pricing pressures

Basic Strategy

- Grow open systems business
- Continue leadership in mission-critical systems
- Expand global business

Platforms Business

FY 2004 Targets



Fortify Existing Business Foundation

- Expand TRIOLE
- Strengthen Fujitsu (222) Initiative
- Manufacturing Innovation

Create & Cultivate New Businesses

- Deploy Mission-Critical IA Server
- Drive Creation of Ubiquitous Networking Market
- Global Expansion of TRIOLE

Production & Development Innovation and Targets

■ Advance Production and Development Innovation

Reform upstream design based on factory floor perspective

- Reform business processes
- Reform work style
- Increase value of human resources

■ FY 2005 Targets

Double Productivity (3X~5X improvement for newly targeted plants/lines)

Quality: Double design quality; cut design changes in half

Delivery: Reduce development time by 30%, cut production steps in half

Cost: Reduce costs by over ¥100 billion per year

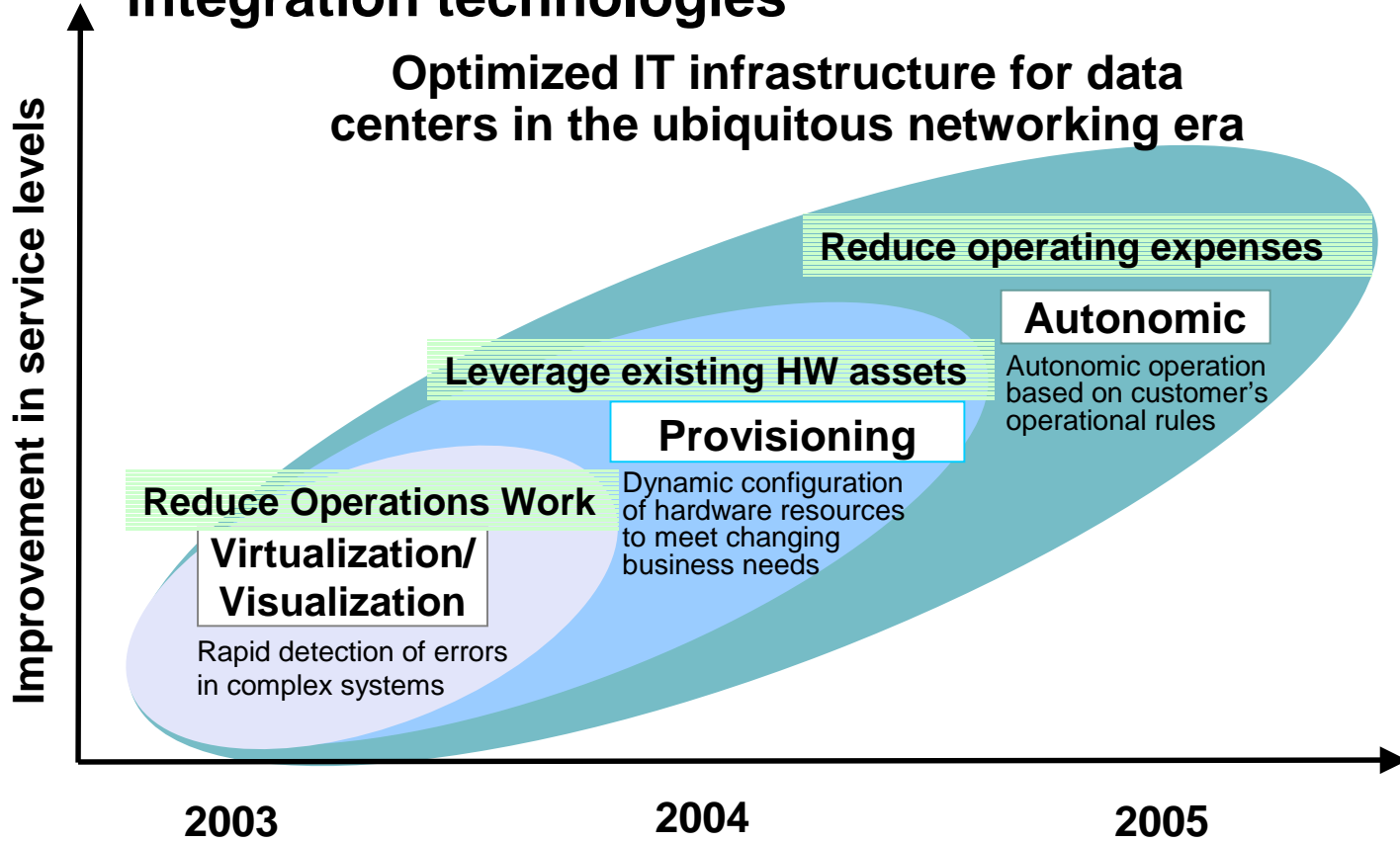
(procurement, design, production)

Cut wasted expenses in half

(product fix expenses, product failures, disposal costs, etc.)

TRIOLE Expansion

New advances in autonomic, virtualization and integration technologies



Server Positioning

TRIOLE IT Infrastructure

Fujitsu's Platform Offerings

Servers

Global Servers

Mainframe



GS21

UNIX Servers

SPARC



PRIMEPOWER

Windows/Linux Servers

Intel Architecture



PRIMERGY MC IA Server

Storage



Middleware



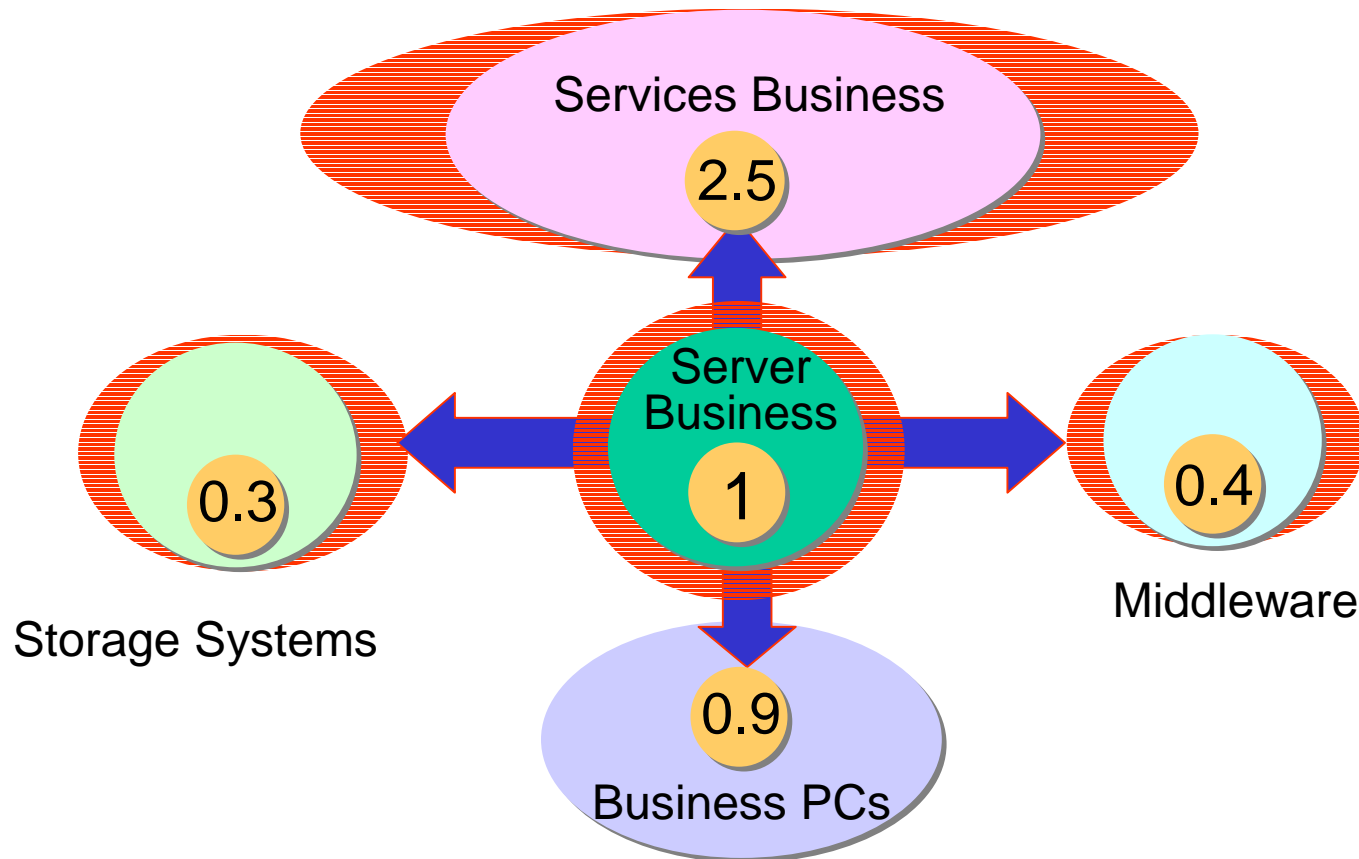
Network



Servers that protect customer's assets are central to our platform offerings


Leveraging Our Server Business

Total multiplier effect of 4X



Recent Server-Related Announcements

- June 2: Joint announcement with Sun Microsystems
Joint development and delivery of future generation Solaris and SPARC-based systems
- June 11: Participation in Intel press seminar
Presentation on collaboration with Intel; exhibit of mission-critical IA server
- June 15: Joint announcement with SAP/SAP Japan
Expansion of global collaboration with FlexFrame/NetWeaver
- June 22: Launch of new PRIMEPOWER products
New models with SPARC64™ V processors built with 90nm technology
- June 22: Joint announcement with Microsoft
Collaboration regarding Fujitsu's mission-critical IA server for Windows Server™ 2003 "Longhorn" Server
- June 22: Launch of new PRIMERGY products
New 64-bit RX11300, TX200FT for Windows Server™ 2003, higher clock speeds for RX800 and RX100



FUJITSU

THE POSSIBILITIES ARE INFINITE

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This presentation may contain forward-looking statements that are based on management's current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Words such as "anticipates," "believes," "expects," "estimates," "intends," "plans," "projects," and similar expressions which indicate future events and trends identify forward-looking statements.

Actual results may differ materially from those projected or implied in the forward-looking statements due to, without limitation, the following factors:

- general economic and market conditions in the major geographic markets for Fujitsu's services and products, which are the United States, EU, Japan and elsewhere in Asia, particularly as such conditions may effect customer spending;
- rapid technological change, fluctuations in customer demand and intensifying price competition in the IT, telecommunications, and microelectronics markets in which Fujitsu competes;
- Fujitsu's ability to dispose of non-core businesses and related assets through strategic alliances and sales on commercially reasonable terms, and the effect of realization of losses which may result from such transactions;
- uncertainty as to Fujitsu's access to, or protection for, certain intellectual property rights;
- uncertainty as to the performance of Fujitsu's strategic business partners;
- declines in the market prices of Japanese and foreign equity securities held by Fujitsu which could cause Fujitsu to recognize significant losses in the value of its holdings and require Fujitsu to make significant additional contributions to its pension funds in order to make up shortfalls in minimum reserve requirements resulting from such declines;
- poor operating results, inability to access financing on commercially reasonable terms, insolvency or bankruptcy of Fujitsu's customers, any of which factors could adversely affect or preclude these customers' ability to timely pay accounts receivables owed to Fujitsu; and
- fluctuations in rates of exchange for the yen and other currencies in which Fujitsu makes significant sales or in which Fujitsu's assets and liabilities are denominated, particularly between the yen and the British pound and U.S. dollar, respectively.