

Greeting from Haruki Okada
Newly Appointed President of Fujitsu Microelectronics Limited

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Presenter: Haruki Okada, President, Fujitsu Microelectronics Limited

Being appointed president unexpectedly like this rouses my strong sense of determination and responsibility to Fujitsu. At any rate, it is an honor for me to welcome you today as president of Fujitsu Microelectronics Limited.

I became a member of the procurement unit immediately after joining Fujitsu in 1973 and have been widely involved in procurement for our LSI device business both in and outside Japan. I have close relations with, and have also learned a great deal from, top executives in the electronics and semiconductor industries both in Japan and outside Japan. Although I have not had direct management experience in the semiconductor business, I have long had business dealings with our semiconductor units.

Though I am taking over as the new president of Fujitsu Microelectronics, there are no changes in the company's basic business policies.

As mentioned, I had a long career in procurement, and thus, as a purchaser, I conducted business from the perspective of a customer. In this respect, how we apply this customer-centric approach will be important to our management going forward. I would like us to pursue even closer customer relations.

In regard to our sales organization, sales in Japan are handled by Fujitsu Electronics Inc., for which Shigeru Fujii, our executive vice president, concurrently serves as president, and business outside of Japan is the responsibility of the sales units of our subsidiaries outside Japan. We have created a powerful sales structure, but need to make an extra push in our business outside Japan. I intend to give this particular attention.

Please allow me to say a few words of a personal nature. As I mentioned, I worked for many years in procurement and, as a result of this experience, I can take pride in helping to change Fujitsu's business.

One of my favorite expressions is "enterprising spirit," which means to me going forward and taking on any challenges before you. I would like to make FML a future-oriented company, a stronger, more robust company that is admired by everyone, especially our customers.

While my appointment as president was unexpected, I will devote my full energies to taking on this challenge. I humbly request your support in this endeavor.