



Through innovation in energy and environment technology, we contribute to the creation of sustainable societies.

On behalf of Fuji Electric, I would like to express our sincere gratitude to our stakeholders for their continued support and commitment to the Company.

At Fuji Electric, our corporate philosophy represents our pledge as responsible corporate citizens in a global society to strengthen our trusting relationships with stakeholders and fulfill our mission with sincerity. Based on this philosophy, we pursue a management policy stating that, through our innovation in energy and environment technology, we are contributing to the creation of responsible and sustainable societies.

Today, the world faces energy and environmental problems arising from the rapid pace of population growth and industrialization.

At Fuji Electric, we strive to achieve both economic growth and a reduced environmental burden using our energy and environment technologies cultivated to date and to contribute to society through our manufacturing capabilities that draw on these technologies. At the same time, the Company is managed with consideration of the effects of our overall corporate activities on society and the environment.

This year marks the beginning of a new Medium-Term Management Plan that covers the period through fiscal 2018. Taking to heart our corporate slogan of being “enthusiastic, ambitious, and sensitive,” we will utilize the comprehensive strength of teams of diverse, individual employees, with the aim of global business expansion and continuous growth as a company.

I ask for your continued support.

Michihiro Kitazawa

President and Representative Director

Corporate Philosophy

Corporate Mission

We, Fuji Electric, pledge as responsible corporate citizens in a global society to strengthen our trust with communities, customers and partners.

Our mission is to:

- Contribute to prosperity
- Encourage creativity
- Seek harmony with the environment

Slogan

To be enthusiastic, ambitious and sensitive.

Management Policies

- 1 Through our innovation in energy and environment technology, we contribute to the creation of responsible and sustainable societies.
- 2 Achieve further growth through our global business expansion.
- 3 Maximize our strengths as a team, respecting employees' diverse ambition.

Fuji Electric Code of Conduct

The Code of Conduct outlines principles to guide and unify the conduct of Fuji Electric and its employees, by articulating the values we share in the pursuit of our corporate principles.

Fuji Electric and its employees, from a global perspective always strives to meet our corporate mission of “We, Fuji Electric, pledge as responsible corporate citizens in a global society to strengthen our trust with communities, customers and partners.”

- 1 Respect and value our customers
- 2 Respect and value all people
- 3 Respect and value the global environment
- 4 Respect and value our shareholders and investors
- 5 Respect and value interaction with society
- 6 Respect, value and conform with all applicable laws and regulations