

## Brand Statement

# *Innovating Energy Technology*

Through our pursuit of innovation in electric and thermal energy technology, we develop products that maximize energy efficiency and lead to a responsible and sustainable society.

## Corporate Philosophy

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### 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

## Management Policies

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1. Through our innovation in energy 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 the Fuji Electric and its employees, by articulating the values we share in the pursuit of our corporate principles.

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Fuji Electric and its employees, from a global perspective always strive to meet our corporate mission of “We, Fuji Electric, pledge as a responsible corporate citizens in a global society our 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

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Michihiro Kitazawa, President and Representative Director of Fuji Electric Co., Ltd., explains fiscal 2013 business results and the Company's management plan for fiscal 2014.



To Our Stakeholders

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Business Report

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Fuji Electric is promoting initiatives to realize a sustainable society. These special features highlight several examples of how the Company is helping to solve issues faced by customers and society at large.

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Special Features

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CSR Activities

## Management

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Corporate Information