

# New Brand Statement

In July 2012, Fuji Electric adopted its new brand statement.  
The new brand statement is a proclamation of the value that  
Fuji Electric is committed to providing to society.

We aim to clearly communicate to the world the value provided within our business domain,  
and further raise the recognition and understanding  
of markets and society with regard to Fuji Electric.

## *Innovating Energy Technology*

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

### 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**

### Management Policies

- 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.

## CONTENTS

<b>Fuji Electric's Energy-Related Businesses / Fuji Electric's Global Presence</b>	3
<b>Consolidated Financial Highlights</b>	7
<b>To Our Stakeholders</b>	9
<b>Special Feature</b> <b>Manufacturing Techniques Contributing to Eco-Friendliness throughout Product Lifecycles</b>	13
<b>Segment Overview</b>	19
New Segments for Developing Energy-Related Businesses	19
Power and Social Infrastructure	21
Industrial Infrastructure	22
Power Electronics	23
Electronic Devices	24
Food and Beverage Distribution	25
<b>Overseas Operations</b>	26
<b>Manufacturing</b>	28
<b>Research and Development</b>	29
<b>Intellectual Property</b>	32
<b>Fuji Electric's CSR</b>	33
<b>Social Report</b>	35
<b>Environmental Report</b>	41
<b>Management Structure</b>	49
Corporate Governance	49
Compliance	51
Risk Management	52
<b>List of Officers</b>	53
<b>Financial Information / Corporate Information</b>	54

### We have compiled a summary of our management activities into a single yearly report.

In order to better facilitate stakeholder understanding of the Company's management activities, we have combined the Annual Report, in which we report on the Company's management policies and financial data, and the CSR Report, in which we report on our environmental and social efforts, into a single yearly report that compiles a summary of our management activities.

This report focuses primarily on social, environmental, and other corporate social responsibility (CSR) topics. For more detailed information, please refer to our website.

**Fuji Electric website** <http://www.fujielectric.com/>

Period of the Report	This report covers fiscal 2011 (April 1, 2011, to March 31, 2012). Although the report focuses on the results of fiscal 2011 business activities, descriptions of some earlier and some more recent initiatives are also included.
Non-Financial Reporting Guidelines Employed	<ul style="list-style-type: none"> <li>• ISO 26000 (guidance on social responsibility)</li> <li>• Sustainability Reporting Guidelines Version 3.1 (G3.1), Global Reporting Initiative (GRI)</li> <li>• Environmental Reporting Guidelines 2012, Ministry of the Environment</li> </ul>
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#### Cautionary Statement With Respect to Forward-looking Statements

Statements made in this report with respect to Fuji Electric's plans, strategies, and future performance are forward-looking statements based on management's assumptions and beliefs in light of the information currently available to it, and involve risks and uncertainties. Potential risks and uncertainties include: (1) sudden changes in general economic conditions in Fuji Electric's markets and changes in its operating environment such as those resulting from revisions to trade regulations; (2) exchange rates, particularly between the yen and the U.S. dollar and Asian and European currencies; (3) the ability of Fuji Electric and its subsidiaries to develop and introduce products that incorporate new technologies in a timely manner and to manufacture them in a cost-effective way; (4) the rapid pace of technological innovation, especially in the field of electronics; (5) sudden changes in the supply and demand balance in the markets Fuji Electric serves; (6) problems involving the intellectual property rights of Fuji Electric and other companies; (7) fluctuations in Japanese stock markets; and other risk factors. Accordingly, actual results could differ from those contained in any forward-looking statement.