

Customers

Fuji Electric promotes technology development and manufacturing that meet the needs of our customers, and provides safe, reliable, high-quality products and services with all our strength. In addition, we respond to our customers in good faith and reflect their feedback in improvements to products and services.

Improvement of Customer Satisfaction

Enhancement of Customer Support and Service Systems

Fuji Electric's Quality Assurance Policy stipulates that we are to assure the industry's highest standard for quality in all of our products and services. We are therefore advancing quality improvement initiatives through a Companywide organizational structure. In addition, we formulate a High Reliability Activities Policy each year, based on which we dedicate our efforts to improving quality at every stage of our business, from product planning to sales and service.

Each business segment caters to different customers. Accordingly, service divisions have been established in all segments. We are also developing global service systems to ensure that we are equipped to satisfy our customers.

Furthermore, our power electronics systems business and Food and Beverage Distribution segment have call centers that respond to customer inquiries 24 hours a day, 365 days a year. We also pursue higher levels of customer satisfaction through customer satisfaction activities in which we endeavor to broaden our business scope beyond after-sales services to deliver solution services that utilize Fuji Electric products and technologies to resolve customer issues.

Major Initiatives in Fiscal 2018

Power Electronics Systems	<ul style="list-style-type: none"> Reinforcement of support systems by expanding scope of models (gas analyzers) that can receive maintenance at the Company's Thailand base
Electronic Devices	<ul style="list-style-type: none"> Bolstering of support system by broadening the range of models for which inquiries can be addressed through call centers (Shenzhen, China)
Food and Beverage Distribution	<ul style="list-style-type: none"> Improvement of service quality by developing cloud-based service platform (China)
Power and New Energy	<ul style="list-style-type: none"> Enhancement of upgrade services by bolstering sales and technical service systems at bases in Vietnam and other parts of Asia

Business Partners

Fuji Electric aspires to build strong relationships with its business partners through fair and equitable transactions, and we are working together with our partners to promote procurement activities that contribute to the development supply chains capable of supporting a sustainable society. We are committed to fair and equitable procurement that is compliant with relevant laws and regulations in Japan and overseas, and our procurement activities are tailored for sustainability from both social and environmental perspectives.

Supply Chains for Supporting a Sustainable Society

Fair and Equitable Procurement

Fuji Electric strictly adheres to principles of fair and equitable procurement in compliance with procurement-related laws.

The divisions responsible for procurement at the head office and other domestic operating sites take steps to ensure legal compliance through regular audits of procurement activities and compliance training. Meanwhile, procurement divisions at overseas affiliate companies are implementing procurement-related rules and standards based on the regulations of their respective countries.

We also operate a Partner Hotline System on Fuji Electric's corporate website through which business partners can make reports regarding misconduct in the Company's procurement activities in order to prevent and quickly detect unlawful or unethical behavior. By earnestly addressing feedback from business partners, we seek to build trusting relationships.

CSR Exercised Together with Business Partners

Fuji Electric believes that it is important to aim to be a company with high social value by working with its business partners to fulfill its corporate social responsibility (CSR). To this end, we are promoting initiatives to prevent compliance violations and human rights infringements across the supply chain while addressing conflict minerals. Proactive green procurement initiatives are implemented from the perspective of environmental preservation.

In addition, CSR surveys are administered as one facet of our CSR procurement efforts. In 2018, these surveys indicated that there were no business partners in need of immediate

corrective measures. Revisions will be made to surveys and feedback methods going forward in order to facilitate better understanding of the circumstances at business partners through future surveys.

Major Initiatives in Fiscal 2018

- CSR surveys (administered to top 500 business partners accounting for 80% of domestic transaction amounts)
- Procurement policy briefings for business partners (at individual factories and operating sites)
- Procurement-related compliance training (held at 32 bases on rotational basis, 1,045 participants)

Shareholders / Investors

Fuji Electric is committed to building upon trusting relationships with shareholders and other investors. To this end, we practice timely, fair, and equitable disclosure of information required by law and the regulations of the stock exchanges on which the Company is listed as well as of other information deemed to be of value to shareholders and investors. In addition, members of top management take part in activities for engaging with shareholders and other investors.

Constructive Dialogue with Shareholders and Investors

Timely, Fair, and Equitable Information Disclosure

Fuji Electric discloses information that may have a material impact on the investment decisions of shareholders and other investors in an effort to earn trust and foster proper understanding with regard to the Company. In these disclosure activities, we release information as required by law and by the disclosure regulations of the stock exchanges on which the Company lists its stock as well as in accordance with the Fair Disclosure Rule of the Financial Services Agency.

Furthermore, we actively disclose information deemed relevant to shareholders and other investors, such as answers to questions frequently asked by such stakeholders, whether this information is management related, financial information, or non-financial information pertaining to social or environmental matters.

Such information is promptly disclosed through the Company's corporate website.

Meaningful Dialogue with Shareholders and Investors

The Company emphasizes dialogue with shareholders and other investors in its investor relations activities, and we are dedicated to enhancing reciprocal communication in these activities. We also strive to make effective use of the input gained through these activities by relaying it to the Board of Directors, management, and relevant divisions through reports to committees or paper reports as deemed necessary.

Major Initiatives in Fiscal 2018

Analysts and institutional investors	<ul style="list-style-type: none"> Financial results briefings: 4 Management plan briefing: 1 Business strategy briefing: 1 Factory tours: 2
Private shareholders and investors	<ul style="list-style-type: none"> Factory tours for shareholders: 4 factories (Suzuka, Tokyo, Kobe, and Chiba) Fuji Electric system solutions exhibits (498 participants in factory tours and system solutions exhibits)

External Recognition

Fuji Electric has been included in the following socially responsible investment indexes, indicating that it has been recognized as a socially responsible company.

