Executive quote sheet: Fujitsu ActivateNow 2021

Takahito Tokita, CEO and Chief Digital Transformation Officer, Fujitsu

- “Fujitsu believes there are many things that technology can accomplish, be it in the areas of E, S, or G [Environmental, Social, and Governance]. We are committed to making society more sustainable, and trust is essential for a sustainable society, as is the role of technology. [However,] technology alone cannot win trust, so we will continue to place value on communication with all stakeholders.”

- “Knowing how to incorporate ESG into management and whether to position it firmly on the strategy axis is very important. We are now able to articulate year-over-year changes, particularly in employee engagement. Last year, we embarked on the challenge of pursuing purpose-driven management. It's important to involve many people in the company’s purpose to achieve big goals. In Fujitsu’s case, we have 120,000 or 130,000 employees around the world, representing many different nationalities, values, and religions.”

- “Contributing to the achievement of the [UN’s] SDGs is now at the core of [Fujitsu’s] policy and management around the world. If these goals are achieved, the external economic effects are expected to create new market opportunities worth $12 trillion annually by 2030.”

- “The global focus on carbon neutrality by 2050 is one example. There are limits to what Fujitsu alone can do to solve social problems. However, I am confident that we can make significant contributions by connecting and empowering people with diverse skills. Through **Uvance**, we are committed to transforming the world into a place where people can live their lives, enjoying prosperity and peace of mind on a greener planet. “

Sir Richard Branson, founder of the Virgin Group (guest speaker)

- “The number one thing is that a company is a group of people; that group of people need to 100% believe in their company, believe in what they’re doing in their lives, and believe that they’re making a real positive difference in their lives.”

- “I look forward to working with Fujitsu and the wonderful teams there, hopefully leaving this beautiful world a little more beautiful.”

Toomas Ilves, President of Estonia from 2006-2016 (guest speaker)

- “There are only three things you can't do digitally in Estonia. That's getting married, getting divorced, and buying or selling property. For those three transactions, you do need to show up physically, everything else you can do digitally. This allows us to save about 2% of GDP a year. It makes everything faster, more efficient.”

- “The way society operates will change completely through digitization. We cannot live much longer in a paper-based society, [when] everyone is used to seamless digital transactions in all other fields. When we look at how we run the public sector, it is still no different from the way things were done 50, 60, 80 years ago. The challenge of the next half-century is the digitization of public services in each country to make the services to the citizen available in as smart a way as the private sector offers services today.”

Kathy Matsui, Former Vice-Chair of Goldman Sachs Japan and Chief Japan Equity Strategist (guest speaker)

- “In recent years, I‘ve noticed that companies can be impacted by various unseen and intangible factors, such as wealth disparity and other instances of polarization. The world has come to understand that non-financial information is equally important, giving rise to the Environmental, Social and Governance framework.”

- “ESG is not an obligation, but rather an investment. Two years ago, we started researching Womenomics 5.0 and learned that more diversely managed companies are not the only factor behind a better return on capital and better stock performance, but we can say that different perspectives being reflected in the decision-making process lead to more innovation and better risk management. This, in turn, leads to better quantitative performance, which can be shared with employees as evidence that diversity can be a secret weapon.”

- “It is common practice for companies to look at competitors and try to figure out how not to lose. However, I think it would be better for these companies to decide what kind of steps they want to take and what kind of goals they want to achieve first and then develop a unique culture that fits their needs.”

- “I see technology as a key to becoming a better, more responsible society. The world has high expectations for tech leaders such as Fujitsu to emphasize ESG as a core strategy and become a company that contributes holistically rather than simply pursuing profits. We’re counting on you!”

Vivek Mahajan, Chief Technology Officer, Fujitsu

- "We as a society are now at an inflection point. There is no going back to the world we once knew. I believe the speed of change is only going to accelerate moving forward. I am convinced that, in these difficult times, technology has the power to help us solve the world's most difficult challenges and transform society for the better. The role of technology as a change agent is only going to become more important."

- "To further bolster our R&D capabilities in software technology, we will establish a 50-person operation in India and create a new R&D unit in Israel. These initiatives will see us attract world-leading talent in AI and quantum software. Furthermore, we will promote open innovation via industry-academia collaborations with top global research institutions and researchers, deploy the world's best technologies in practical scenarios, and offer new services and solutions to the market."

- "Only Fujitsu has a comprehensive computing strategy that encompasses supercomputers, HPC, the Digital Annealer, and quantum computing."

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About Fujitsu

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