

Contributing to the Creation of a Responsible and Sustainable Society Through Our Innovation in Energy and Environment Technology



Fuji Electric was founded in 1923 and celebrates its 100-year anniversary this year. I would like to express my deepest gratitude to all concerned for their support and goodwill.

Fuji Electric's management policy is to contribute to society through its energy and environment businesses, in accordance with the pillars of our Corporate Philosophy, which are to “contribute to prosperity,” “encourage creativity,” and “seek harmony with the environment.” Fuji Electric's *raison d'être* is to create products and systems that can efficiently utilize electric and thermal energy and contribute to resolving social and environmental issues together with our customers and business partners. This is in line with the Sustainable Development Goals (SDGs) that the international community aims to achieve.

The green transformation (GX) is accelerating as the world works toward the realization of a decarbonized society. Energy suppliers are focusing on the expansion of renewable energy, the proliferation of decentralized power supplies, and fuel conversion, while users are promoting electrification and the effective use of thermal energy in various fields, in addition to energy saving. It has become more important than ever to optimize the balance between energy supply and demand, to provide a stable supply, and to use energy efficiently without waste.

Fuji Electric will respond to these social issues and customer needs through four businesses: energy, industry, semiconductors, and food and beverage distribution. We will further refine Fuji Electric's core competence in power electronics

technology and pursue synergy with power semiconductors, measurement and control technology, and freezing and heating technologies. We will also promote digital transformation (DX) through the integration of advanced digital and AI technologies, with the aim of creating new social value in the energy and environmental fields.

In its five-year Medium-Term Management Plan “Reiwa Prosperity 2023,” which marks its final year in 2023, Fuji Electric achieved its key management goal of a “net sales of 1 trillion yen and an operating profit ratio of 8% or more” a year ahead of schedule in fiscal 2022. In fiscal 2023, Fuji Electric will draw up a vision of what it wants to be in 2030 and formulate a three-year Medium-Term Management Plan beginning in fiscal 2024. In this plan, we will establish our growth strategies with consistency between backcasting, where we work backward with the future as the starting point, and forecasting, where we work toward the future with the current state as the starting point.

To continue to be a sustainable growth company, our employees will share the slogan outlined in our Corporate Philosophy: “to be enthusiastic, ambitious and sensitive.” In addition, employees with diverse individuality will work together to maximize our strengths as a team, innovate energy and environment technology, and contribute to the realization of a responsible and sustainable society.

As Fuji Electric takes on these challenges, I would like to thank all our stakeholders for their continued support and understanding.

KONDO, Shiro
President and COO

A handwritten signature in black ink that reads "Shiro Kondo". The signature is stylized, with a large, flowing 'S' and 'K'.



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