

Messages from Management

PFU's Mission

The PFU Group constantly strives to create new value, and to contribute to international and local communities for mutual benefit through the speedy and continued provision of products, services, and solutions that satisfy our customers' needs, based on our advanced information technology.

Never changing passion, ever changing future

In recent years, with the emergence of innovative technology including AI, robotics, and IoT, society is undergoing a digital transformation. IT is now essential to creating a prosperous society. People use various IT services without being conscious of their use on a daily basis thus enjoying a smart lifestyle and work style.

Because of this digital revolution, people's expectations of IT are becoming higher and more diverse, and this change has required us to take on flexible and innovative challenges by thinking outside the box in order to make further advancements in IT.

Our mission here at PFU is to maximize the possibilities of IT and continue to contribute to our customers and society. Dealing with the rapid and sudden changes in the era that we live in, we have moved forward through continuous trial-and-error methods in order to provide better products and value.

We will continue to move away from conventional methods and approach new challenges with honesty and sincerity which has always been our way. We have made a promise to continue with our efforts in order for our customers as well as our society where people feel safe, assured, and comfortable, to advance.

Efforts for Environmental Activities

We are pursuing environmental activities based on our corporate principles to "keep the environment green".

In fiscal 2017, the middle year for the Eighth Environmental Action Plan, we worked on six targets and achieved all of our goals. (1) Continuous Creation and Provision of Eco-efficient Products, (2) Promotion of Environmentally Conscious Solutions and Services, (3) Promotion of Green Procurement, (4) Improvement of Quality and Enhancement of Business Efficiency, (5) Promotion of Global Warming Countermeasures, and (6) Promotion of an Environmentally Conscious Culture.

Our stance on inheriting good traditions and creating a new future is extremely important for our activities in fiscal 2018, hence the PFU brand promise "Never changing passion, ever changing future".

I believe that this company aims to be:

- (1) A company where all employees work with motivation and purpose "brightly, happily, and vibrantly".
- (2) A company that "can continue to grow" in both sales and profit for 10, 20, and 30 years into the future in order to be the company mentioned above.
- (3) A company that "can contribute to everyone around us, including not only customers but also business partners as well as society".

To these ends, we will ardently engage in our efforts to begin an era of new growth for PFU in 2018.



PFU Limited
President and
Representative Director

Kiyoshi Handa

Messages from Management

PFU's Fundamental Principle

PFU Group members act with an awareness for living in a way that they benefit from the earth and protecting the environment. We do this by striving to offer products and services that do not burden the environment, while also focusing on changes in the global environment and striving to protect the environment in daily life.

By carrying out our activities based on the three concepts "Green Product", "Green Process", and "Green Mind", which embody this principle, we contribute to reducing the burden of our customers and society on the environment.

Environmental Activities That Are Focused on Our Core Business

By carrying out these activities, we aim to release more products with advanced environmental performance to contribute to reducing the environmental burden at our customers' sites (Green Product), to improve the efficiency and quality of operations at our own sites in order to reduce our own environmental load (Green Process), and to contribute to society through regional environmental conservation activities (Green Mind).

To achieve this, in fiscal 2017, we not only set the improvement of environmental performance as an environmental target for products, solutions, and services in all our business departments, but also made our environmental targets consistent with our quality targets by shifting from traditional activities to reduce paper, garbage, and electricity towards environmental activities that are focused on our core business.

Furthermore, we started "PFU Original Environmental Management", which quantifies and evaluates all environmental activities based on CO₂, including the activities that involve us contributing to the local communities.

PFU Original Environmental Management

In fiscal 2018, we will begin this "PFU Original Environmental Management" in full scale, performing the following:

- (1) We will quantify and evaluate our environmental contributions at our customers' sites through our products, solutions, and services based on CO₂.
- (2) We will make the environmental targets thoroughly consistent with our quality targets, and we will quantify and evaluate our in-house contributions based on CO₂.

Through these efforts, I believe that the degree to which activities that are focused on our core business contribute to the environment will become even more clear, and that we can expect further success due to a greater awareness throughout our company that "we contribute to the market through our products, solutions, and services", and that "we can bring about a work style reform through enhancing business efficiency and improving quality".

Undergoing these activities will take us on the path to becoming a "low-carbon company".

PFU Limited
Managing Executive Officer

Hirotake Shinde