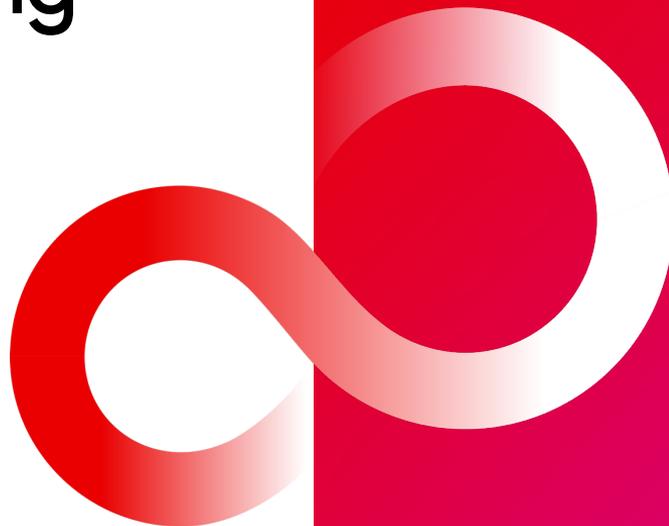


Product and services naming guidelines PPT version

1st edition
Mar/2022



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1. Product and services naming guidelines: An overview

Revisions have been made to our product and services naming structure (Categories A to D) in line with a review of our corporate branding and the development of Fujitsu Uvance, a new business brand that aims to “Make the world more sustainable by building trust in society through innovation.”

Subject to Review: Product and services naming structure to date

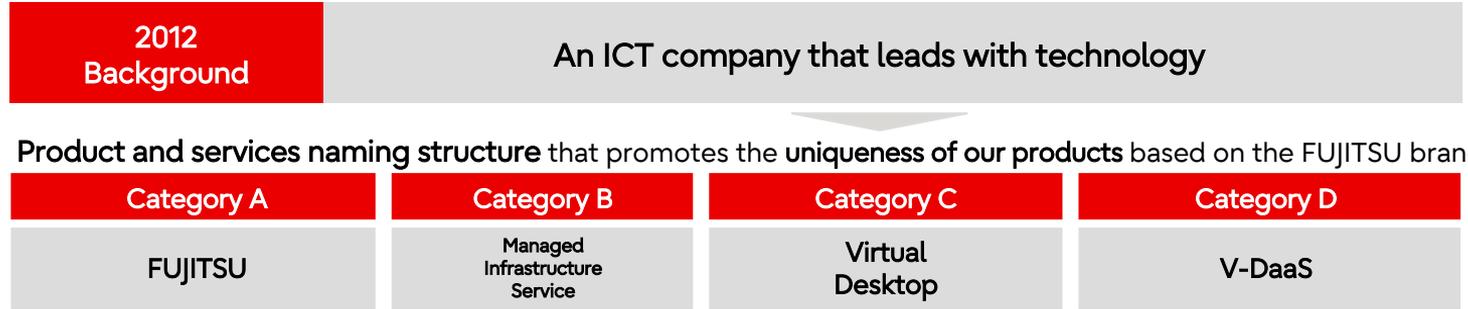
Category A FUJITSU	Category B Category/type	Category C Brand name	Category D Model number and others
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These product and services naming guidelines have been revised for the following reasons:

- Foreseeing operational issues when revising our strategy for new business, as well as social and corporate trends through Fujitsu Uvance and the corporate brand refresh.
- In conjunction with the new product and services portfolio and based on the concept of “making things simple and easy for anyone to understand,” we have developed a new naming structure.
- The new naming structure from 1 April 2022 will enhance our brand impact and ensure design consistency in brand communication, thus contributing to the growth of the Fujitsu Group.

1.2 Issues with the previous product and services naming structure

Up until now, we have promoted the uniqueness of our products and services under the Fujitsu brand. However, this has started to pose problems for future growth.



Current Issues

Length

- Competitors tend to use a **simple structure** of corporate brand + product and services name.

Too many unique names

- For product and services names, **customers place the highest priority on “clarity”** (27.0%) and the lowest priority on “uniqueness” (6.5%)
- Fujitsu ranks 7th in Japan for number of trademark registrations. The top-ranking companies are all B2C.
- Competitors **mainly use general names**; unique names are few.

Bound to category

- Including the name of a specific industry makes it difficult to expand into other industries.
- Most competitors **do not include the category** in the product and services name.

Reference

Unique name: Words, coined words or abbreviations whose meaning is difficult to understand at first glance.

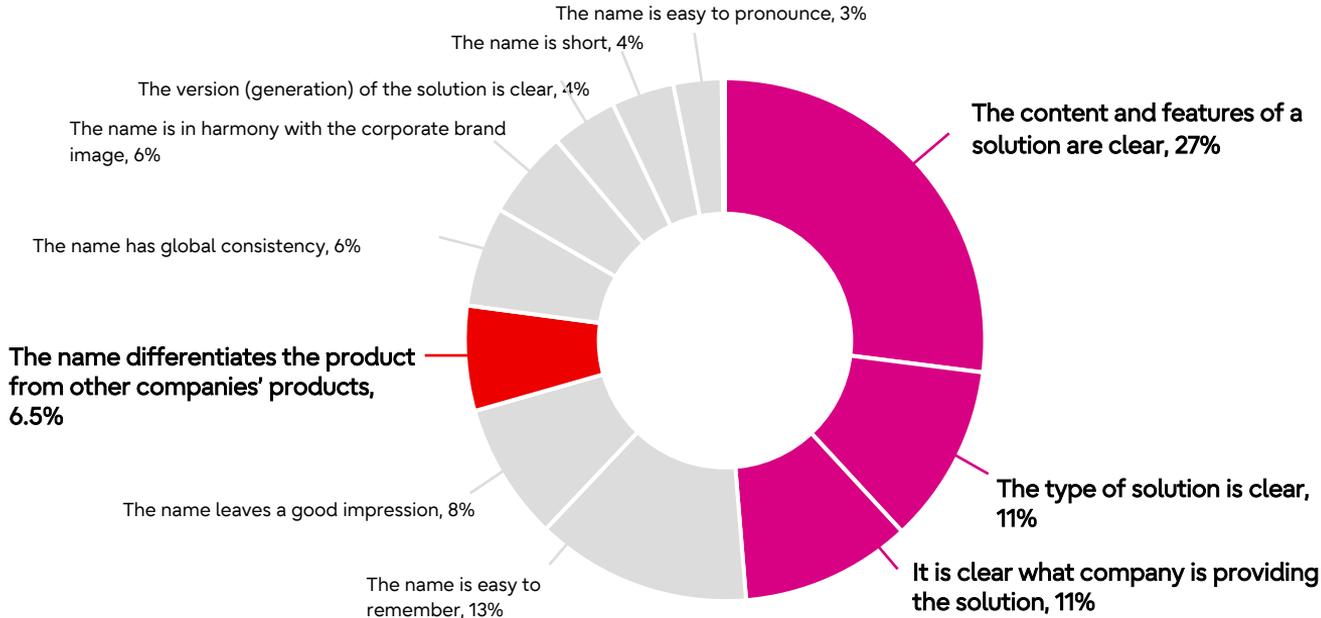
General name: Words that are easy for target customers to understand. Includes industry terms.

Reference: What customers want in a product or services name

49% of respondents said that the most important thing they look for in a product or service name is **“clarity”**; in terms of what company the product or service is, as well as its content, characteristics, and category. A mere **6.5%** of respondents chose “a name that differentiates the product from competitors.”

- Online survey, June 2021
- Target: People who make decisions on adopting IT solutions or DX partner selection at companies
- Sample size: 500 (all respondents in Japan)

What customers look for most in a product and services name



Reference: Trends at other companies: Global

- Names are simplified. Structure consists mostly of easy-to-understand general names with **few unique names**.
 - **Emphasis has shifted from highlighting the unique features of each product and services to emphasizing a solution-oriented approach of understanding and solving the issues of individual customers.**
- ※ Conducted competitor research in 2021

Reference

Unique name: Words, coined words, or abbreviations whose meaning is difficult to understand at first glance

General name: Words that are easy for target customers to understand. Includes industry jargon.

SAP

Master brand strategy
Use mainly general names; do not include category

Product or services name

- SAP Access Control
- SAP **Ariba** Buying and Invoicing
- SAP Billing and Revenue Innovation Management
- SAP Cash Application
- SAP Data Intelligence
- SAP Enterprise Consent and Preference Management
- SAP **HANA** Cloud
- SAP Identity Management
- SAP Knowledge Central by **MindTouch**
- SAP Landscape Management
- SAP Management of Change
- SAP NetWeaver
- SAP Omnichannel Point-of-Sale by **GK**
- SAP Paybacks and Chargebacks by **Vistex**
- SAP Quality Center by **Micro Focus**

IBM

Focuses on hero brands
Categories and product and services names composed of general names

Declares and develops its hero brands

IBM Watson®

 **IBM Cloud**

IBM Services

 **IBM Security**

Subcategories also have general names

IBM Security

- └ Cybersecurity Services
 - └ Strategy and risk
 - └ Threat management
 - └ Digital trust
 - └ Cloud Security

Product and services name

- IBM Application Security Services
- IBM Data Security Services
- IBM Identity and Access Management Services

Reference: Trends at other companies: Japanese

- Only a few unique names for categories (all-inclusive names for product groups) (Hitachi: Lumada, NEC: Bio iDiom).
- Product and services names themselves are becoming general. However, well-established product or services brand names are used as-is.
 - ※ Conducted competitor research in 2021

Hitachi

The only brand that shows categories is Lumada.
The majority of product and services names are general.

Product and services Name

IT

- └ **Lumada**
- └ Big Data ×AI (Artificial Intelligence)
- Cloud
- └ Security
- └ IOT/M2M
- └ Digital IT Infrastructure Solutions
- └ Public IT Solutions
- └ Social Information Systems
- └ Financial Solutions
- ...
- └ Hardware

Product or services name

- └ IoT Data Modeling Service
- └ Next Generation Contact Center
- └ Human Big Data
- └ Service
- └ AI Deployment and Operation
- Support Service
- ...
- Integrated Service Platform
- BladeSymphony**

NEC

Continues to not include NEC in names. Categories are not included in product or services name notation; the majority use general names, while a few use unique names.

Category

- └ Biometric Identification **Bio iDiom**
- └ Facial Recognition
- └ Fingerprint & Vein Authentication
- └ Ear Acoustic Authentication
- └ Security
- └ AI/IoT
- └ 5G Network
- └ Cloud
- ...

Product and services Name

- └ Digital ID Platform
- └ **Bio-IDiom** Services for Smartlock
- └ Smart Hospitality Service
- └ Service
- └ Infectious Disease Control Solutions
- └ Fast Travel
- └ Digital KYC
- └ Face Recognition Payment System
- └ **NeoFace** Cloud
- └ Entry Management System **SAFEWARE-SX**
- └ **FieldAnalyst**

1.3 Concept behind these revisions

Our revised product and services names will have a **clear and simple structure**. This will be communicated via the necessary product and services information online or through other forms of communication.

Company direction & product vision

Product and services naming structure (Policy)

Before
2012

An ICT company that leads through technology

→ Promoting the **uniqueness of our products** based on the Fujitsu brand

Strengthening the Fujitsu brand and its categories

- Eliminate product-specific logos
- Set categories A to D

After
2022

A DX company growing together with customers, starting from social issues

→ Focus on being a cross-industry, solutions-oriented company that understands and solves the problems of individual customers and communities

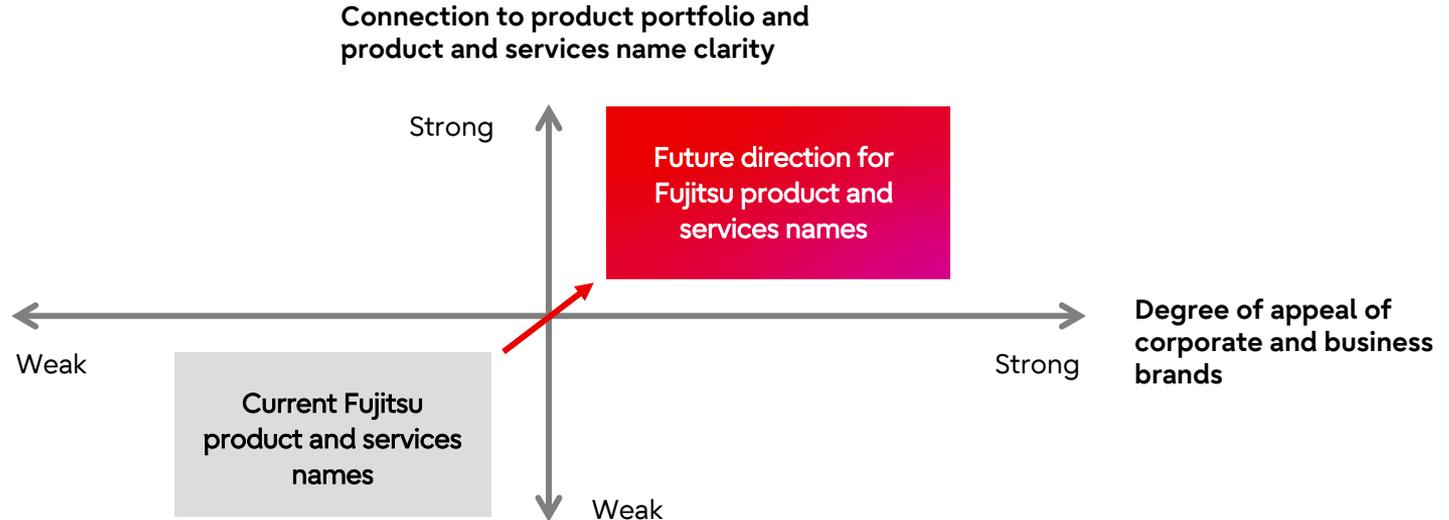
Clear, simple structure

- Develop structure taking into account the development of Fujitsu Uvance
- Do not use product and services names to differentiate

1.4 The aim of revisions to the Product and services naming guidelines

The Product and services naming guidelines have been revised with the following aims:

- To **effectively and efficiently promote our corporate and business brands** in domestic and international markets.
 - To make it easy **for customers to link products with the product portfolios** in categories from the standpoint of the market, the competition, and the company.*
- * The overall system (consistency) will be reviewed when we are able to see products for our seven key focus areas, especially those that are cross-issue and cross-industry.



The following basic policy has been defined for product and services names and communications.

Basic policy

Elements	Definition
Product or services name	<ul style="list-style-type: none">• "Fujitsu" should be added at the beginning of the product and services name to fully promote Fujitsu in the domestic and overseas markets. Not abbreviated with "FJ" or "F ". *1• The product and services name should be a general name, and the function and value provided should be easy to understand.• In principle, new unique names are not allowed. *2
Communication of product and services name	<ul style="list-style-type: none">• Hardware products should be expressed in Fujitsu corporate font, and the basic colors should be black, white, gray, or the color of the material (e.g., stainless steel).• When long names are duplicated depending on the media used or case of use, part of the product and services name can be omitted if necessary.• Tone and manner of communication should follow the VI Guidelines.• In principle, brand marks should not be used. *2• In principle, characters should not be used in external communications (e.g., app screens, etc.), as they may be misinterpreted as corporate characters.

*1 "FUJITSU" is unified to "Fujitsu" – Not using uppercase

*2 If strategically necessary, handling by applying to the Chief Marketing Officer (CMO) from the Head of the Business Group for those that satisfy the specified criteria.

1.6 Names covered by these guidelines

These guidelines apply to generic terms and concepts. Refer to the table below “Products and Services (L4)”.

- These guidelines also apply to names of the technologies and methodologies for which Fujitsu has superiority over those of competitors.

Product and services name (L4)

Category	Definition	Product Portfolio*2 Applicability
Products	Includes not only physical IT appliances such as computers, tablets, servers, and network products, but software as well.	Applicable
Services	The application of business or technical expertise to create, manage, and optimize information and business processes, or the provision of access to such information and business processes.	
Solutions	Bringing in of people, processes, information, and technology that exist in individual systems. Provision of technical support for solving a series of business problems or multiple business issues.* *Includes “Solution Systems”	
Technology Name	Technologies applied to products and services that govern their functions, and that are promoted externally.	Not applicable
Methodology	Methods or expertise applied to products and services that govern their functions, and that are promoted externally.* *Includes methods, knowledge, expertise	

About the product portfolio:

As our first step toward boosting our global responsiveness, Fujitsu has clarified the definitions of the ICT offering systems we provide as well as their components, creating a common global language and system for our services, products, and solutions.

1.7 Names not covered by these guidelines

These guidelines do not, in principle, apply to the following names:

Business Brands

Names such as Fujitsu Uvance that express the direction of business overall.

Development Codes

Names of products and services in the research and development stage that have not yet been commercialized but are used for academic presentations and internal use.

1.8 Products and services covered by these guidelines (1/2)

These guidelines generally apply to all Fujitsu brand products and services (using the Fujitsu symbol).

Applicability of guidelines

Product and services category	Applicability
Fujitsu brand products, technology names, and methodologies sold by Fujitsu Limited	Applicable
Fujitsu brand products by group companies that are also sold by Fujitsu Limited (e.g. registered software)	Applicable
Fujitsu brand products by group companies that are not sold by Fujitsu Limited	Applicable*1
OEM products, group companies' independent brand (non-Fujitsu brand) products	Not applicable
Co-branded products with partner companies	Applicable if possible*2

*1 If guideline applicability is unclear, please contact the Brand Management Department.

*2 When using the Fujitsu brand, apply the guidelines to the extent possible.

* The term "group company" in these guidelines refers to the following:

- Companies in which Fujitsu directly invests more than 50% of its capital (a "first-tier subsidiary")
- Companies in which a first-tier subsidiary invests more than 50% of its capital (a "second-tier subsidiary") and which have been licensed by Fujitsu to use the Fujitsu symbol

Definition of Fujitsu brand products and services

Products and services that use (display) the Fujitsu symbol (hereinafter referred to as the “symbol mark”).

Product and service brands in any of the product categories below:

- Hardware: Products with the symbol mark on the casing.

*For products too small to display the symbol mark such as semiconductors, any products that use the symbol mark in brochures or advertising.

- Software: Products that use the symbol mark on the startup screen.
- Services (and solutions): Products that use the symbol in brochures or advertising.

Definition of group companies' independent brand products (non-Fujitsu brands)

Products that do not fall under the “Definition of Fujitsu Brand Products” above.

*Products other than those described above are not considered Fujitsu brand products, even if the company name includes “Fujitsu” and this name is listed as the manufacturer or in contact information in catalogs.

Reference:

Responsibility of group companies developing Fujitsu Brand products independently or selling Fujitsu Brand products procured from an OEM supplier:

Apply the “Fujitsu Symbol Trademark License Agreement which is contracted between Fujitsu Limited and the group company.

Any and all quality complaints, product liability, tort liability, debts, warranty against defects, and infringement of intellectual property rights regarding Licensee products (including second-tier licensees) displaying the Fujitsu Symbol mark or Infinity Mark are to be dealt with by the Licensee at the Licensee’s own expense and risk and shall not be used to cause any inconvenience to Fujitsu. Should Fujitsu suffer damages as a result of such claims, the Licensee shall compensate Fujitsu for such damages. The same shall apply to any disputes with a third party arising from the use of the Fujitsu Symbol mark on things other than products or from the use of the Symbol mark by dealers, etc.

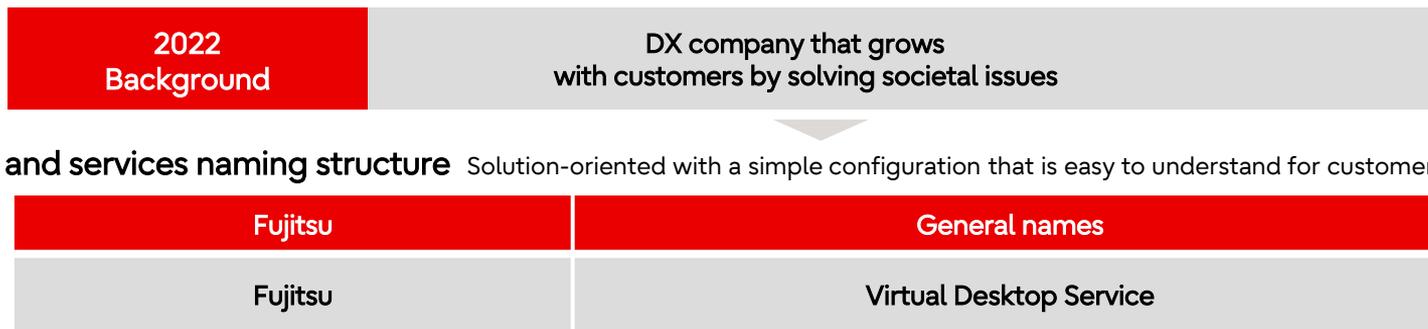
Definition of technology names and methodologies covered in these guidelines

Technologies and methodologies that have been independently developed by the Fujitsu Group and applied to products (or will be applied to products), and that are promoted externally.

2. Product and services naming structure and rules

2.1 Product and services naming structure revision policy

We have made revisions in favor of the below policy based on issues and trends at other companies and in society.



Revisions to resolve issues

The current Naming Structure (A-D) will be abolished and shortened to “Fujitsu + general name.”

“FUJITSU” is unified to “Fujitsu”.

Fujitsu is omissible for concepts.

A product and services name requires a general name and is displayed at the beginning.

In principle, new unique names are not allowed.

*If strategically necessary, handling by applying to the CMO from the Head of the Business Group for those that satisfy the specified criteria.

2.2 Product and services naming structure application policy

The new product and services naming structure application policy is as below.

From April 1, 2022, the names of product/services for which the commercialization process will be newly implemented will be “Fujitsu + general name.”

Policy for each applicable Group

	Definition	Commercialization process	Product and services naming structure (Product Portfolio Lv4)	Remarks (supplementary information)
Group 1	From April 1, 2022 New products/services	Yes	“Fujitsu + general name”	When “unique name” is required in addition to Fujitsu + general name, the Head of the Business Group will apply to the CMO and respond individually after satisfying the application criteria. Unique name always comes after general name.
Group 2	From April 1, 2022 Products/services that enhance existing functions and deploy new versions			In case there is a large internal and external impact in the company due to the name and structure change, you can also select Fujitsu + general name + (current unique name).
Group 3	Until April 1, 2022 <ul style="list-style-type: none"> Registered product and services names Products/services that have been provided/developed 	No	Continue using the existing name	The existing name can be used continuously until EOL . We will not retroactively change the product and services name for items that are not planned to be deployed, such as function enhancements and new versions. These will continue to use FUJITSU.

Series names (COLMINA, Finplex, HOPE, Hybrid IT Service, etc.) are not subject to abolition or other restrictions. In line with Fujitsu Uvance and new portfolio development, this will be reflected in the rules in the future.

Fujitsu + general name	
Example 1	Fujitsu Unattended Checkout Service
Example 2	Fujitsu AI Traffic Volume Measurement System
Example 2	Fujitsu Drug Information service
Example 4	Fujitsu Logistics Cost Analyzer
Example 5	Fujitsu AI-based Scientific Document Retrieval Service

As stated in the application notation on the brand system. In the case of product registration, the version and suffix are put at the end.

Reference:

Group 2: General names of existing enhanced products and services (1/2)

	Current	Fujitsu + general name	Fujitsu + general name + existing unique name	Fujitsu + general name (uses Category B) + existing unique name
Example 1	FUJITSU Healthcare Solutions HOPE LifeMark-SX	Fujitsu For non-bed Clinics Electronic Medical Record System	Fujitsu For non-bed Clinics Electronic Medical Record System HOPE LifeMark-SX	Fujitsu Healthcare Solutions HOPE LifeMark-SX
Example 2	FUJITSU Hybrid IT Service Fjcloud-O	Fujitsu Cloud Services	Fujitsu Cloud Services Fjcloud-O	Fujitsu Hybrid IT Service Fjcloud-O
Example 3	FUJITSU Quantum-inspired Computing Digital Annealer	Fujitsu Annealing system	Fujitsu Annealing System Digital Annealer	Fujitsu Quantum-inspired Computing Digital Annealer
Example 4	FUJITSU Managed Infrastructure Service FENICS Business SDN	Fujitsu Network Services Business SDN	Fujitsu Network Services FENICS Business SDN	Fujitsu Managed Infrastructure Service FENICS Business SDN
Example 5	FUJITSU Financial Solutions Finplex Online Customer Service eXcloser	Fujitsu Financial Online Customer Service	Fujitsu Financial Online Customer Service Finplex eXcloser	Fujitsu Financial Solutions Finplex Online Customer Service eXcloser

As stated in the application notation on the brand system. In the case of product registration, the version and suffix are put at the end.

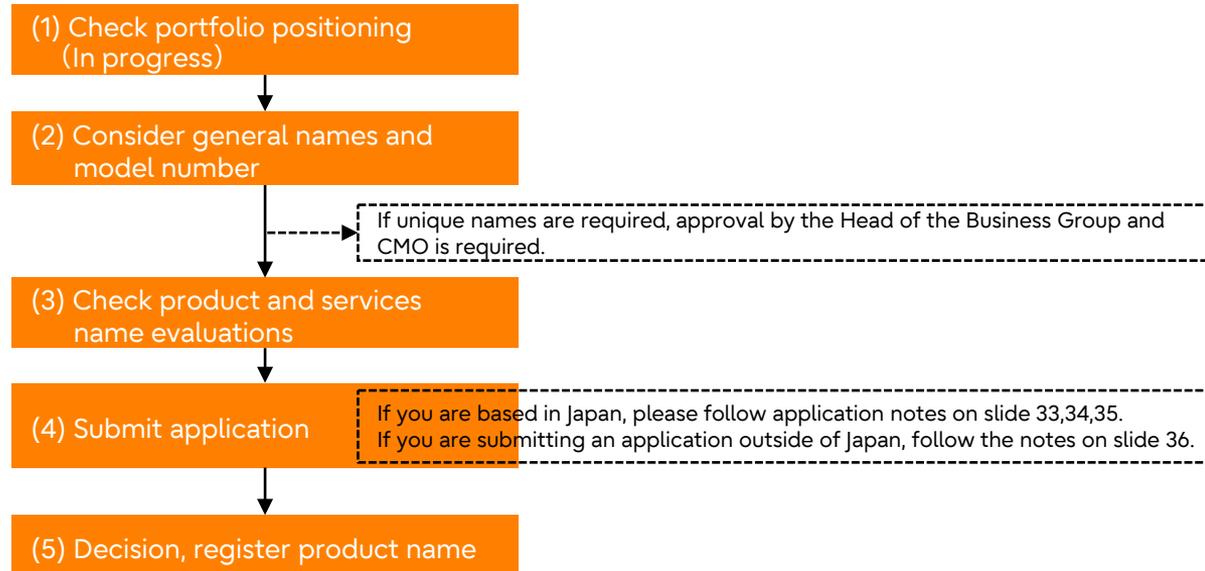
	Current	Fujitsu + general name	Fujitsu + general name + existing unique name	Fujitsu + general name (uses Category B) + existing unique name
Example 6	FUJITSU Manufacturing Industry Solution COLMINA Design Manufacturing Support iCAD SX	Fujitsu Design and Manufacturing Support Services	Fujitsu Design and Manufacturing Support Services COLMINA iCAD-SX	Fujitsu Manufacturing Industry Solution COLMINA iCAD-SX
Example 7	FUJITSU Retail Solution Brainforce Walkthrough Checkout	Fujitsu Unattended Checkout Service	Fujitsu Unattended Checkout Service Brainforce Walkthrough Checkout	Fujitsu Retail Solution Brainforce Walkthrough Checkout
Example 8	FUJITSU Future Mobility Accelerator Design Collaborator	Fujitsu Automotive Software Development Infrastructure	Fujitsu Automotive Software Development Infrastructure Design Collaborator	Fujitsu Future Mobility Accelerator Design Collaborator
Example 9	FUJITSU Municipal Solution MICJET Resident Record System	Fujitsu Resident Record System	Fujitsu Resident Record System MICJET	Fujitsu Municipal Solution MICJET Resident Record System
Example 10	FUJITSU Server PRIMERGY RX 4770	Fujitsu x86 Server	Fujitsu x86 Server PRIMERGY RX 4770	Fujitsu Server PRIMERGY RX 4770

As stated in the application notation on the brand system. In the case of product registration, the version and suffix are put at the end.

2.3 Product and services name development process

The development process for considering and determining product and services names is as follows:

- Development processes (1)-(5) will be explained in detail on the following pages.
- When you start considering a product and services name, first inform the Brand Management Department, and then consult with us about how to consider the name and the information required for application.
- In principle, the same product or service using a general name can be used in common globally.
- In the case of global deployment, English will be the basic language. However, translation into local languages is also possible for better understanding.



2.3 Product and services name development process

(1) Check portfolio positioning

This is currently under development.

Whilst this is under development, please proceed to step 2 in the product and services name development process.

2.3 Product and services name development process

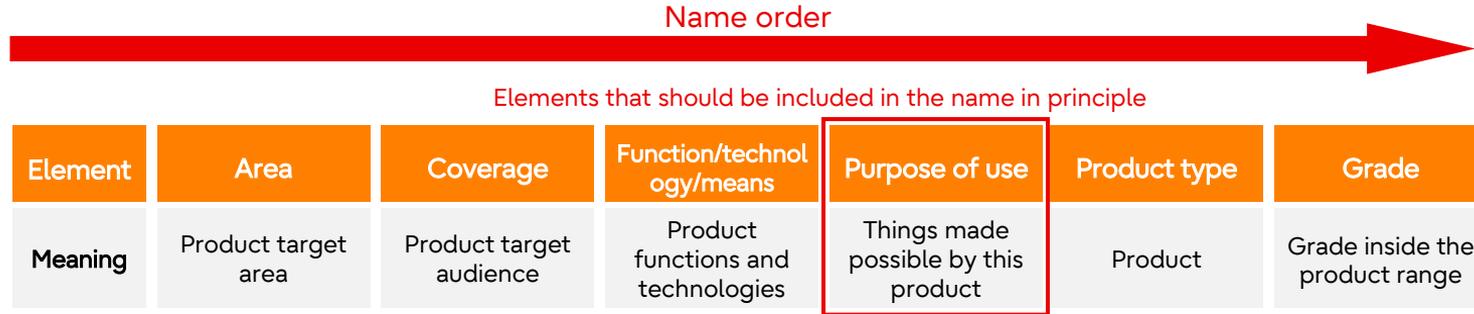
(2) Consider general names and model number (1/3)

As a general rule, use words and word combinations that are widely and commonly used in the industry to refer to the product.

If you don't have the right word or word combination, consider the name as follows:

1. From the following factors, decide the word that expresses how the product or service is used.
2. If necessary, decide on words that represent other elements (one or more) and arrange them in the following order.

If a product or service provides any feature or technology itself (such as a "data center"), it is not always necessary to include the purpose of use in the name.



Precautions

- i. The name does not have to be something that the general public can understand, but it should be something that the target audience can understand.
- ii. Do not shorten or omit words used except for those that are normally used.
- iii. Before giving a name, make sure that it is not so confusing as to be mistaken for other products in the company from the customer's point of view.
- iv. Confirmation of the Intellectual Property Department regarding the proposed name is essential.

2.3 Product and services name development process

(2) Consider general names and model number (2/3)

When creating a new name, please identify and plot the characteristics of the product/service in question for each element within the business unit or group company, and then narrow down the elements that should be included in the name. Please also take advantage of the search function* for names that have been entered into the brand system in the past.

* Currently, the search function in the brand system is only available in Japan.

General name consideration example

Name order

Elements that should be included in the name in principle

Element	Area	Coverage	Function/technology/means	Purpose of use	Product type	Grade	
Meaning	Product target areas	Product target audience	Product functions and technologies	Things made possible by this product	Product	Grade inside the product range	Selected product name (example)
Mapping of product functions		OO,XX	OO,XX	<u>Unattended checkout?</u>	<u>Service,XX</u>		Unattended checkout Service
	OO,XX		<u>AI,oo,xx</u>	<u>AI traffic volume measurement</u> OO	<u>System</u>	OO,XX	AI traffic volume measurement system

2.3 Product and services name development process

(2) Consider general names and model number (3/3)

- The name of the product should be composed of English letters and numbers to express specific functions and specifications in an easy-to-understand manner.
- In principle, general names should be about 2-3 words and have no negative connotations.
- For the sake of clarity, names should not contain confusing character strings ("1", "l" and "0", "O" etc.).
- Do not use symbols such as "@", "i-", and "e-" at the beginning of product and services names.
(If the above symbols are used in multiple product and services names, it may give the impression that they belong to the same product line.)
- Do not use prohibited terms or similar terms defined in contracts with other companies.

The definition of a unique name includes coined words, and abbreviations that are difficult to understand at first sight.

2.3 Product and services name development process

(3) Check product and services name evaluations

Double-check the following items for the developed product and services name proposal, and then apply (Step 4).

	Points to check
Product naming structure	<ul style="list-style-type: none">• Is the product naming structure correct?• Has a portfolio positioning check been conducted?
General names	<ul style="list-style-type: none">• Are you using words/word combinations that are widely and commonly used in the industry to refer to that product?• If there is no such thing and the name is considered, does the name include the use of the product, or does the name include the function or technology when providing the function or technology itself?• Has the Intellectual Property Department confirmed the name proposal?
Unique names	<ul style="list-style-type: none">• Have you satisfied the conditions for using unique names and had the Head of the Business Group approve the material to confirm this?

2.3 Product and services name development process

(4) Submit application (1/3)

If you are based in Japan, please review slides 30-33 and apply for a new product name or service through the brand system. Refer to section 2.4 slides 33-35 for the process flow.

If you are not based in Japan, please review slides 30-33 prior to completing the application form:

https://forms.office.com/Pages/DesignPage.aspx#FormId=HRKfoeGBWEip2HNuJn_Ux94S5oISCX9OhqFWRD4I7R9UM0Q1UVBRSzdPNkYxRUhQQVhZUTUzTFRFUC4u&Token=b9b86b789879491e869ef604bdd5504a. Also refer to section 2.4 slide 36 for the process flow.

- The Brand Management Department will examine the submitted name proposal to see if it has the correct name structure and satisfies the conditions for using name and will notify you of the result.
- In principle, unique names cannot be used in the product and services name.

We recommend that if you are expanding the reach of your product or service globally, that you first check the appropriateness of the English name in overseas markets within the group companies.

- If necessary, the local Marketing Department may check the appropriateness of the English name (intelligibility, negative impression, etc.)
- Please carry out the application for commercialization separately.
- If a unique name is still required, the head of the business unit will still require approval from the CMO and provide the necessary documentation listed on slide 30.

2.3 Product and services name development process

(4) Submit application (2/3)

Criteria for using unique names, and materials required for approval

Criteria		Materials required for approval
Unique name is necessary	Explanation of the background and exact reason why a unique name is necessary.	Materials explaining the necessity
Strategic investments are possible	It is possible to continuously promote to the target group to raise awareness and establish an image.	3-year promotion plan (PR method and investment amount)
Principle of unique name definition	To formulate a definition of a unique name (coverage, positioning, value provided), create a definition document (tentative name) for dissemination within the company, and carry out activities.	Engagement plan for related parties such as definitions and business plan

- When considering the use of unique names, first consult with the Brand Management Department regarding the possibility of meeting the above conditions and the documents required for approval.
- If you use a unique name, place it after a general name, as described in “2.2 Product and services naming structure application policy”

2.3 Product and services name development process

(4) Submit application (3/3)

Prior to application, ensure you engage the Intellectual Property Department to perform a trademark search to determine whether the proposed product and services name can be used. This applies to all names including general names.

* The following is a case of trademark search and application by the Intellectual Property Department of Japan. For overseas operations, please follow the rules of each intellectual property division.

- As a result of the trademark search by the Intellectual Property Department, we will apply for trademark registration as necessary.
- If the same or similar trademark is found as a result of the trademark search, it will be necessary to reconsider the proposed product and services name.

Precautions

- There is no need to reapply for names that have been applied for or registered as trademarks, or names that have been determined to be “adoptable (no application required)” in past searches.

However, please note that you may need to reapply in the following cases:

- When the existing name is converted into a logo.
- When the country of business development or the scope of business has expanded from the time of trademark search/filing.
- For names used with permission from others, adding other names (e.g. “Fujitsu,” etc.) without permission from others may constitute a breach of contract, so please consider the name proposal according to the contents and attach proof that you are licensed when you apply for a trademark search on the Brand System.

Also, when using another person’s product and services name, use “for” or “powered by” to clarify the relationship with our product (e.g. “Fujitsu Cloud Service for Microsoft Azure” or “Fujitsu Cloud Service powered by Oracle Cloud”).

If you have any questions, please contact each Intellectual Property Department.

2.3 Product and services name development process

(5) Decision, register product and services name

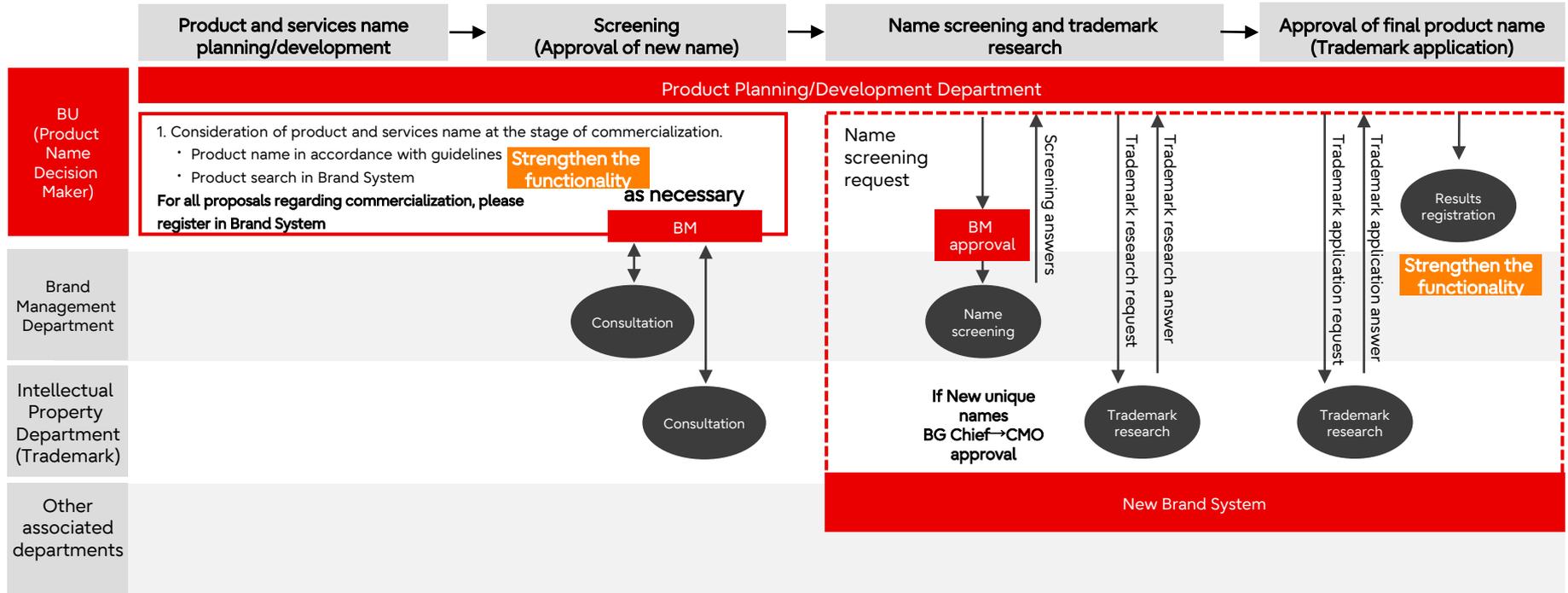
If you are applying from Japan using the Brand System you will receive a response in approximately 7 days, notifying you of the result.

If you are applying outside of Japan, following your application, the Brand Management Department will examine the submitted name proposal to see if it has the correct name structure or satisfies the conditions for using a unique name. In both cases, you will be notified of the result within 7 days.

Decide on the product or services name to be used based on the result of the examination of the proposed names in (4) and the trademark examination by each regions Intellectual Property Department or External patent office.

2.4 Name application process using the brand system Fujitsu version

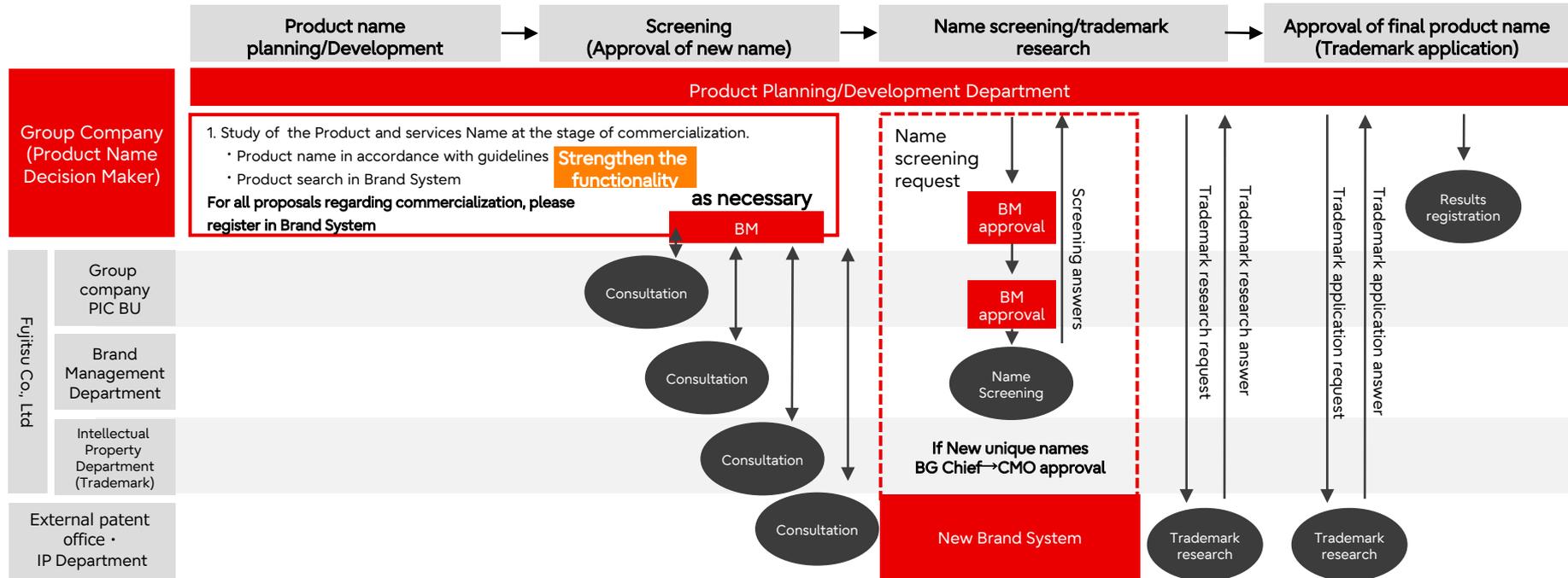
The Fujitsu internal screening process for product and services names is as follows:



- When expanding globally, first check the appropriateness of the English Name in the overseas market within each BU, and then coordinate with the related departments.
- If necessary, the marketing department may check the appropriateness of the English Name (intelligibility, negative check, etc.)
- Added registration function and search function for names that have been entered into the brand system in the past.

2.4 Name application process using the brand system Group company version (with BU in charge)

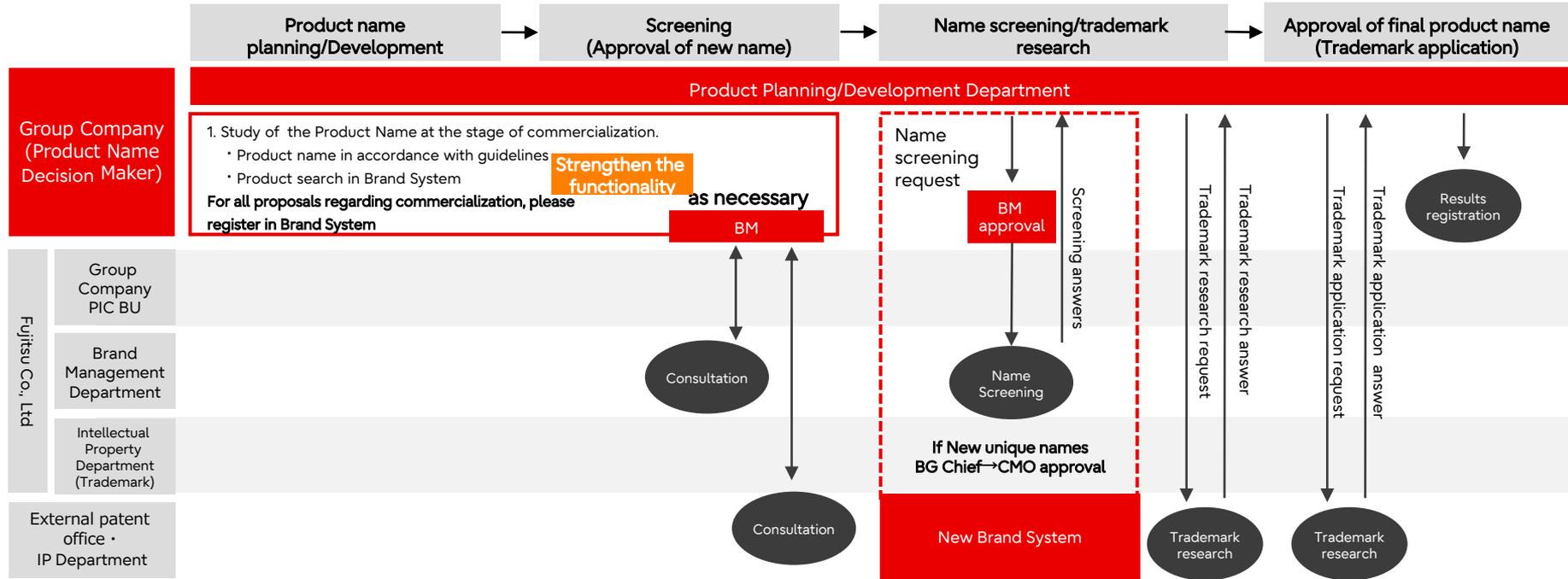
Screening process of the product and services name at the group company is as follows:



- When expanding globally, first check the appropriateness of the English name in overseas markets within the group companies.
- If necessary, the Marketing Department may check the appropriateness of the English name (intelligibility, negative impression, etc.)
- APPLY, whose commercialization responsibility department is Fujitsu BU, will carry out trademark examination requests, searches, and applications.
- Added registration function and search function for names that have been entered into the brand system in the past.

2.4 Name application process using the brand system Group company version (without BU in charge)

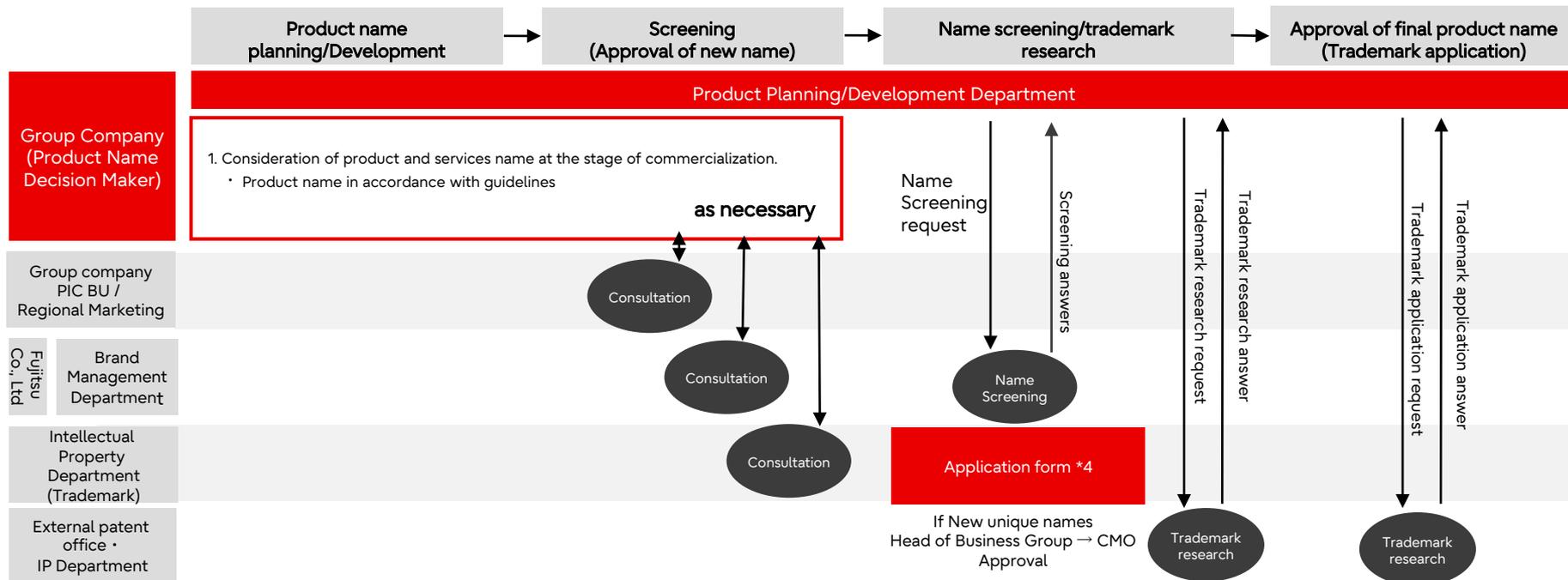
Screening Process of the Product Name at the Group company is as following



- When expanding globally, first check the appropriateness of the English name in overseas markets within the group companies.
- If necessary, the Marketing Department may check the appropriateness of the English name (intelligibility, negative impression, etc.)
- Please carry out the application for commercialization separately.
- Added registration function and search function for names that have been entered into the brand system in the past.

2.4 Name application process Overseas group company version

Screening process of the product or services name at overseas group company is as following



- When expanding globally, first check the appropriateness of the English name in overseas markets within the group companies.
- If necessary, the Marketing Department may check the appropriateness of the English name (intelligibility, negative impression, etc.)
- Please carry out the application for commercialization separately.
- Application form : https://forms.office.com/Pages/DesignPage.aspx?FormId=HRKfoeGBWEip2HNujn_Ux9455oISCX9OhqFWrD4I7R9UM0QIUVBRSzdPNkYrRUhQQVhZUTUZTFRUC4u&Token=b9b86b789879491e869ef604bdd5504a

3. Product and services name notation rules

We will change the product and services name notation to Fujitsu, which is a combination of uppercase and lowercase letters, to match the general notation used globally.

Product and services name notation changed from “FUJITSU” to “Fujitsu” both in Japan and overseas (Changing the company name notation to a more natural description)

Reasons for changing

- Overseas, uppercase + lowercase letters are common and natural, and are favored in terms of readability and clarity.
- **Large letters tend to give the impression of being “noisy.”**

*Although the trademark is registered under “FUJITSU” and “Fujitsu” is not registered, there is no problem with regard to the trademark law because it is within the rights of the uppercase FUJITSU, which is registered as a trademark by Fujitsu in the view of intellectual property.

*FUJITSU" can continue to be used for products and services that have already been provided or are currently being deployed (Group 3).

3.2 Elements to display and conditions for abbreviation

The basic product and services name is “Fujitsu + general name” and all elements are retained in principle.

Example of product and services name display please refer to Page 19

Apply	Fujitsu	General name	Apply	Fujitsu	General name	Existing unique name
Group1	Fujitsu	Financial Online Customer Service	Group2	Fujitsu	Financial Online Customer Service	Finplex eXcloser

Some elements can be omitted if the following conditions are satisfied:

1. When all notations are repeated many times in sentences, lists, narration, etc., it becomes redundant and readability is significantly impaired.

*However, the first notation must be complete.

2. When prioritizing points to be promoted (such as benefits) in a limited space (e.g., advertisements or headline tags online).

*However, there should be full indication of the appropriate size for places close to each other on the paper.

3. Product (hardware), when readability must be maintained in a limited space in terms of management and support.

- After the purchase by the customer, it is necessary to clarify the model name and model in order to accurately identify the individual for product management and support. (Maintainability)

- Sufficient readability must be maintained under the product installation environment and usage environment. (Readability)

- In terms of product operability, the notation must be clear and not interfere with operation. (Operability)

*Regarding the product and services names etc. used in the internal system (Safaia, etc.), there is a limit to the number of characters that can be printed on contracts, delivery notes, etc. (As before)

In addition, the product or services name on the contract details and delivery note output by the internal system may be partially omitted, and there may be cases where it may be different from the product catalog (all notations), but as the model number is described in the contract and delivery note, it is considered that the product is basically identified.

3.2 Omittable elements (1/2)

When omitting a part of a product and services name, omit elements to fit the following rules:
When necessary, model number, version, and suffix are put at the end.

If the product and services name consists of “Fujitsu + general name” (Group 2 and 3):

- Basically, it is written as “Fujitsu + general name.”
- If omitted, use “general name.”

Examples of omission of product and services name

	Fujitsu	General name
Full	Fujitsu	Financial Online Customer Service
Omitted	—	Financial Online Customer Service

*If you have any questions, etc. regarding the omission pattern, please consult with the Brand Management Team.

3.2 Omittable elements (2/2)

When omitting a part of a product name, omit elements to fit the following rules:

When necessary, model number, version and suffix are put at the end.

If the product name consists of "Fujitsu + general name + existing unique name (Group 2)

- If omitted, use "Fujitsu + general name" or "general name."

However, if the existing unique name used until now is necessary for communication purposes

(Pattern 3) "Fujitsu + existing unique name" or (Pattern 4) "existing unique name" is also acceptable.

	Fujitsu	General name	Existing Unique Name
Full	Fujitsu	Financial Online Customer Service	Finplex eXcloser
Pattern 1	Fujitsu	Financial Online Customer Service	—
Pattern 2	—	Financial Online Customer Service	—
Pattern 3	Fujitsu	—	Finplex eXcloser
Pattern 4	—	—	Finplex eXcloser

If you need to continue using the name according to the old product and services naming structure (Group 3)

- If product and services name consists of A + B + C + D, it will be basically notated as C + (D)

Old product and services name structure

Category A FUJITSU	Category B Category /type	Category C Brand name	Category D Model number and others
-----------------------	------------------------------	--------------------------	--

*If you have any questions, etc. regarding the omission pattern, please consult with the Brand Management Team.

3.3 Typeface and display colors

Product and services name notation uses Fujitsu's corporate font – Fujitsu Infinity Pro.

- The product brand's original typeface and original brand mark are not used, including on the product itself, product screen, and packaging box.
- For customers (including potential customers), we will convey Fujitsu's products in an easy-to-understand way (easy to find and understand) and enhance the consistency of Fujitsu.

1	Product and services name notation corporate font *1 English: Fujitsu Infinity Pro Japanese: UD New Go
2	As a general rule, brand marks shall not be used *2  Product and services name
3	The color used to display the product and services name is basically black and white. (Material color when describing on product cases, etc.)

*1. Regarding corporate fonts, the following fonts can also be used when expressing the product and services name in presentations created in Microsoft Office format (Word, PowerPoint, Excel, etc.), business documents, HTML text, text format e-mail, etc. English: Arial. Japanese: Meiryo or Meiryo UI. Please refer the brand identity guidelines.

*2. In line with the company-wide strategy, usage may be permitted after consultation with the marketing department and following the necessary procedures (e.g., confirming at a management meeting, etc.).

Below are examples of product and services name notation. Please refer to these and use the correct notation.

For letter balancing, please refer to 3.5 Letter Balancing.

- Line breaks are possible according to the notation space but are not allowed in the middle of general names.
- In principle, the first priority position is used for line breaks, but if the second priority position is appropriate for the size of the medium or the usage scenario, the second priority position will be used for line breaks.

Line feed example

Fujitsu + General Name:

Fujitsu
Financial Online Customer Service

Example of unacceptable line feed

Fujitsu Financial Online
Customer Service

No line feeds in the middle of general names

Fujitsu + General Name + Existing Unique Name:

First priority **Fujitsu**
Financial Online Customer Service
Finplex eXcloser

Second priority **Fujitsu Financial Online Customer Service**
Finplex eXcloser

Exceptions

Fujitsu
Financial Online
Customer Service

When the space is limited,
a line break is allowed in the middle of General Names.

Below are examples of product letter balancing. Please refer to these and use the correct form.

For notation and line breaks, please refer to 3.4 Notation Rules.

- When the product and services name is written as a title in printed matter, such as online or in catalogs, it shall be written according to the following letter balance.
- In principle, the first priority is used for letter balancing, but if the second priority position is appropriate for the size of the medium or the usage, the second priority will be used for letter balancing.
- In addition, it is recommended that product and services names be used as headlines in other productions as well, in accordance with the rules of notation.

First priority

Fujitsu and General Name are the same size.
Unique Name size is 60% of Fujitsu.

Fujitsu
Financial Online Customer Service
Finplex eXcloser

Fujitsu Financial Online Customer Service
Finplex eXcloser

Second priority

Fujitsu, General Name, and Unique Name are the same size.

Fujitsu
Financial Online Customer Service
Finplex eXcloser

Fujitsu Financial Online Customer Service
Finplex eXcloser

3.5 Letter balancing for professional use

Below are examples of letter balancing for three-column and two-column use. Please refer to these and use the correct form. For notation and line breaks, please refer to 3.4 Notation rules.

- When the product name is written as a title in print, such as online or in catalogs, it shall be written according to the following letter balance.
- In principle, the first priority is used for letter balancing, but if the second priority position is appropriate for the size of the medium or the usage, the second priority will be used for letter balancing.
- In addition, it is recommended that product names be used as headlines in other productions as well, in accordance with the rules of notation.

First priority

Fujitsu and General Name are the same size.
Unique Name size is 60% of Fujitsu.

Fujitsu
Financial Online Customer Service
Finplex eXcloser

Fujitsu Financial Online Customer Service
Finplex eXcloser

Second priority

Fujitsu, General Name, and Unique Name are the same size.

Fujitsu
Financial Online Customer Service
Finplex eXcloser

Fujitsu Financial Online Customer Service
Finplex eXcloser

3.6 Other prohibitions

Examples of prohibited notation of product and services names are shown below. We ask that you take care to avoid mistaken usage. The following examples are only a selection and do not cover all prohibitions.

Examples of prohibited notation

Fujitsu Logistics Cost Analyzer

Cannot be transformed into a flat look, etc.

Fujitsu Logistics Cost Analyzer

Cannot be transformed into a long look.

Fujitsu Logistics Cost Analyzer

Cannot be transformed with italics, etc.

Fujitsu Logistics Cost Analyzer

Cannot be displayed in a color other than the specified one.

Fujitsu Logistics Cost Analyzer

Cannot be displayed with non-specified fonts.

Fujitsu Logistics Cost Analyzer

Cannot have font effects.

Fujitsu Logistics Cost Analyzer

Cannot mix positive and negative fonts.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and set it to type, producing a specimen book for anyone who wanted to see what a new typeface looked like. It was also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with the release of Aldus PageMaker.

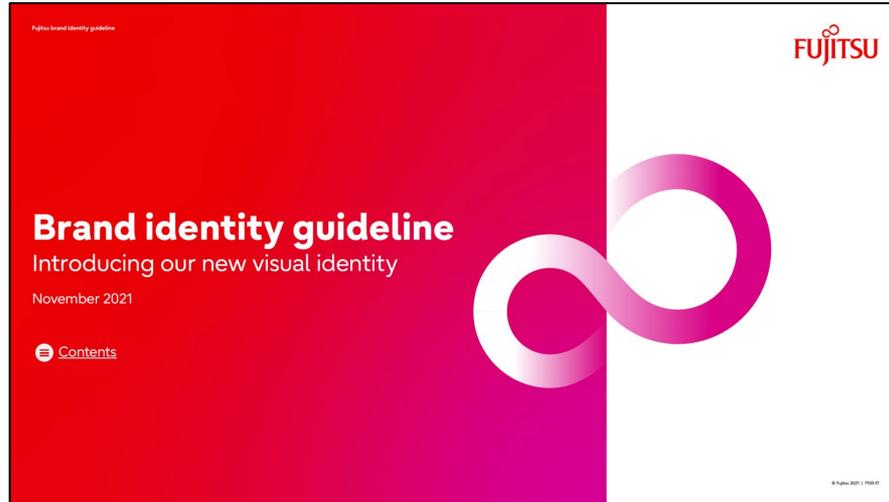
Fujitsu Logistics Cost Analyzer

Cannot be displayed on a background with poor visibility.

4. Illustrated examples of product and services name development

4.1 Applying the Brand Identity Guidelines

Use the new template with the Brand Identity Guidelines as a reference when creating web, catalogs, press releases, etc.



Brand Identity Guidelines URL:

https://fujitsu.sharepoint.com/sites/global-brand_portal/SitePages/ja/Brand-visual-identity.aspx

(Japanese language)

https://fujitsu.sharepoint.com/sites/global-brand_portal/SitePages/Brand-visual-identity.aspx

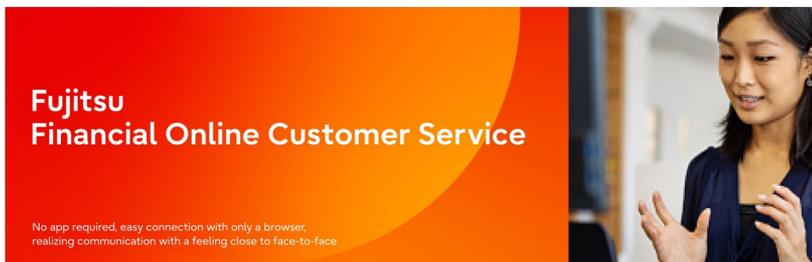
(English language)

4.2 Illustrated example: Online

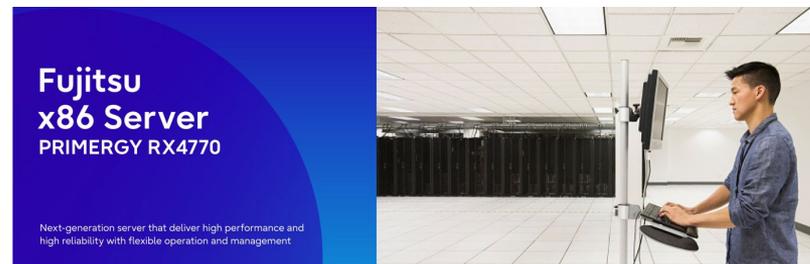
Below is an illustrated example of online development.

- If a product and services name is put in the headline, it must be notated in full as a rule.
- The first example in the sentence is notated in full. Elements other than general names can be omitted from the second time onward, and in figures and tables. See page 35-37 for omissible elements and conditions.

Fujitsu + general name



Fujitsu + general name + existing unique name



4.3 Illustrated example: Catalog



Below is an illustrated example of catalog development.

- If a product and services name is put in the headline, it must be notated in full as a rule.
- The first example in the sentence is notated in full. Elements other than general names can be omitted from the second time onward, and in figures and tables. See page 35-37 for omissible elements and conditions.

Fujitsu + general name

Fujitsu
Financial Online Customer Service

No app required, easy connection with only a browser, enabling communication with a leading face-to-face.

This sentence is a dummy

This sentence is a dummy. We have developed the Fujitsu financial online customer service Fujitsu eOffice (hereinafter referred to as "financial online customer service"), which enables you to easily start online communication with just a browser and provides non-face-to-face product explanations and contract confirmations to people of all ages. It will become available mainly to financial institutions from March 8th.

This sentence is a dummy

This sentence is a dummy. With the global supply shortage of semiconductors and various raw materials having affected our parts procurement, we are making every effort company-wide to secure the parts necessary for production, but the procurement price of parts is increasing. In response to rising production costs, we have made efforts to maintain the offered price as much as possible by switching to alternative materials and reducing costs.

This sentence is a dummy

This sentence is a dummy. We have developed the Fujitsu financial online customer service Fujitsu eOffice (hereinafter referred to as "financial online customer service"), which enables you to easily start online communication with just a browser and provides non-face-to-face product explanations and contract confirmations to people of all ages. It will become available mainly to financial institutions from March 8th.

The financial online customer service is mainly for sales staff and the consultants of financial institutions to perform tasks such as product introduction and contract confirmation online. Customers do not need to install a dedicated application, as items are sent by sales staff. Communication can be started with simple steps such as accessing the URL from a PC, tablet, or smartphone. This will support online, non-face-to-face sales activities for people of all ages.

We have developed the Fujitsu financial online customer service Fujitsu eOffice (hereinafter referred to as "financial online customer service"), which enables you to easily start online communication with just a browser and provides non-face-to-face product explanations and contract confirmation online. Customers do not need to install a dedicated application, as items are sent by sales staff. Communication can be started with simple steps such as accessing the URL from a PC, tablet, or smartphone. This will support online, non-face-to-face sales activities for people of all ages.

However, as the situation continues, and further increases in procurement prices and distribution costs cannot be stopped, the limit of efforts to improve production costs and reduce costs will also be reached. Therefore, we will revise the standard price of some Fujitsu PC server products in Japan as follows. In addition,

However, as the situation continues, and further increases in procurement prices and distribution costs cannot be stopped, the limit of efforts to improve production costs and reduce costs will also be reached. Therefore, we will revise the standard price of some Fujitsu PC server products in Japan as follows. In addition,

Fujitsu Limited,
Shinjuku City Center 1-5-2, Higashi-Shinjuku, Minato-ku,
Tokyo 105-7023, Japan
https://www.fujitsu.com/jp

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Fujitsu + general name (uses Category B) + existing unique name

FUJITSU
Fujitsu
x86 Server

Next-generation server that delivers high performance and high reliability with flexible operation and management.

This sentence is a dummy

This sentence is a dummy. With the global supply shortage of semiconductors and various raw materials having affected our parts procurement, we are making every effort company-wide to secure the parts necessary for production, but the procurement price of parts is increasing. In response to rising production costs, we have made efforts to maintain the offered price as much as possible by switching to alternative materials and reducing costs.

This sentence is a dummy

This sentence is a dummy. We have developed the Fujitsu financial online customer service Fujitsu eOffice (hereinafter referred to as "financial online customer service"), which enables you to easily start online communication with just a browser and provides non-face-to-face product explanations and contract confirmations to people of all ages. It will become available mainly to financial institutions from March 8th.

This sentence is a dummy

This sentence is a dummy. With the global supply shortage of semiconductors and various raw materials having affected our parts procurement, we are making every effort company-wide to secure the parts necessary for production, but the procurement price of parts is increasing. In response to rising production costs, we have made efforts to maintain the offered price as much as possible by switching to alternative materials and reducing costs.

we plan to gradually revise the standard price in regions such as Europe, Asia, and Oceania.

With the global supply shortage of semiconductors and various raw materials having affected our parts procurement, we are making every effort company-wide to secure the parts necessary for production, but the procurement price of parts is increasing. In response to rising production costs, we have made efforts to maintain the offered price as much as possible by switching to alternative materials and reducing costs.

However, as the situation continues, and further increases in procurement prices and distribution costs cannot be stopped, the limit of efforts to improve production costs and reduce costs will also be reached. Therefore, we will revise the standard price of some Fujitsu PC server products in Japan as follows. In addition,

However, as the situation continues, and further increases in procurement prices and distribution costs cannot be stopped, the limit of efforts to improve production costs and reduce costs will also be reached. Therefore, we will revise the standard price of some Fujitsu PC server products in Japan as follows. In addition,

Schedule 00/00/0000 - 00
Theme About raising the standard price
Format Online seminar
Application https://fujitsu.com/jp

FUJITSU
Fujitsu
Server
PRIMERGY RX4770

高性能・高信頼性と柔軟な運用管理を実現した、次世代サーバー

この文書はダミーです。

この文書はダミーです。当社は、PCサーバ(FUJITSU Server PRIMERGY (プライマジー))の一部製品およびオプション製品を対象に、2022年2月より、標準価格を値上げいたします。世界の半導体や各種原材料の不足や供給不足の影響により、製品の調達価格に上昇圧力がかかります。当社が標準価格を維持するために必要な原材料の確保に全力を注ぐとともに、製品の調達価格高騰による急激なコストの上昇に対応し、コストを下げたり代替材料への切り替えや廃棄削減などの努力を怠らなことで、価格維持に積極的な取り組みを実施いたしました。

この文書はダミーです。世界の半導体や各種原材料の不足や供給不足の影響により、製品の調達価格に上昇圧力がかかります。当社が標準価格を維持するために必要な原材料の確保に全力を注ぐとともに、製品の調達価格高騰による急激なコストの上昇に対応し、コストを下げたり代替材料への切り替えや廃棄削減などの努力を怠らなことで、価格維持に積極的な取り組みを実施いたしました。

さらに、調達価格の高騰や半導体や各種原材料の不足や供給不足の影響により、製品の調達価格に上昇圧力がかかります。当社が標準価格を維持するために必要な原材料の確保に全力を注ぐとともに、製品の調達価格高騰による急激なコストの上昇に対応し、コストを下げたり代替材料への切り替えや廃棄削減などの努力を怠らなことで、価格維持に積極的な取り組みを実施いたしました。また、世界の半導体や各種原材料の不足や供給不足の影響により、製品の調達価格に上昇圧力がかかります。当社が標準価格を維持するために必要な原材料の確保に全力を注ぐとともに、製品の調達価格高騰による急激なコストの上昇に対応し、コストを下げたり代替材料への切り替えや廃棄削減などの努力を怠らなことで、価格維持に積極的な取り組みを実施いたしました。

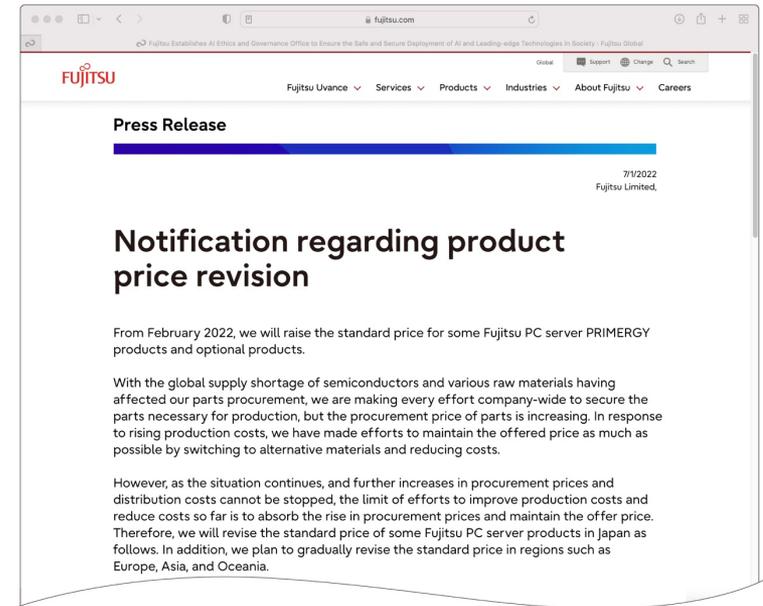
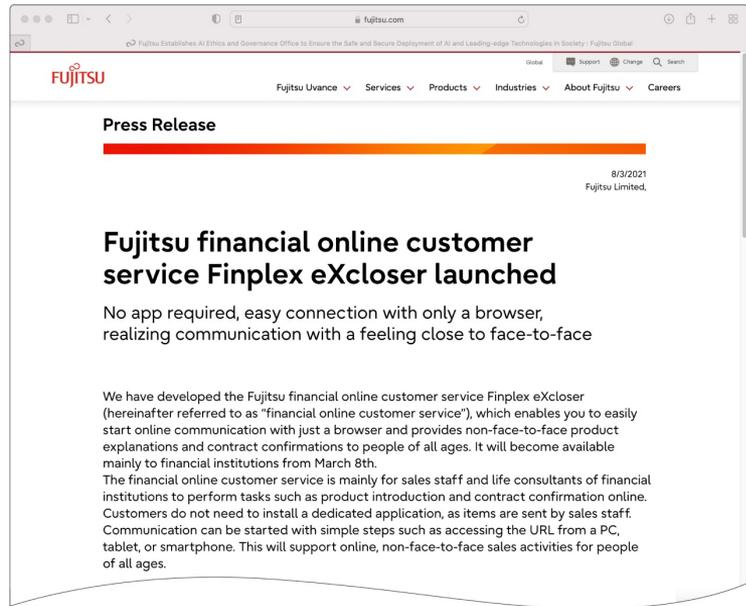
当社は、PCサーバ(FUJITSU Server PRIMERGY (プライマジー))の一部製品およびオプション製品を対象に、2022年

・日 本 2022年03月03日(月) - 03月03日
・テーマ 標準価格値上げについて
・形式 オンラインセミナー
・申し込み https://fujitsu.com/jp

4.4 Illustrated example: Press Release

Below is an illustrated example of press release development.

- Product and services name notation is not required for titles or subtitles. When the space is limited, it can be omitted.
- The first example in the text is notated in full. Elements other than general names can be omitted from the second time onward, and in figures and tables. See page 35-37 for omissible elements and conditions.



4.5 Illustrated example: Packaging

Below is an illustrated example of cardboard box development.

- Product and services name must be fully notated on the side and top. However, if there is not enough space for notation, it can be notated on either side.
- If products with different names are packed inside the same box, there is no need to notate the product and services name on the box.

*Below is an example. It may differ from the actual product.

[Group1] Fujitsu + general name



[Group2] Fujitsu + general name + existing unique name



4.6 Illustrated example: Server

For hardware products, the name can be omitted or the font size for unique name/general name and model number can be changed for the following reasons:

- After the purchase by the customer, it is necessary to clarify the model name and model in order to accurately identify the individual for product management and support. (Maintainability)
- Sufficient readability must be maintained under the product installation environment and usage environment. (Readability)
- In terms of product operability, the notation must be clear and not interfere with operation. (Operability)

***Below is an example. It may differ from the actual product.**



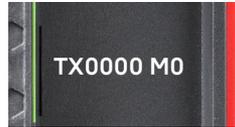
Unique Name + model number



General name + model number



Model number only



5. Enquiries

Contact us

If you have any questions, please check the FAQ posted on the in-house global portal “Global Brand Hub” in advance and then contact the Brand Management Department, Fujitsu Limited.

Brand Management Department

For enquiries click the link below:

<https://fujitsu.sharepoint.com/sites/jp-fbpsupport/jp/SitePages/UserTop.aspx>

(Japanese language)

<https://fujitsu.sharepoint.com/sites/jp-fbpsupport/en/SitePages/AdminTop.aspx>

(English language)

Internal brand site “Global Brand Hub”

https://fujitsu.sharepoint.com/sites/global-brand_portal/SitePages/ja/Home.aspx

(Japanese language)

https://fujitsu.sharepoint.com/sites/global-brand_portal/SitePages/Home.aspx

(English language)

Brand System*

<https://fujitsu.sharepoint.com/sites/jp-brand-system>

* For use in Japan only

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FUJITSU LIMITED

FUJITSU LIMITED 2022

FUJITSU

