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To all parties concerned:

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Announcement of New Medium-term Management Plan

The Fujitec Group recently launched a new medium-term management plan titled “One Goal, One Fujitec.” This plan follows the “Regeneration for Quality” medium-term management plan that we undertook from fiscal years 2007 to 2009.

1. “Regeneration for Quality” Plan Summary (FY2007-FY2009)

During the first phase of the long-term management vision “Top Quality for Customers” (from FY2007 to FY2016), the Fujitec Group established a three-year medium-term management plan called “Regeneration for Quality” in FY2007. The main goal of this plan was to achieve consolidated net sales of 122.4 billion yen and a consolidated operating margin of 8%.

In FY2009, the final year of this medium-term management plan, overseas consolidated subsidiaries achieved an operating margin of 8%. In Japan, Fujitec took many actions to increase its sales by targeting the solid demand for maintenance and modernization services for existing equipment. However, Fujitec was unable to achieve its targets in Japan due to a large decline in condominium construction project starts, the slowing real estate market, booking of the accounting allowance for construction losses, etc. As a result, the Fujitec Group didn’t achieve its goal of an 8% consolidated operating margin.

In China, the “Fujitec Shanghai Sourcing Center” facility was completed. In addition, Fujitec’s escalator base “Big Step” and the after-market business base “Big Fit” were completed in Japan. With the elevator research and production base “Big Wing” already being utilized plus these new facilities, Fujitec’s infrastructure is more powerful than ever.

2. “One Goal, One Fujitec” New Mid-term Management Plan Overview (FY2010-FY2012)

(A) To build on the results of the “Regeneration for Quality” plan, the Fujitec Group recently launched a new three-year medium-term management plan named “One Goal, One Fujitec” that began in FY2010. The new plan is the second phase of measures to achieve the Group’s long-term vision “Top Quality for Customers.” There are three key goals of this plan. The first goal is to enhance Fujitec’s position in the global market with particular emphasis on Asia, where we see the best prospects for continuous growth. The second goal is to enact structural reforms for operations in Japan to improve profitability

of the new installation business as well as to strengthen Fujitec's position in the maintenance and modernization market. The third goal is to place the highest priority on safety and quality while upgrading training programs, in order to earn greater trust and meet our customers' expectations. The Fujitec Group is committed to further expanding its presence in various markets worldwide and to strengthening our corporate value. As a result, the Fujitec Group's aim is to gain a reputation among key stakeholders around the world that outstanding reliability is our core management principle.

(B) Financial Goals for March 31, 2013, the Plan's final year

(1) Consolidated net sales	:	120 billion yen
(2) Consolidated operating income	:	8 billion yen
(3) Consolidated operating margin	:	6.7%

(C) Overseas Operations Strategy

In October 2009, Fujitec began operations at a new facility in China called the "Fujitec Shanghai Sourcing Center." There, Fujitec will expand its product lineup with the addition of ultra-high-speed elevators. Furthermore, we plan to realign the organization and regional operating framework and will take further actions to increase our presence in China.

Fujitec will start to reexamine the production and procurement processes in Singapore, South Korea and Taiwan now that the "Fujitec Shanghai Sourcing Center" has been established as the core global production and procurement facility. In India, we plan to complete construction of a factory in FY2011. Thus, we will reorganize the global production and procurement organization to produce products to meet worldwide demand.

In North America, Hong Kong, Singapore and other mature markets, Fujitec will reinforce its modernization business.

(D) Strategy for Operations in Japan

In Japan, there is a steady demand for maintenance and modernization services. To meet this demand, Fujitec will strengthen its framework for these operations to improve business efficiency and expand the scale of aftermarket business.

In the difficult business circumstances where the new installation market has been shrinking, Fujitec will shift to a new organizational structure with stronger management of individual businesses and geographic areas. In order to strengthen the sales and operations force, the Tokyo Metropolitan area headquarters will be reorganized to provide a stronger foundation for these activities. Additionally, Fujitec will take actions to streamline its operations throughout Japan and build a more powerful system for maintaining profitability.

(E) Quality Initiatives

In China, Fujitec rigorously manages the quality of items purchased in association with procurement activities for manufacturing, with the objective to build an even more powerful foundation for quality assurance on a global scale.

To further improve the quality of elevator and escalator installations and maintenance, Fujitec has established an extensive training program that gives installation and

maintenance engineers the skills required to meet the demands of customers. We will enhance the training activities at the Human Resources Development Center at “Big Fit” to improve these training programs. By taking these actions, we will be able to improve overall quality on a global scale.

(F) Strengthen Internal Controls

Fujitec will strengthen management systems to counter potential risk factors within Japan as well as to deal with global risk factors associated with the expansion of business operations in Asia.

In addition, Fujitec will reinforce its commitment to environmental programs, including activities needed to comply with Japan’s amended Law Concerning the Rational Use of Energy.