

*May 10, 2013*

To all parties concerned:

Company	Fujitec Co., Ltd. (Stock Code 6406)
Representative	Takakazu Uchiyama President and CEO
Contact	Yoshiichi Kato Executive Operating Officer, General Manager of Finance HQ (TEL 0749-30-7111)

### **Announcement of New Mid-term Management Plan**

The Fujitec Group (Fujitec) recently launched a three-year mid-term management plan entitled “Grow Together! Yes, Fujitec Can” from FY2013. This plan is to be the final phase of the long-term management vision “Top Quality for Customers.”

1. “Grow Together! Yes, Fujitec Can” Mid-term Management Plan Basic Policy (FY2013-2015)

In order to create sustainable growth of the Fujitec corporate value, Fujitec will expand its current share in all active markets; thus enhancing its presence in the global market.

There are four key objectives to achieving this plan:

- (A) Enhance Fujitec’s ability to supply products and be cost competitive as a full-line producer in the global market
- (B) Accelerate Fujitec’s production reorganization in the Asia region, including Japan, to revamp its global supply chain
- (C) Place the highest priority on safety and quality to continue to earn Fujitec’s customers’ trust and meet their expectations
- (D) Upgrade training programs in order to cultivate and improve Fujitec’s global collaboration and human resources investment

2. Financial Goals for the fiscal year ending March 31, 2016, the Plan’s final year

Fujitec will pursue the achievement of consolidated net sales of 160 billion yen and a consolidated operating margin of 8%.

FY 2012 Actual			
	Sales	Operating Profit	
Japan	52,865	3,447	6.5%
E.Asia	48,692	4,178	8.6%
N.America	11,431	118	1.0%
S.Asia	10,590	1,486	14.0%
Europe	389	-12	-3.1%
Total	123,969	9,218	7.4%
Reconciliation	-6,501	-45	
Consolidated	117,468	9,172	7.8%

(Unit : Million Yen)

Average exchange rate 1US\$:79yen



FY 2015 Plan			
	Sales	Operating Profit	
Japan	58,000	4,500	7.8%
E.Asia	80,000	6,000	7.5%
N.America	17,000	500	2.9%
S.Asia	16,000	2,000	12.5%
Europe	800	0	0.0%
Total	171,800	13,000	7.6%
Reconciliation	-11,800	-200	
Consolidated	160,000	12,800	8.0%

(Unit : Million Yen)

Average exchange rate 1US\$:90yen

### 3. Segment Strategy

#### <East Asia>

China remains the largest market in the world and Fujitec will continue to invest its management resources in this region. The expansion of market share is a matter of the highest priority, and Fujitec will establish global supply chain sourcing from China to other regions.

In the mature markets, Hong Kong, Taiwan, and Korea Fujitec will reinforce its modernization business.

#### <US and Europe>

Fujitec will enhance cost reductions and operating efficiency by developing more cost-competitive and quality products for the modernization business, which is expanding.

#### <South Asia>

Singapore is a mature market, so Fujitec will focus on the modernization business there.

In India, Fujitec will expand its manufacturing capacity and increase its market presence by enhancing its ability to supply products to meet the market demand.

#### <Japan>

Fujitec will improve the profitability of its new installation business, through cost reductions, and strive to increase its market share. There is still likely to be a strong demand in the aftermarket and modernization business, therefore Fujitec will develop more cost-competitive and quality products, promote its lineup of products and continuously work to expand its modernization business.

### 4. Operations Strategy

Fujitec will enhance its ability to supply products to meet market demands and to be cost competitive, from Ultra High-speed elevators to standard elevators plus products for the

modernization business, as a full-line producer.

In particular, regional optimized designs of products and components will be reviewed from a total optimal viewpoint in order to select common designs. Fujitec will then streamline its products lineup by adopting common design modules to leverage the benefit of group sourcing in the most efficient way.

Fujitec will accelerate its production reorganization in the Asia region, including Japan, and achieve the most appropriate and robust global supply chain among manufacturing bases in Japan, China, Korea, India and the US.

## 5. Corporate Strategy

### <Reinforcing Safety and Quality>

By further improving the field technology of elevator and escalator installation and maintenance, Fujitec will continue to ensure safety, and build an even more powerful system for quality assurance on a global scale through gaining further insight into every market segment's environment.

### <Global Human Resources Development>

In the remarkably growing Asia market, the planning for global human resources investments in accordance with business plans will be necessary.

Fujitec will accelerate the planning for global human resources development through improved educational curriculums.

### <Internal Control System (J-SOX)>

Through internal control activities at all levels of its group companies, Fujitec will strengthen its management system.

### <Environmental Policy>

Fujitec will promote the development of more environmentally-friendly products.