



# Update

## Fujitsu-ICL Focuses Business to Emphasize World-Class Products and Branding

October 5, 2000

### ***Pre-Press Release***

To Our Valued Business Partners,

Retail has always been at the heart of our business, and we have now dedicated and restructured our organization to focus specifically on providing the best, most advanced products and services in the retail industry, backed by the strength of the global Fujitsu brand.

In order to better serve our customer with increased focus on your requirements, Fujitsu-ICL recently restructured into three dynamic and specialized organizations. These focused business groups will continue to devote their expertise to providing specialized hardware and software products for 1) retail, financial and route accounting markets, 2) retail PoS software and services and 3) e-Business services.

Our three business groups are:

- ***Fujitsu Products Group***, based in La Jolla, Calif., marketing Fujitsu-Branded and best-of-breed hardware as well as turnkey hardware/software Solutions for the retail, financial and route accounting industries including point-of-sale terminals, scanners and peripherals; automated teller machines and commercial handheld computers. **ISS45** systems are a key part of our supermarket strategy for this group.
- ***Retail Software and Services Group***, based in Wake Forrest, N.C., Providing development and customization services along with support for general retail point-of-sale (POS) software applications.
- ***e-Business Services Group***, based in Dallas, TX., offering a portfolio of consultancy-led e-services from systems design and implementation through to managed e-Infrastructure services.

Fujitsu — our parent company — has embarked on an unprecedented worldwide advertising campaign and will be spending some \$40 million in the US alone to build the Fujitsu Brand. As you can see, we are emphasizing “Fujitsu” in our name, signaling our desire to support you with one of the most respected brands in today’s technology industry.

We are very excited about the changes to our business and its positive impact on the industries in which we compete. As a strong member of the global Fujitsu family, we are now focused and positioned for leadership in the Retail market. Please feel free to contact me with any thoughts you may have concerning our new campaign and business strategy.

Sincerely,

***Ron Omohundro***

*Executive Vice President and General Manager  
Fujitsu Products Group*

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