

Fujitsu partners with world-class Australian software company to boost sales and profits for specialty retailers

Sydney, 20 July, 2004 —

Australasia's fast-growing specialty retailers now have easier access to powerful business applications and services previously only viable for large retail chains, after Fujitsu announced a systems-integration alliance with Australian software company Retail Directions.

The alliance combines Retail Directions' cost-effective retail management software with Fujitsu's recognised retail sector expertise, retail hardware, project management and end-to-end services and support.

Tailor-made for specialty retailers

In the past, many specialty retailers struggled to afford advanced retail management systems. This made it difficult to compete with large retailers that use sophisticated software to control every aspect of their supply chain, store-front operations and enterprise resource planning.

Retail Directions has addressed the needs of specialty retailers by developing software specifically targeted towards growing businesses. Its two flagship products - the Retail Management System (RMS) platform for head-office supply chain management and merchandising, and the Store Management System (SMS) software for in-store automation - have enjoyed worldwide acceptance.

Companies as large as global cosmetics group The Body Shop International are using Retail Directions applications, while the software's scalability is demonstrated by its success with local specialty retailers such as Betts Group, Fletcher Jones, Noni B and Miller's Retail Limited, the company behind the Crazy Clark's, Crazy Prices and Go-Lo discount variety store brands.

A comprehensive retail solution

Ideally suited to retailers with turnover in excess of \$30 million, RMS and SMS are full-featured software applications designed to provide specialty retailers with all the capabilities they need to compete effectively while improving margins and profitability. The Retail Directions software supports multiple languages, currencies and tax jurisdictions for companies with international operations.

Under the alliance, customers can now take advantage of the capabilities offered by the Retail Directions software together with the professional service standards and national reach of Fujitsu. Fujitsu's dedicated retail teams can install, configure and support RMS and SMS and assist in business process streamlining initiatives to maximise customers' return on investment.

"Teaming up with Retail Directions enables Fujitsu to offer specialty retailers a cost-effective software solution that provides advanced features comparable to those enjoyed by larger retail chains," said Marcus May, General Manager, Retail Solutions, Fujitsu Australia.

"For example, RMS covers all core merchandising requirements and incorporates sophisticated analytical capabilities via SalesCube, a 3D reporting tool that allows merchandising managers to visualise and dissect sales, profit and stock data through an integrated graphical front-end," said Mr May.

A winning combination

The Fujitsu-Retail Directions partnership has already received a warm welcome in the market.

Perth-based retailer Betts Group recently chose Fujitsu to supply and support a comprehensive Retail Directions merchandising solution across its 120-store network. The Betts Group is a 100-year-old company that generates over A\$50 million in annual sales through well-known retail brands such as Betts, Betts Kids, Brand Direct and ZU.

Fujitsu is assisting the family-owned footwear, handbags, clothing and accessories retailer to deploy the RMS merchandising solution. RMS will enable the Betts Group to manage its retail operations more efficiently, resulting in higher profitability and better prices for customers. Betts has also licensed the SMS solution for its store-front sales terminals, with deployment scheduled to start in 2005.

"The Fujitsu-Retail Directions partnership is a unique opportunity for specialty retailers to improve their bottom-line," said Andrew Gorecki, Managing Director, Retail Directions.

"Combining Retail Directions' world-leading software with Fujitsu's acknowledged expertise in the retail sector creates a compelling value proposition. For clients such as Betts Group, the alliance underpins a whole new level of integrated services that address every aspect of a specialty retailer's needs."

Fujitsu at Retail Business Technology 2004

As one of the leading forces in Australian retail solutions, Fujitsu will be a keystone exhibitor at Retail Business Technology 2004. Fujitsu will showcase its revolutionary U-Scan self-checkout system, which promises greater retail convenience by allowing customers to scan their own purchases, pay for their shopping and even take cash out. Fujitsu has made its name as the leading retail services provider by delivering large-scale solutions for household names such as Bi-Lo, Coles, Just Jeans, Priceline and Woolworths. Its services cover procurement, integration, delivery, installation, support and maintenance, while Fujitsu's dedicated retail project management team has developed a reputation for successfully delivering on time and on budget.

Fujitsu has also installed more point-of-sale systems in Australia than any other brand, due to an extremely competitive total cost of ownership proposition.

About Fujitsu Australia and New Zealand

Fujitsu is a full-service provider of information technology and communications solutions. Throughout Australia and New Zealand, we partner with our customers to consult, design, build, operate and support business solutions. From strategic consulting to application and infrastructure solutions and services, Fujitsu has earned a reputation as the single supplier of choice for leading corporate and government organisations. Fujitsu Australia Limited is a wholly owned subsidiary of Fujitsu Limited of Japan.

About Fujitsu Limited

Fujitsu is a leading provider of customer-focused IT and communications solutions for the global marketplace. Pace-setting technologies, highly reliable computing and communications platforms and a worldwide corps of systems and services experts uniquely position Fujitsu to deliver comprehensive solutions that open up infinite possibilities for its customers' success. Headquartered in Tokyo, Fujitsu Limited (TSE:6702) reported consolidated revenues of 4.7 trillion yen (US\$45 billion) for the fiscal year ended March 31, 2004.

For more information, please see: www.fujitsu.com


About Retail Directions

Retail Directions supplies retail customers worldwide with software solutions that offer industry-leading head office and point-of-sale management capabilities. Retail Directions' aim is simple: to provide the world's best retail system. Its core products include the Retail Management System (RMS) suite of head office applications and the Store Management System (SMS) for point-of-sale control. All Retail Directions software supports multiple languages, currencies and tax jurisdictions and are best suited to chains with annual turnover in excess of A\$30 million.


For more information, please see: www.retaildirections.com

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