

Press release

October 30, 2025

Fujitsu Limited

Fujitsu to conduct tender offer for shares of BrainPad to strengthen Data & AI business

Fujitsu and BrainPad also sign business integration agreement including business alliance

Kawasaki, Japan, October 30, 2025 – Fujitsu today announced that it will conduct a tender offer for shares of BrainPad Inc., a company specializing in data science and digital marketing, starting on October 31, 2025. The two companies will also conclude a business integration agreement that includes a business alliance today. By combining the strengths of these two “Made-in-Japan” companies, Fujitsu aims to lead the transformation of Japanese industry, enhancing its competitiveness through Data & AI, and address Japan’s accelerating labor shortages and growing digital trade deficit.

Fujitsu is currently promoting its Uvance business model to address societal challenges. With Uvance, Fujitsu aims achieve both business and social impact and establish itself as a market leader for Data & AI.

Since its establishment in 2004, BrainPad has carved out a unique position for itself as a trailblazer in Japan's data science business. Guided by its purpose of "promoting data utilization to create a sustainable future," BrainPad offers professional services centered on data science and AI algorithm development provided by highly specialized personnel, product services, primarily in digital marketing with offerings such as Rtoaster and Ligla, and training programs for data professionals. This comprehensive and unique three-pronged business model enables BrainPad to accelerate the adoption of data and AI by enterprises and foster in-house data utilization capabilities and talent.

Fujitsu aims to acquire shares of BrainPad to bolster its Data & AI business in Japan, leveraging BrainPad's extensive track record in this domain. Fujitsu holds a No.1 position in Japan’s mission-critical IT and digital infrastructure markets across the manufacturing, finance, healthcare, and defense sectors. By combining this expertise and Fujitsu’s customer base with BrainPad's unique capabilities, Fujitsu aims to create synergies with various offerings, including its all-in-one operations platform Fujitsu Data Intelligence PaaS, and accelerate the expansion of its Data & AI business.

Upon successful completion of the tender offer, BrainPad will maintain its operational independence, brand, and talent, while expanding its business as a core brand within the Fujitsu Group's Data & AI portfolio. Existing BrainPad customers will continue to receive the same high-quality support and services. Fujitsu will provide BrainPad with access to its cutting-edge technologies, including AI, quantum computing, and security, as well as its partnerships with global technology leaders. This comprehensive support will offer diverse growth opportunities for BrainPad employees and enable both companies to collectively deliver even greater

value-added services to customers.

Yoshinami Takahashi, Corporate Executive Officer, Corporate Vice President, COO, Fujitsu Limited comments:

"As part of our strategy for Uvance, we are dedicated to solving societal challenges and driving our customers' business growth through Data & AI. We are excited to pursue new possibilities together with BrainPad, a company renowned for its strengths in data science, AI implementation, and digital marketing. By combining BrainPad's advanced analytical capabilities and compelling products with Fujitsu's cutting-edge technologies and global customer base, we will accelerate customer transformations through Data & AI and drive the creation of new social value."

Tomohiro Sekiguchi, Chief Executive Officer, BrainPad Inc., comments:

"Japan is grappling with significant challenges including labor shortages due to an aging population and will not be able to reclaim its 'Lost Decades' and forge a sustainable, prosperous future without accelerating the adoption of data and AI. We are honored that Fujitsu, a leader in Japan's IT industry, rates BrainPad's unique value proposition, culture, and expertise. I am excited for the chance to bring together the technologies of our two companies to help resolve societal challenges not only within Japan but around the world. This partnership also offers significant growth opportunities for both our company and our employees that BrainPad could not have achieved on its own."

For further details, please refer to Fujitsu and BrainPad's disclosures issued today:

- Fujitsu: "[Notice Regarding Commencement of Tender Offer for Shares of BrainPad Inc. \(Securities Code: 3655\)](#)"
- BrainPad: "Announcement Regarding Expression of Opinion in Favor of Tender Offer for Our Shares by Fujitsu Limited, Recommendation to Tender, and Conclusion of Management Integration Agreement" located [here](#)

Related links:

- [Corporate site BrainPad](#)

About Fujitsu

Fujitsu's purpose is to make the world more sustainable by building trust in society through innovation. As the digital transformation partner of choice for customers around the globe, our 113,000 employees work to resolve some of the greatest challenges facing humanity. Our range of services and solutions draw on five key technologies: AI, Computing, Networks, Data & Security, and Converging Technologies, which we bring together to deliver sustainability transformation. Fujitsu Limited (TSE:6702) reported consolidated revenues of 3.6 trillion yen (US\$23 billion) for the fiscal year ended March 31, 2025 and remains the top digital services company in Japan by market share. Find out more: global.fujitsu

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