

Management Policy Briefing



CASIO COMPUTER CO., LTD

October 16, 2009

Forward-looking Statements

Earnings estimates and expectations that are not historical fact included in this report are forward-looking statements.

Although such forward-looking statements reflect the judgment of management based on information currently available to it, various factors could cause actual results to differ materially.

FY 2010 – 1st Half Financial Forecasts

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(billions of yen)

| Consolidated | FY2010 (ending March 31, 2010) | | |
|------------------|--------------------------------|-------------------|--------|
| | 1st Half | | |
| | Previous Forecasts | Revised Forecasts | Change |
| Net sales | 250.0 | 197.0 | -53.0 |
| Operating income | 5.0 | -15.0 | -20.0 |
| Ordinary income | 2.5 | -13.0 | -15.5 |
| Net income | 1.0 | -11.0 | -12.0 |

Reasons for 1st Half Sales, Operating Income Revision

Net sales: ¥250 bil → ¥197 bil (-53 bil)

Cell phones account for about 55% of the revised amount

For au: greater-than-expected market share loss.

Overseas: a part of sales to Verizon delayed until 2nd half.

Digital cameras account for about 25% of the revised amount

Domestic: took No.1 market share position thanks to new models.

Overseas: slow penetration of new models;

sales of high-end models fell short of expectation and low-priced models made up larger-than-expected percentage of the foreign sales.

Operating income: ¥5.0 bil → -¥15.0 bil (-20.0 bil)

Cell phones account for about 65% of the revised amount

Profit decline due to decreased sales to au and overseas

Digital cameras account for about 30% of the revised amount

Profit decline due to decreased sales overseas

FY 2010 – 2nd Half and Full Year Financial Forecasts

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(billions of yen)

| Consolidated | FY2010 (ending March 31, 2010) | | | | | | |
|------------------|--------------------------------|-----------|---------|--------|-----------|---------|--------|
| | 1st half | 2nd half | | | Full year | | |
| | Revised | Forecasts | Revised | Change | Forecasts | Revised | Change |
| Net Sales | 197.0 | 280.0 | 280.0 | 0 | 530.0 | 477.0 | -53.0 |
| Operating income | -15.0 | 10.0 | 10.0 | 0 | 15.0 | -5.0 | -20.0 |
| Ordinary income | -13.0 | 7.5 | 7.5 | 0 | 10.0 | -5.5 | -15.5 |
| Net income | -11.0 | 4.0 | 4.0 | 0 | 5.0 | -7.0 | -12.0 |

2nd Half Strategy

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Cell phones

New, wholly differentiated models to be launched, securing more than 20% share in the au market.

New model for Verizon whose launch has been postponed in the 1st half.

Bold review of the cost structure.

Digital cameras

Launch of 9 new models with totally differentiated functions.

Expansion centered around Chinese and European markets.

Promotions to raise visibility of Casio cameras overseas, including in-store events and use of celebrities

System equipment

New business terminal and projector to be launched

Timepieces

Launch of attractive women's watches from OCEANUS and G-ms brands

Bolster G-SHOCK brand through global marketing, expanding sales of the watches outside Japan.

New business

Start a new business utilizing Casio's unique technology (to be announced at 2010 Consumer Electronics Show)

END