

The Casio Group

The Casio Group consists of Casio Computer Co., Ltd., and its 53 consolidated subsidiaries and 7 equity-method subsidiaries, as of March 31, 2004. The business activities of these companies range from development and production to sales and service in the categories of Consumer, Timepieces, Mobile Network Solutions (MNS), System Equipment, Electronic Components and Others.

The Casio Group's development efforts are primarily the responsibility of Casio Computer Co., Ltd., which conducts basic research and development, and also develops new products and new production technologies. Further development of production technologies is largely conducted by the companies involved in production.

In terms of production, Casio Micronics Co., Ltd., and Kochi Casio Co., Ltd., are responsible for electronic components, and Casio Computer supplies other production subsidiaries with primary components. They carry out fabrication and processing of products using these main components and other components they procure, then supplying the respective products to Casio Computer.

The main production subsidiaries by product category are as shown below.

Product category		Principal products	The main production subsidiaries
Electronics	Consumer	Electronic Calculators Label Printers Electronic Dictionaries Visual-related Products Digital Cameras Electronic Musical Instruments	Yamagata Casio Co., Ltd. Kofu Casio Co., Ltd. Casio Computer (Hong Kong) Ltd. Casio Electronics (Zhuhai) Co., Ltd.
	Timepieces	Digital Watches Analog Watches Clocks	Yamagata Casio Co., Ltd. Casio Korea Co., Ltd. Casio Electronics (Shenzhen) Co., Ltd. Casio (Thailand) Co., Ltd.
	MNS	Cellular Phones Pocket Computers Handy Terminals	Yamagata Casio Co., Ltd. Kofu Casio Co., Ltd.
	System Equipment	Electronic Cash Registers (including POS) Office Computers, Page Printers Data Projectors	Casio Electronic Manufacturing Co., Ltd. Kofu Casio Co., Ltd.
Electronic Components and Others	Electronic Components	LCDs BUMP Processing Consignments TCP Assembly and Processing Consignments Carrier Tape	Kofu Casio Co., Ltd. Kochi Casio Co., Ltd. Casio Micronics Co., Ltd. Casio Singapore Pte., Ltd.
	Others	Factory Automation Molds, Toys	Yamagata Casio Co., Ltd. Kofu Casio Co., Ltd.

In domestic sales, products other than system equipment are mainly marketed through distributors. However, Casio Computer sells its products through affiliated companies in some regions. Moreover, Casio Computer sells system equipment directly to some customers, such as central and local government offices, although some sales of system equipment are conducted through sales affiliates in leading regions and distributors. Overseas, Casio Computer sells its products through direct or indirect export by Casio, Inc., to North America, by Casio Electronics Co., Ltd., Casio Europe GmbH, and Montres Casio France S.A. to Europe, and through distributors to other regions. Casio Techno Co., Ltd., carries out maintenance and servicing for the Group's products.