

C A S I O

V A L U E

U E

Envisioning a world no one has ever seen

“Necessity is not the mother of invention, invention is the mother of necessity.”

These are the words of one of Casio’s founders.

The people who created Casio were determined to “invent necessity” to create products that met latent needs with groundbreaking capabilities no one had ever seen before.

Ever since, Casio has been doing just that, bringing new discovery and delight to people around the world. This is Casio’s way of building an even more prosperous, richly rewarding world.

Corporate Creed

Creativity and Contribution

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Message from the management



Continuing to deliver new possibilities with products that surpass expectations

We believe that people have limitless potential, thinking and engaging in highly intellectual and creative activities based on knowledge gained by observing, sensing, and learning. Through this process, humanity has kept exploring new fields and areas of science and culture, making progress in leaps and bounds.

Inventions such as calculators, watches, electronic musical instruments, electronic dictionaries, and digital cameras have made it easy for anyone to use information such as numbers, time, music, and language in everyday life. At Casio, we see it as our mission to invent new products that support human intellectual and creative activities, which will, in turn, drive social progress around the world.

In our view, there are countless products in our world just waiting to be invented, each of which would fill a real need. Casio's job is to create the products of tomorrow that will one day be everywhere, that will make everyone wonder, "How did we ever do without that before?" That is why we value out-of-the-box creativity above all in our product development, or what we call going from "0" to "1."

We try to invent products that bring all new joys to users—delights that they have never experienced before. Our expectation is that each Casio product should open up a whole new world for the user, from the moment they first pick it up. By developing innovative products like these, Casio also aims to build new user communities and pioneer new markets. We will keep working to develop products that further expand possibilities for our users, aiming to make a positive, long-term social impact.

In short, we are determined to keep providing the kind of products that only Casio can create—products which surpass everyone's expectations, even surprising all the Casio fans who already know to expect great things from us. By endlessly applying "Creativity and Contribution," Casio promises to keep growing and delivering new value to the world.

Chairman and CEO

Kazuo Kashio

President and COO

Kazuhiro Kashio

Casio provides support for the intellectual creativity of human beings, aiming to make the future more fulfilling for people everywhere.

Humans have unlimited potential. By applying the abilities of the human mind, anyone can create new value and contribute to social progress.

The value that Casio provides lies in creating new possibilities for people, not only in their personal lives, but also on the frontlines of business. Casio accomplishes this by providing original products and services which support intellectual creativity in diverse fields.

