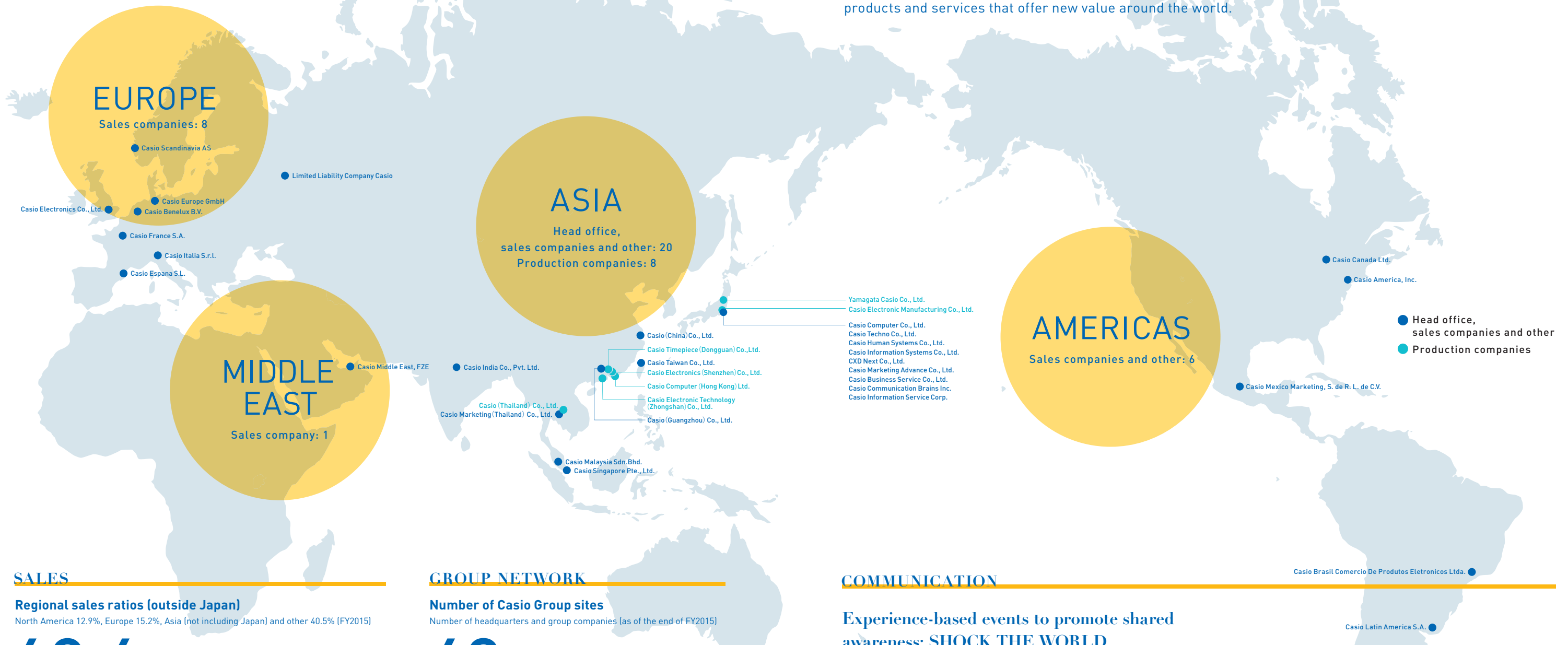


GLOBAL



SALES

Regional sales ratios (outside Japan)

North America 12.9%, Europe 15.2%, Asia (not including Japan) and other 40.5% (FY2015)

68.6%

BRAND

Casio brand trademark registration rate

Out of 193 U.N. member countries, the Casio trademark has been registered in 187 countries

96.9%

Global sales areas

Countries and regions where regular sales are conducted

159 countries

GROUP NETWORK

Number of Casio Group sites

Number of headquarters and group companies (as of the end of FY2015)

43

PRODUCTS

Total calculator shipments worldwide

Total shipments from 1965 to 2014

1.4 billion units or more

Total G-SHOCK shipments worldwide

Total shipments from April 1983 to March 2015

79 million units or more

Casio, growing worldwide

Casio products are familiar to many people, and the brand is delivered worldwide through global production systems and sales networks. Casio products are useful in people's lives, and we will continue to provide products and services that offer new value around the world.

COMMUNICATION

Experience-based events to promote shared awareness: SHOCK THE WORLD

SHOCK THE WORLD is a global promotional campaign that conveys the G-SHOCK brand worldview, along with its essential feature of toughness. Since the first event in New York in 2008, events have been held in a total of 69 cities around the world (as of June 2015). The initiative is designed to allow G-SHOCK fans to enjoy the product's appeal through a full sensory experience.

Raising the profile of the Casio brand at international trade shows

Every year, Casio participates in exhibitions attended by the world's leading companies. Held annually in Las Vegas, the International Consumer Electronics Show (CES) is one of the largest events of its kind anywhere. Baselworld is a watch and jewelry fair held in Switzerland which attracts media and buyers from all over the world. By participating in these and other events, Casio is distributing its latest information globally.



CES 2015



Baselworld 2015

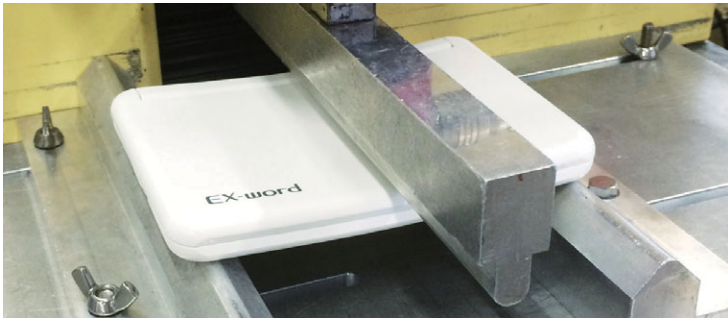
Casio, a globally trusted brand

Seeking to ensure that customers can use Casio products with confidence over many years, the company maintains uncompromising manufacturing practices and strict quality control from the design stage to the completion of the finished product. In addition, Casio is also working worldwide to help people lead more enjoyable and safer lives.

→ Quality initiatives

Thorough quality testing in the design stage

Casio has quality standards designed to ensure that products can be used in all kinds of situations, and the company performs repeated stringent testing through product prototyping. For example, Casio electronic dictionaries are subjected to a pressure test, where a load is placed on the dictionary unit, and robustness is verified from the top-down direction. Only those prototypes that meet all the quality criteria for the product concerned can move on to the factory production process. These criteria include resistance to vibration, dropping, dust, salt water, UV light, and static electricity, as well as extremes of temperature and humidity.



Production system enhances quality with a high level of manufacturing technology

The Premium Production Line at Yamagata Casio produces high-priced Casio brand watches. With a combination of technology to maximize accuracy using the company's own special manufacturing equipment and a high level of human skill found only in top certified personnel, Yamagata Casio is pursuing high-quality and high-precision manufacturing. This Japanese manufacturing expertise is also transferred to Casio production sites in other countries, as part of a global production system producing a high level of quality worldwide.



Yamagata Casio: Premium Production Line



Casio Thailand: Calculator production line

→ Social contribution activities

Supporting academic achievement with Casio products

Casio is a leading developer of scientific calculators for use in math classes. Product development is informed by in-depth communication with math teachers who are presenting their latest theories and research to international societies. By holding Global Teachers Meetings to solicit the opinions of educators from various countries, Casio is creating products that meet the needs of teachers, while supporting academic achievement for students. Casio is helping to foster the next generation, the leaders of tomorrow, through educational support based on these kinds of business activities.



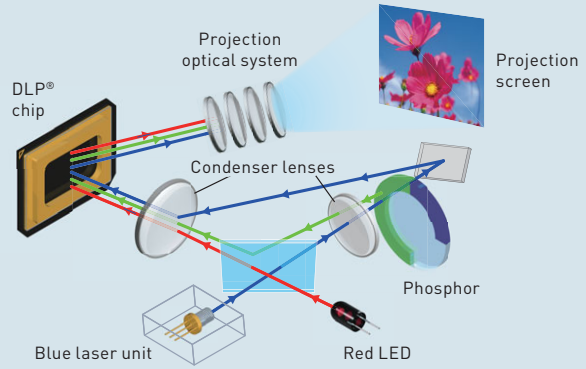
→ Environmental initiatives

Environmentally friendly products free from harmful mercury

Casio has been working hard to create products with a low impact on the environment. It has invented high-brightness projectors using the world's first light source technology that replaces high-pressure mercury lamps. As a result, all Casio projectors are now mercury-free. There have been global efforts to eliminate the use of mercury in products, including the Minamata Convention on Mercury, which aims to reduce the risk of hazardous mercury contamination. As part of this effort, Casio is striving to reduce its environmental impact as a leading company that provides mercury-free projectors.



Laser & LED Hybrid Light Source Technology



Helping to improve educational environments and promote science

Casio China is promoting "My Dream Backpack," a program to help children lacking educational opportunities due to poverty or natural disasters. It aims to help improve the educational environment for these children by donating backpacks filled with school supplies, along with Casio products that can be used in the classroom, such as calculators and electronic musical instruments.

Casio also supports the Casio Science Promotion Foundation, which helps promote Japan's academic research. Each year, the foundation selects creative and pioneering research projects and provides them with grants. An example of a past grant that has benefitted society is the invention of efficient blue light-emitting diodes by Professor Isamu Akasaki and Professor Hiroshi Amano, who won the 2014 Nobel Prize in Physics.



My Dream Backpack



Casio Science Promotion Foundation research grant presentation ceremony