VALUE

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

CONTENTS
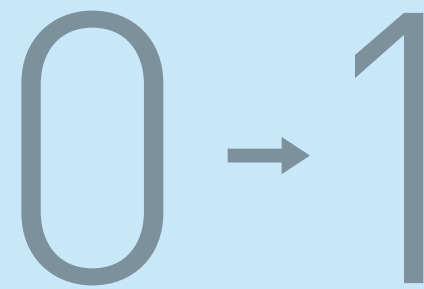
Continuing to deliver new possibilities with products that surpass expectations

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 "creating something from nothing." At Casio, we aim to provide the world with completely new value.

Products and services only have inherent value when there are people to use them, thus we must never forget to ask in what ways they can benefit users. The people who use and enjoy our products support Casio not simply because the products deliver essential features, but because they are easy to use, reliable, well-designed, and reflect a world view. We will continue to deliver products that stand behind these treasured values that we share with users — products that offer fresh ideas to fit a changing world and can make our lives better.

The greatest contribution we can make as a manufacturer is to deliver new possibilities to users, so that they can experience something completely new. At Casio, we will continue to create culture together with users, aiming to grow and develop together.

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 that support intellectual creativity in diverse fields.

EDUCATION

BUSINESS

Promoting personal growth through learning

Supporting business management and efficiency

Supporting basic human activities

LIFE

Empowering people to express their thoughts

CULTURE