

# 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.

CASIO

VALENTINE

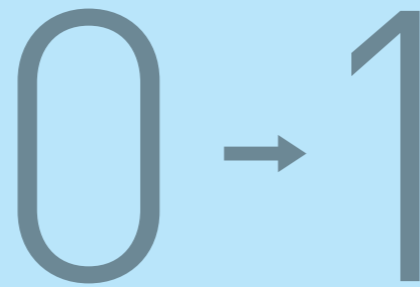
Corporate Creed

# Creativity and Contribution

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Policy



Message from the Chairman

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## Breaking free from preconceptions and exceeding the world's expectations

I would like to express my deep appreciation to all of our stakeholders as we celebrate 60 years in business in 2017.

Over the decades, we have developed innovative products such as calculators, watches, electronic musical instruments, electronic dictionaries, and digital cameras. With these products, we have helped to expand the possibilities of human intellectual activity and offered new value for the lives of people worldwide. By breaking free from preconceptions and conventional notions, we have conceived products that are truly needed and used our digital technologies to make them a reality. Products based on new ideas create new markets, giving rise to cultural trends that contribute to the further development of society. We will maintain this approach by continuously creating new value and evolving with society in the years to come.

In a world where new technologies steadily find their way into our lives, and where conventional notions are overturned one after the other, staying the same means going backward.

At Casio, we understand that if we content ourselves with past results and cease to evolve, we cannot continue providing revolutionary products. This is why we are using our past as a resource for our future. We will apply our many years of experience and know-how to providing a new future to our customers. We will leverage our collective technologies in areas such as development, production, sales and promotion, and continue to take on challenges in fields where no other companies have been, by coming up with completely new ideas. We will also develop messaging and methods that are easy to understand in order to effectively communicate and share the uses and potential of our new products.

At Casio, we intend to exceed your expectations and deliver surprises beyond your imagination. To create better products for everyone, we will continue to evolve constantly, as the entire Casio team pursues innovation by enhancing our already strong technologies. Casio's policy is "continual change." Unbound by conventional notions, we will continue striving to move forward.

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**Kazuo Kashio**  
Chairman and CEO

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.

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