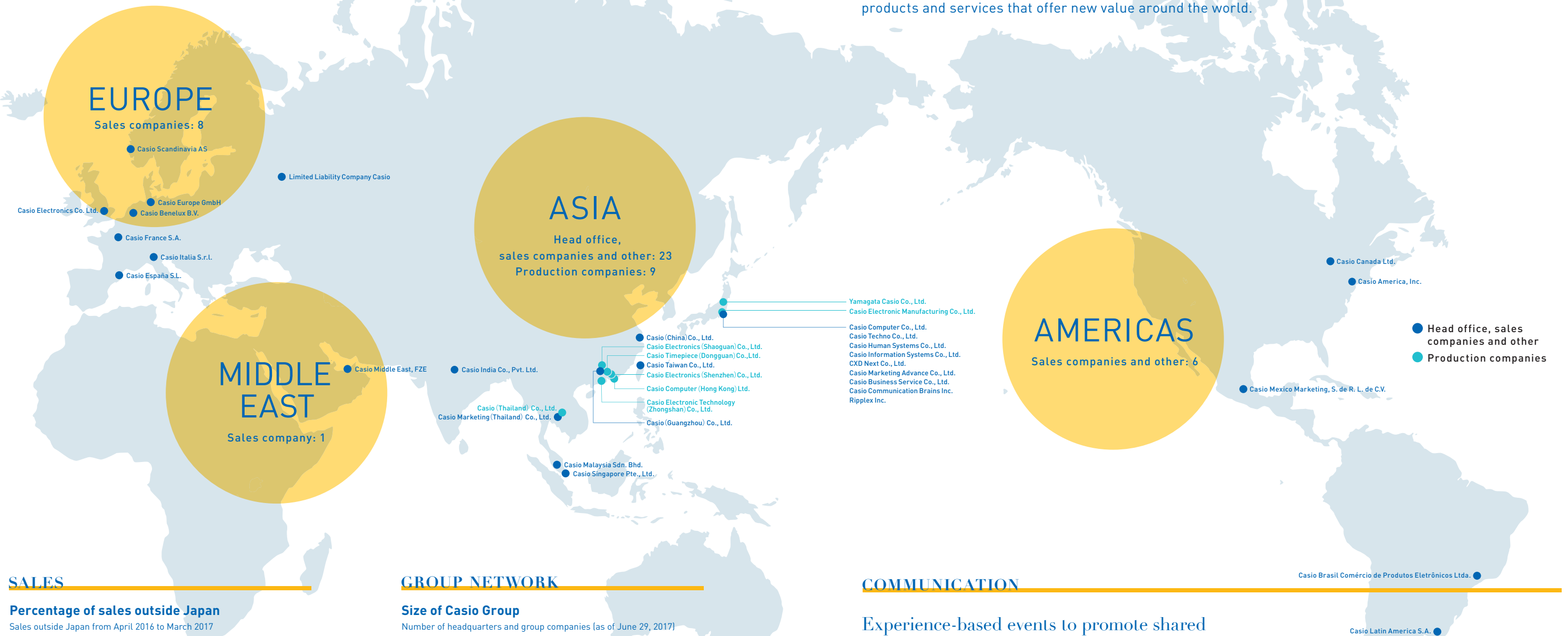


GLOBAL



SALES

Percentage of sales outside Japan

Sales outside Japan from April 2016 to March 2017

66.7%

BRAND

Casio brand trademark registrations

Territories that are part of one regional trademark system are counted as one region

187 countries and regions

Global sales areas

Regular sales areas for April 2016 to March 2017

158 countries and regions

GROUP NETWORK

Size of Casio Group

Number of headquarters and group companies (as of June 29, 2017)

47

PRODUCTS

Total calculator shipments worldwide

Total shipments from September 1965 to March 2017

over 1.4 billion units

Total G-SHOCK shipments worldwide

Total shipments from April 1983 to March 2017

over 95 million units

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 73 cities around the world (as of June 2017). 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 that attracts media and buyers from all over the world. By participating in these and other events, Casio is distributing its latest information globally.



SHOCK THE WORLD 2016 SHANGHAI



CES2017



Baselworld 2017

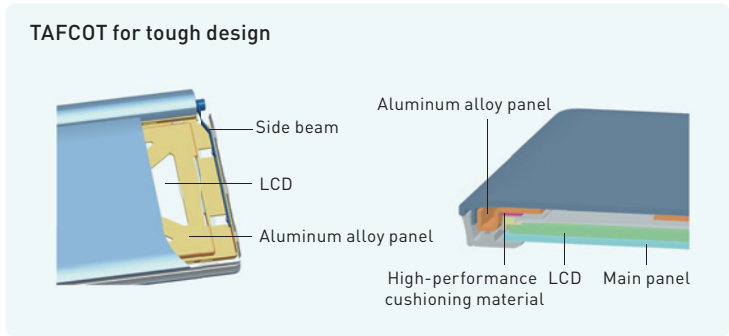
Casio, a globally trusted brand

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, safer lives.

→ Reliability initiatives

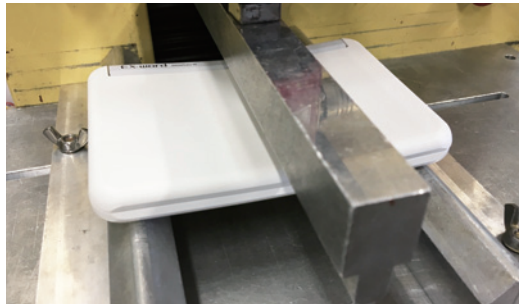
Product design concept for durability and peace of mind

Casio design concepts ensure that customers will be able to use their Casio products for a long time. Casio developed TAF-COT technology for product toughness; it enhances body rigidity with side beams made from high-strength material and aluminum alloy panels. This design mitigates any external force applied to the LCD panel thanks to high-performance cushioning material and the aluminum alloy panels, providing a protective interior space. Casio has adopted this technology for its electronic dictionaries to protect them from damage if dropped during use or if pressure is placed on them inside a bag.



Thorough quality testing in the design stage

Casio quality standards are created to ensure that products can be used with confidence in diverse situations. Casio performs stringent testing by prototyping products from the design stage. For example, electronic dictionaries are subjected to a pressure test, where a load is placed on the dictionary unit, verifying top-down robustness. Since Casio handheld terminals are designed for use in locations high above the ground, they are tested to ensure they provide height-specified drop strength. Only those prototypes that meet all the quality criteria for the product concerned, such as water and dust resistance, move on to the production process.



Electronic dictionary: Pressure test



Handheld terminal: Drop test

Production system enhances quality with a high level of manufacturing technology

The Premium Production Line at Yamagata Casio produces high-quality Casio brand watches that sell at higher price points. It employs technology to maximize accuracy using the company's own special manufacturing equipment, combined with a high level of human skill found only in top certified personnel. Under a global production system, Casio sites deliver high product quality worldwide. For example, to prevent any particulate matter from contaminating products being made at Casio Thailand, plastic parts are molded in a clean room. This ensures steady production of highly reliable products.



Yamagata Casio: Premium Production Line



Casio Thailand: Plastic part molding line

→ Environmental initiatives

Environmentally responsible 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. Global efforts to eliminate the use of mercury in products include the adoption of 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.



Regional initiatives to address climate change

At Casio Electronics (Shenzhen), a production site in China, employee volunteers participate in an annual tree planting activity organized by the local government. With 2017 marking the tenth year of its involvement, the company is helping to promote regional reforestation.

The Casio World Open, a men's professional golf tournament in Japan sponsored by Casio, has been taking steps to offset the CO₂ emitted by its shuttle buses during the tournament since 2010. The tournament does its part by purchasing emissions credits, while also encouraging guests to use the shuttle bus rather than drive their own vehicles in order to help reduce CO₂ emissions.



Casio Electronics (Shenzhen) tree planting activity (Left: Tree planting activity in 2015; Right: Maturing trees that were planted in 2014)

→ Social contribution activities

Helping to improve educational environments and promote interest in science and technology

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.

The Toshio Kashio Memorial Museum of Invention was established to showcase numerous inventions of one of the founders of Casio. The museum holds an exhibit for children during the summer vacation. In 2016, the summer program offered hands-on activities such as high-speed photo shooting, a calculator disassembly and reassembly workshop, and a calculation expedition. The aim was to further foster interest in science and technology.



Casio China: My Dream Backpack



Toshio Kashio Memorial Museum of Invention: Summer Vacation Children's Exhibit