

Profile

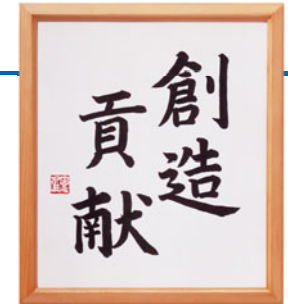
Our Ability to Go from "0" to "1"

Philosophy

Casio's corporate creed is "Creativity and Contribution," expressing the Company's commitment to contributing to society through innovative, useful products it is uniquely positioned to deliver.

Products with innovative functions assist people in their daily lives and keep society moving forward. They also bring great delight to many people and help to revitalize culture. When even a single new product is widely adopted, whole new markets develop, and this in turn fosters growth in related industries.

This is the story of Casio's wide-ranging contributions to society, based on its innovative product and service portfolio.



Corporate creed – "Creativity and Contribution"

1957	1965	1972	1974	1980	1983	1995	2002	2010
<ul style="list-style-type: none"> • Four Kashi brothers start commercial production of the world's first all-electric compact calculator, the 14-A. • Casio Computer Co., Ltd. founded. 	001 transistor-based electronic desktop calculator released.	<ul style="list-style-type: none"> • Casio stock transferred to the first section of the Tokyo Stock Exchange. • Casio Mini, the world's first personal electronic calculator, released. 	Casiotron digital watch released.	Casiotone electronic keyboards released.	First G-SHOCK shock-resistant watch released.	QV-10, a digital camera with an LCD monitor, released.	EXILIM, then the world's thinnest, wearable card-sized digital camera, released.	Mercury-free high-brightness projectors released.

Forward-Looking Statements

Earnings estimates and expectations that are not historical fact included in this report are forward-looking statements. Such forward-looking statements reflect the judgment of management based on information available as of the time of writing, and various factors could cause actual results to differ materially.

Business Overview (Year ended March 31, 2015)

Development and Production to Sales and Service in Three Segments

