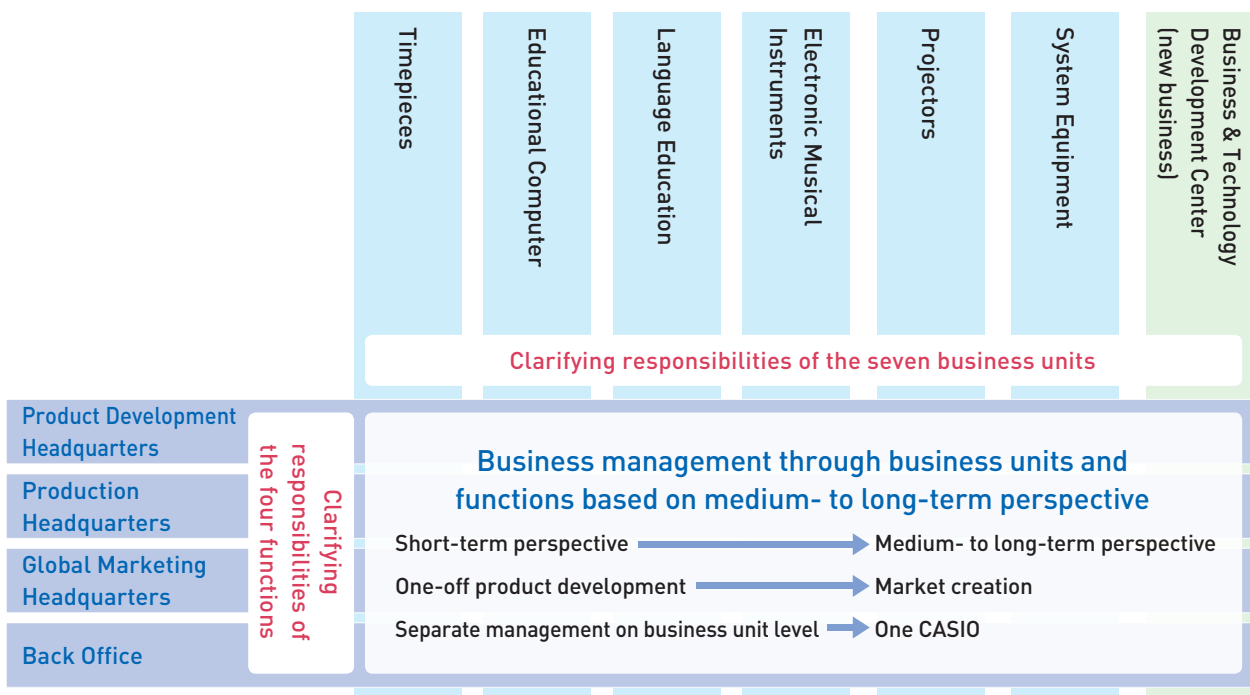


▶ Medium-Term Management Plan: Building Business Platform for Medium- to Long-Term Corporate Value Improvement

Business management thus far has been a collection of separate units that were partially optimized by product or area based on a short-term perspective. Under our new management structure, we will aim for business management that maximizes Casio's strengths from a medium- to long-term perspective. The new executive structure is comprised of seven business units, each supervised by a business unit manager, and four functions. Through this structure, we will clarify responsibilities and shift from partial optimization to total optimization as One CASIO to promote market development and medium- to long-term improvements to our corporate value.

Medium-Term Management Plan



Seven Business Units

The supervisor of each of the seven business units – Timepieces, Educational Computer, Language Education, Electronic Musical Instruments, Projectors, System Equipment, and the Business & Technology Development Center (new business) – will have profit goals. And by establishing new product planning and marketing functions, we will propose strategies for adapting to changes in the business environment and market needs.

Four Functions

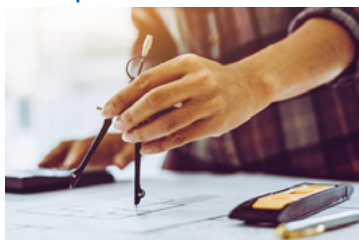
Product Development Headquarters: Optimize manufacturing to improve development efficiency.

Production Headquarters: Centralize material procurement, optimize production centers, and adopt production automation to generate cost improvement benefits.

Global Marketing Headquarters: Improve region-specific products and sales methods to promote selection and concentration.

Back Office: Analyze cost performance to continuously reduce unnecessary costs.

Product Development Headquarters



Role of Product Development Headquarters

Eliminate organizational borders and use strong alliances with relevant departments to conduct the following activities and practice a user-first approach to broaden the global Casio fanbase.

1. Develop technology and frameworks to maximize product concepts
2. Develop product performance that can secure better-than-expected customer satisfaction
3. Develop technology to achieve product strategies and aggressively engage in intellectual property activities

Production Headquarters



Role of the Production Headquarters

Dual strategy promotion of solidifying existing mother factory structure and reforming supply chain structure to integrate capital strategy, production strategy, and logistics strategy to achieve manufacturing not impacted by increases in labor expenses and to achieve growth strategies by creating new businesses and expanding existing businesses.

Global Marketing Headquarters



Role of the Global Marketing Headquarters

To thoroughly analyze the characteristics and users in global markets for each product and apply this analysis towards the sale of a wide range of Casio products. To increase sales and profits by engaging in selection and concentration to implement optimal sales strategies and ensure appropriate resource distribution for each area.

Back Office



Role of Back Office

1. Support implementation of business unit strategies
2. Create management resources to promote growth
3. Promote initiatives related to improving medium- to long-term corporate value by strengthening corporate governance and by strengthening relationships with stakeholders

Sustainability Goals (companywide)

- (Environmental load reduction) Reduce use of resources in our business activities
- (Environmental load reduction) Controlling waste

