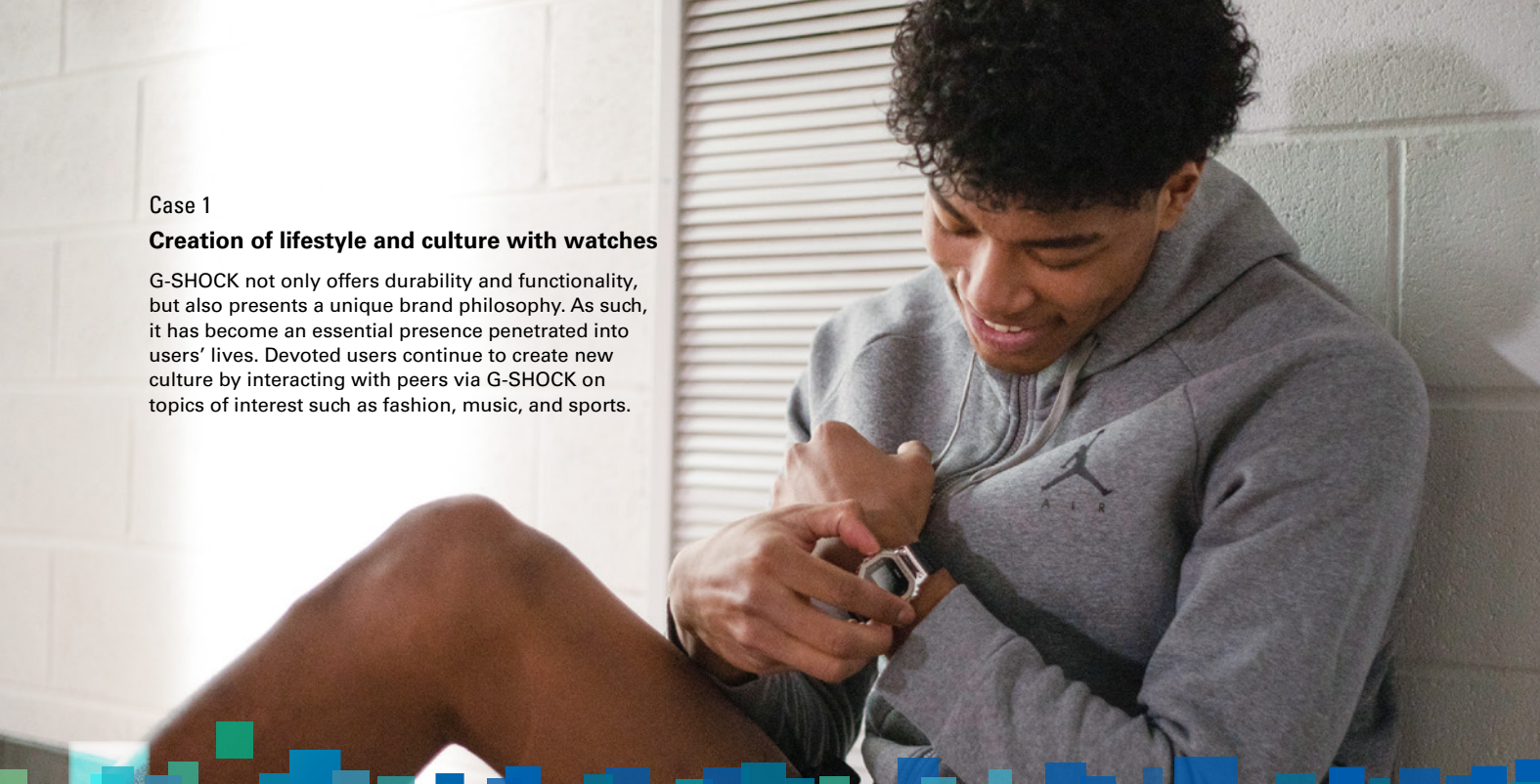


## Case 1

### Creation of lifestyle and culture with watches

G-SHOCK not only offers durability and functionality, but also presents a unique brand philosophy. As such, it has become an essential presence penetrated into users' lives. Devoted users continue to create new culture by interacting with peers via G-SHOCK on topics of interest such as fashion, music, and sports.



## Case 3

### Development of running that suits many different styles

In a partnership with ASICS Corporation, we will launch a comprehensive service for runners, covering devices, equipment, applications, facilities, services, and more. We will provide a running experience based on one's running proficiency and lifestyle and meet various user needs, such as improving running form, enhancing performance, and managing exercise amount, enabling users to truly feel their growth and find enjoyment in running.



## Casio's Goals

Casio aims to create culture by developing new user experiences and contribute to society.

Given the constantly changing environment, we have taken another look at our role to achieve "Creativity and Contribution" for a new era. We intend to develop new user experiences by harnessing our strengths in order to continually meet underlying consumer needs in society. In turn, we will foster this value so that it will penetrate people's daily lives and become essential, thereby creating a new culture and contributing to society.

### Return to the basics

"Creativity and Contribution" for a new era

### What we provide

User experience rather than products

### Universal role

Satisfy underlying consumer needs in society

### Achievement of value creation

Create value through penetration into people's everyday lives, making our solutions essential

## Case 2

### Math education fostering a drive to succeed

Our scientific calculators account for more than half of the worldwide market share. In this segment, we established a proprietary business model called GAKUHAN activities that seamlessly provides user support, lesson plan proposals, and teaching material development for teachers. In addition, we are developing products focused on fostering problem solving skills through collaboration with education ministries and school teachers around the world. We are doing our part to realize better education and improve true academic potential.



## Case 4

### Promotion of lifestyles surrounded by pleasing sound with electronic musical instruments

During the COVID-19 pandemic, individuals are now spending more of their free time in their own home, and their style of enjoyment is changing. With this in mind, Casio is proposing a new lifestyle surrounded by sound. The electronic musical instrument series with the design concept of "slim & smart" has generated needs among new users such as those with past experience and young people who enjoy music. In the future, we will continue to make lifestyle proposals and spread the joy of music around the world.

