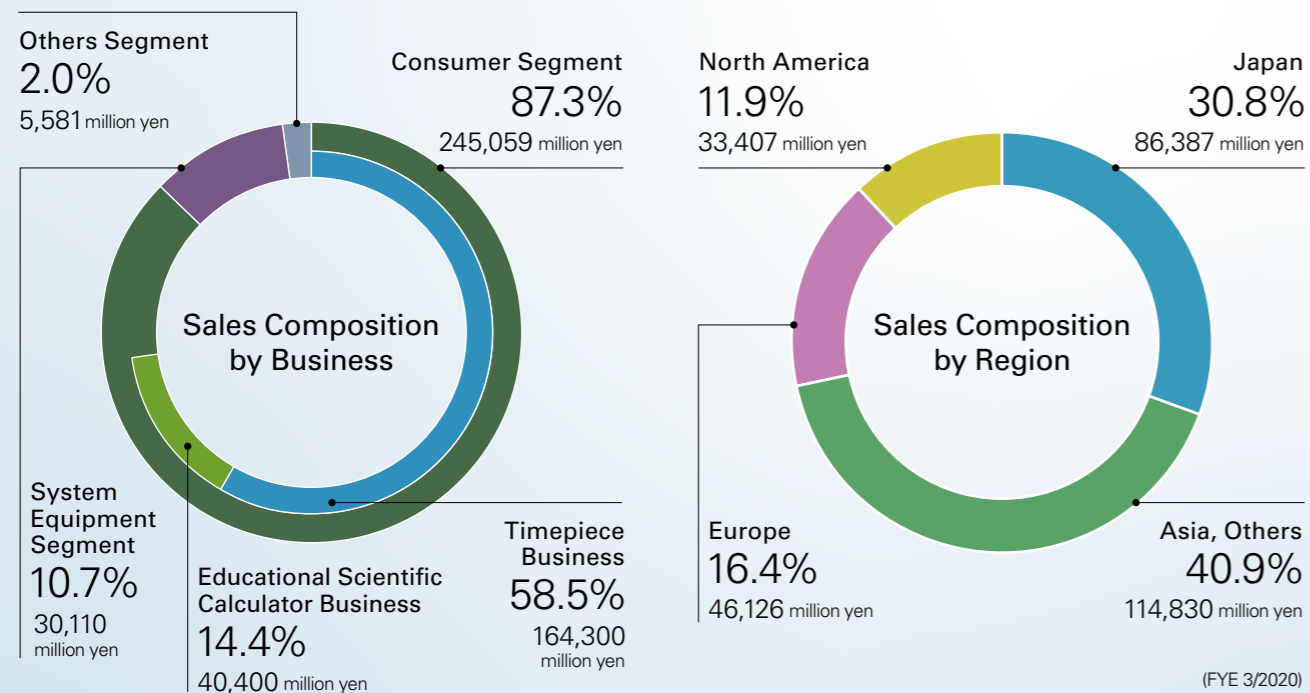
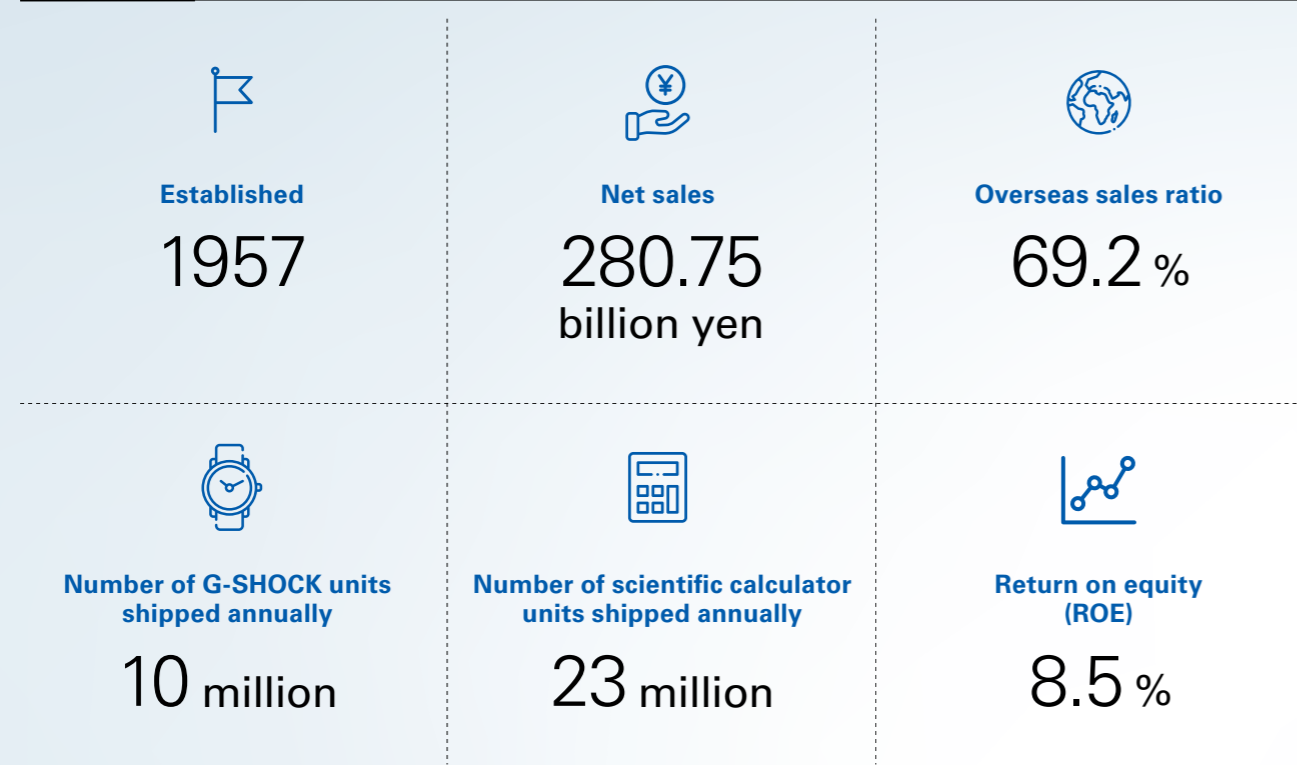


Snapshot of Casio

Casio's global business units comprise the Consumer Segment, System Equipment Segment, and Others Segment. The Consumer Segment, which accounts for more than 80% of net sales, is mainly comprised of the Timepiece Business and Educational Scientific Calculator Business, among others, and underpins Casio's growth.

Casio by the Numbers



Casio's Businesses

Consumer Segment

Timepieces

Global brand G-SHOCK has a solid business foundation, and in recent years metallic G-SHOCK models have been well-received and are gaining in market share.

Our G-SQUAD watch with a heart rate monitor and GPS functionality has also gotten off to a favorable start and is contributing to an increase in users.



Educational Products, Electronic Musical Instruments, and Label Printers

Based on our unique GAKUHAN activities, which support schools and teachers through accumulated educational methods, we hold a majority share of the global scientific calculator market. In addition, we manufacture and market electronic dictionaries, calculators, electronic musical instruments, label printers, and other products that leverage our proprietary technology and know-how.



System Equipment and Others Segments

We have a System Equipment Business consisting of handheld terminals, electronic cash registers, management support systems, data projectors, and other such products as well as an Others Segment that includes formed parts and molds.

