





Casio in a New Era

Continuing to Change with the Times





Through creativity, we produce new lifestyles and culture, thereby contributing to society. To achieve this, we must continue to change not only what, but also how, we create value with the times. For this reason, Casio is aiming to create value so that we can meaningfully connect over time with each and every user. We will create a new Casio for the future by establishing "Creativity and Contribution" in a new era, evolving the cycle of value creation, our business strategy, and ultimately our vision for the Company.



