

## Corporate Creed

# Creativity and Contribution

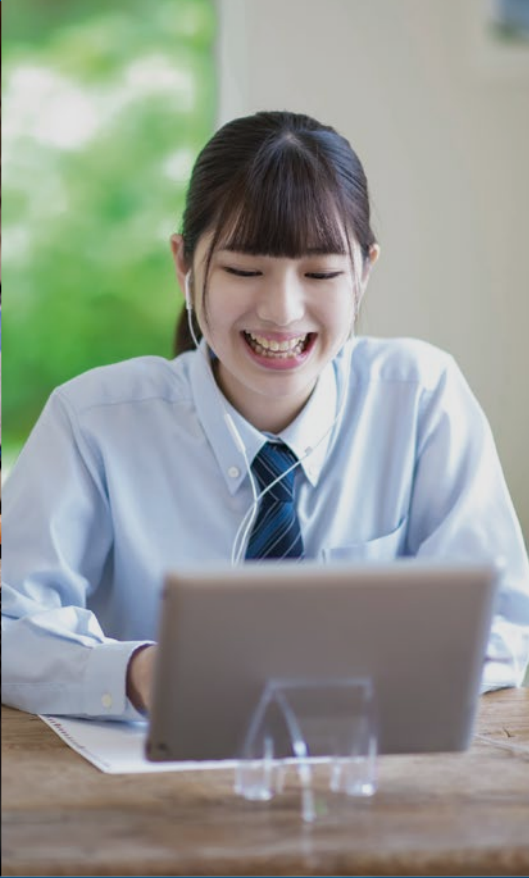
## Creativity for Contribution

Since its establishment, Casio has placed value on the concept of “Creativity and Contribution,” which is its corporate philosophy.

This refers to our commitment to contributing to society by maximizing the unique strengths of the Casio Group to create new culture according to the changing times.

Through “Creativity for Contribution,” we aim to be a corporation that continuously creates new value, the most important value for those who need it as well as the type of value that blends seamlessly into the lifestyles of our customers.





**What Makes Our Company's  
Existence Valuable**

**Continuously creating  
things our users cherish  
more than anything**

Our mission in the world is to continue contributing to people's lives. We aspire to keep creating things that people embrace as an essential part of their diverse lifestyles, that they always keep close, and that only grow in value to become cherished possessions.

