

# First Quarter Results Briefing for Year Ending March 31, 2011



**CASIO COMPUTER CO., LTD**

**July 28, 2010**

## **Forward-looking Statements**

**Earnings estimates and expectations that are not historical fact included in this report are forward-looking statements.**

**Although such forward-looking statements reflect the judgment of management based on information currently available to it, various factors could cause actual results to differ materially.**

# FY2011 First Quarter Results Highlight

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(billions of yen)

Consolidated	FY2010	FY2011 (ending March 2011)	
	Q1 (Apr.1 - Jun.30)	Q1 (Apr.1 - Jun.30)	Year-on-year change
Net sales	81.5	89.4	+7.9
Operating income	(7.4)	2.5	+9.9
Ordinary income	(5.8)	1.5	+7.3
Net income	(2.4)	1.0	+3.4

## Year-on-Year Summary of Net Sales and Operating Income

**Net sales: ¥81.5 billion → ¥89.4 billion (+7.9 billion)**

- ◆ **Consumer: +9.0 billion yen**
- ◆ **System equipment: +1.0 billion yen**
- ◆ **Others: -2.1 billion yen**

**Operating income: ¥-7.4 billion → ¥2.5 billion (+9.9 billion)**

- ◆ **Consumer: 80% of the profit increase**
- ◆ **System equipment: 10% of the profit increase**
- ◆ **Others: 10% of the profit increase**

# First Quarter Summary by Products

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## ◆ Digital Cameras

- Sales and profits were in line with company forecasts
- Global sales efforts revved up, especially in Europe and China

## ◆ Timepieces

- Large increase in foreign sales, notably in North America and Asia
  - Brisk sales of G-SHOCK and EDIFICE brands of watches
  - Radio-controlled watches selling well in China

## ◆ Electronic Dictionaries

- Japan: holds dominant share (over 70% of the market in value)
- Overseas: sales steadily expanding in China

# FY2011 Q1/Q2 and Full Year Financial Forecasts

(billions of yen)

Consolidated	FY2011 (ending March 31, 2011)			
	Q1/Q2	Year-on-year change	Full year	Year-on-year change
Net Sales	180.0	-17.3	375.0	-52.9
Operating income	5.0	+19.9	15.0	+44.3
Ordinary income	4.0	+16.9	13.0	+38.1
Net income	2.0	+12.9	7.0	+28.0

### ◆ Digital Cameras

- **Advanced Dynamic Photo function (insert animations into longer movies, multiple animations to be inserted, new TV ad)**
- **Strengthen promotion of new usages (e.g. high-speed burst mode for analyzing golf swings)**
- **Set up lifestyle-oriented retail displays**
- **Expand sales in Europe and Asia (China)**

### ◆ Timepieces

- **Expand “Shock The World” events to boost G-SHOCK brand**
- **Strengthen metal analog watches OCEANUS and EDIFICE**

### ◆ Electronic Dictionaries

- **Accelerate sales growth in China**
  - **Step up promotion of color display models**

### ◆ Digital Cameras

- Create a new genre through differentiated technologies
  - Launch of new models equipped with newly developed image processing engine, and/or GPS + motion sensor

### ◆ New Business

- Launch of Digital Art Frame

### ◆ Timepieces

- Expand lineup of women's radio-controlled metal analog watches
- Spread out "Shock The World" events across Asia and emerging markets



# Net Sales and Operating Income by Segment

<FYI>

(billions of yen)

Consolidated	FY2011 Forecasts (55th term)		
	Q1 results	Q1/Q2	Full year
<b>Net Sales</b>			
<b>Consumer*</b> (Digital cameras, Timepieces, E-dictionaries, Calculators, Electronic musical instruments)	70.8	139.0	287.0
<b>System equipment</b>	9.6	22.0	50.0
<b>Others</b>	9.0	19.0	38.0
<b>TOTAL</b>	<b>89.4</b>	<b>180.0</b>	<b>375.0</b>
<b>Operating Income</b>			
<b>Consumer</b>	4.5	8.7	22.7
<b>System equipment</b>	(1.2)	(1.2)	(2.2)
<b>Others</b>	0.1	0	0
<b>Adjustment</b>	(0.9)	(2.5)	(5.5)
<b>TOTAL</b>	<b>2.5</b>	<b>5.0</b>	<b>15.0</b>

\*Sales break down for full year forecasts: Digital cameras ¥100bil., Timepieces ¥86bil., others ¥101bil.

END