

Results Briefing for Year
Ended March 31, 2016

CASIO COMPUTER CO., LTD.

May 11, 2016

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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.

FY2016 Consolidated Financial Summary

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(billions of yen) ①

Consolidated	FY2015	FY2016 (ending March 2016)	
	Full Year	Full Year	YOY Change
Net sales	338.4	352.3	+13.9
Operating income	36.8	42.2	+5.4
OPM	10.9%	12.0%	—
Ordinary income	37.9	41.1	+3.2
Net income	26.4	31.2	+4.8

Sales and profit grew for three consecutive years. A record high net income for two years in a row.

Watch:

Sales from high-performance, high-value analog watches expanded due to penetration into high-end retailers, improving overall profitability.

Educational product:

Secured profitability by expanding overseas sales of scientific calculators with native language notation.

Digital camera:

Secured stable profits by maintaining the price of TR series.

Projector:

Sales and profitability improved due to line-up expansion of its proprietary semiconductor light source projectors.

New business:

Contribution to the earnings is delayed until next fiscal year.

FY2017 Financial Forecasts

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(billions of yen) ③

Consolidated	FY2016	FY2017 (ending March 2017)					
	Full year results	1H forecasts	YOY Change	2H forecasts	YOY Change	Full year forecasts	YOY Change
Net sales	352.3	175.0	+1.0	195.0	+16.7	370.0	+17.7
Operating income	42.2	22.5	+0.9	25.5	+5.0	48.0	+5.8
OPM	12.0%	12.9%	-	13.1%	-	13.0%	-
Ordinary income	41.1	22.0	+0.3	24.0	+4.7	46.0	+4.9
Net income	31.2	15.5	+0.1	17.5	+1.7	33.0	+1.8

Key Strategies for FY2017 (Watch)

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④

Expand line-up of high-performance, high unit price metal analog watches

Continue expansion of Global Time Sync watches that acquire accurate time anywhere in the world

GPS hybrid wave ceptor models



G-SHOCK

MRG-G1000DC



OCEANUS

OCW-G1100C

Smartphone link models



EDIFICE

EQB-600D

SHEEN

SHB-100

■ **Expand high unit price models**
→ Accelerate penetration into luxury watch retailers

■ **Adopt the time acquisition system using internet time servers**
→ Aims to enhance popular price range models.
The feature introduced to women's line SHEEN.

Aim for higher unit price and brand penetration globally

Retail strategy

■ Expand sales floor for high price models by turning G-FACTORYs into premium stores



Over 1000 G-FACTORY stores
→ more stores in Middle East and South America

Malaysia

■ Dedicated sales floor installed in one of the largest duty-free shops in the world



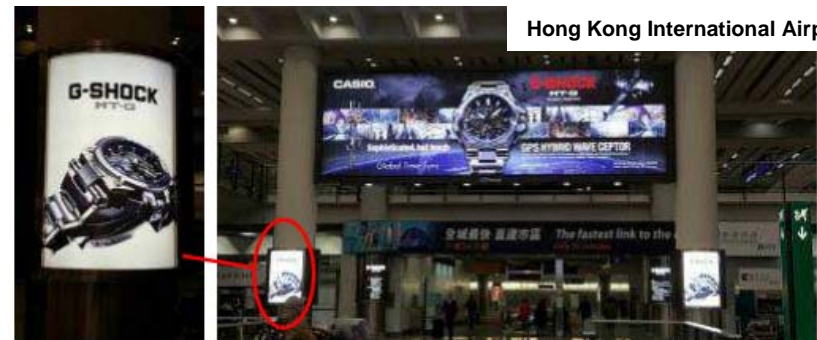
Hong Kong

Promotion strategy

■ Brand watch penetration worldwide



One of the largest "SHOCK THE WORLD" events in Shanghai, China attracted 8,000 attendees.

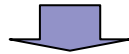


Hong Kong International Airport

Continuation of Global Time Sync promotion at international hub airports.
Sites to increase from 32 to 42 airports.

■ Further expansion of scientific calculators

- Expand sales of country-specific models
- Apply the system of school sales to the global area



Cultivate new markets by capturing untapped areas



■ EMI: Tap new markets with full-fledged pianos and keyboards

◆ Digital piano : Wider dissemination to serious piano students

- Expand CELVIANO Grand Hybrid (GH series)
- Accelerate introduction to high-end musical instrument stores and music schools

◆ Keyboard : Expand high unit price keyboards that provide high-quality tones and rich rhythms (MZ-X300/500)

- Launch in North America and Europe, in addition to emerging markets
- Accelerate introduction to musical instrument stores and music schools

CELVIANO Grand Hybrid (GH series)



MZ-X300/500



Maintain price and profitability of its unique high-end lineup

■ TR series

TR stores in China let customers experience the camera's unique skin beautifying technology, nurturing the selfie culture and enhancing the TR brand.



■ FR series

A view of the outdoors can be taken with ultra-wide-angle lens



Significant expansion of semiconductor light source projectors with the launch of full line-up

■ Expand sales of the price-competitive XJ series with new features



Exhibited at Europe's largest AV show "ISE" in February

Aim to raise awareness and appeal superiority of the products by participating in relevant exhibitions

Keep the lead over competitors in the semiconductor light source market and expand sales worldwide

■ Smart Outdoor Watch

- **Narrowing down target users, clear intended application and proprietary technology set the product apart from other smartwatches.**
- **Available on the Internet, leading mass merchandisers, and outdoor specialty stores.**
- **In addition to Japan and the United States, sales to start in Europe.**

Commercialize management know-how using the Internet

■ The 60 year history of "0" → 1" at Casio

- Casio is known for developing many products that did not exist before.
- Ingenious product planning and proprietary technology are the main factors supporting Casio's development policy of "going from 0 to 1".

■ What is the value of business?

- Business means creation of new values
- Constant creation of values is the only way for a business to be relevant.

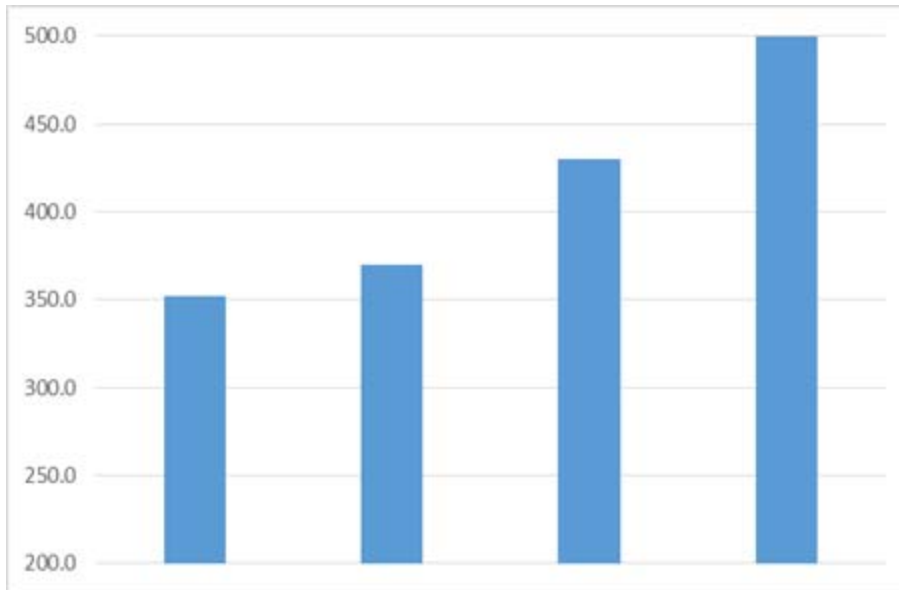
■ Commercialization of management know-how

- Extract the essence of Casio's management know-how from its 60 years of business experience.
- Casio will start a business offering the know-how to today's business persons.
- The service will be offered as videos on the Internet for many people to access and understand easily.
- Targets are business persons worldwide.
- Scheduled to start in September 2016.

Net sales

(billions of yen)

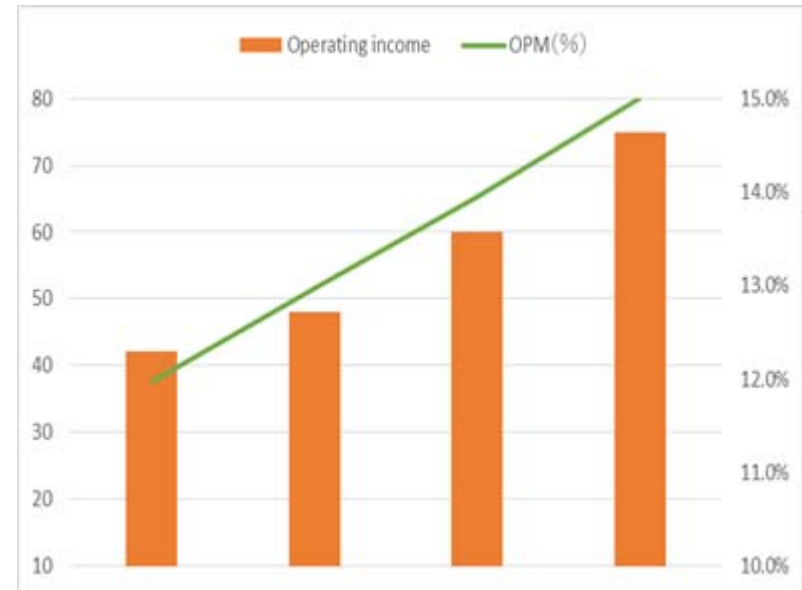
FY2016	FY2017	FY2018	FY2019
352.3	370.0	430.0	500.0



Operating income and OPM

(billions of yen)

FY2016	FY2017	FY2018	FY2019
42.2	48.0	60.0	75.0
12.0%	13.0%	14.0%	15.0%



Net Sales and Operating Income by Segment

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(billions of yen) FYI

Consolidated	FY2016	FY2017 Forecasts		
	Full year results	1st Half	Full year	YOY change
Net sales				
Consumer	301.0	149.0	314.5	+13.5
System equipment	42.7	22.0	47.0	+4.3
Others	8.6	4.0	8.5	(0.1)
TOTAL	352.3	175.0	370.0	+17.7
Operating income				
Consumer	49.0	25.0	52.2	+3.2
System equipment	(1.8)	0	0.3	+2.1
Others	(0.1)	0	0	+0.1
Adjustment	(4.9)	(2.5)	(4.5)	+0.4
TOTAL	42.2	22.5	48.0	+5.8

END