

Profile

To Our Stakeholders

Casio's Strength

Special Features

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Special Feature I: Timepieces

Expand the Timepiece Business with High-End Products



G-SHOCK
Absolute Toughness



OCEANUS
Elegance, Technology

GPS HYBRID WAVE CEPTOR

Casio has created the world's first hybrid solar timepiece that receives both GPS signals and radio wave time-calibration signals. It can receive time-calibration signals from any of six transmission stations worldwide, and can receive position and time data transmissions from GPS satellites. While retaining the convenience and reliability of radio-controlled solar timepieces,

this watch not only determines the local time zone but also determines whether it is on summer time when acquiring GPS satellite information, keeping accurate time worldwide. In short, it provides the precise time anywhere with the press of a button. We currently offer these timepieces in the G-SHOCK and OCEANUS brands.

SMARTPHONE LINK

(Bluetooth® SMART)

Casio has also launched EDIFICE, a Bluetooth® SMART-enabled watch that links with smartphones. This allows the wearer to use a smartphone app that simplifies setting time in 300 cities around the world. EDIFICE can also simultaneously display different times in two cities, which differentiates it from typical analog watches.

We will promote these flagship models at international hub airports and in inflight magazines to appeal to globetrotting businesspeople. We will further increase sales and profitability in the timepiece business by expanding sales of high-end products.



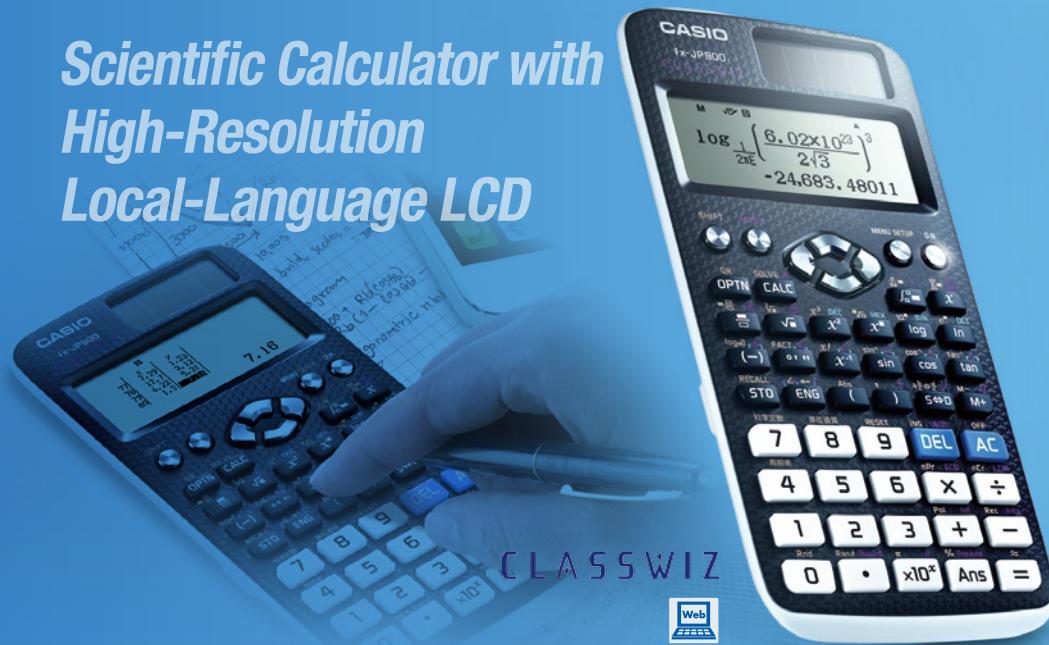
EDIFICE
Speed & Intelligence

Web

Special Feature II: Calculators

Expand the Calculator Business by Broadening the Lineup of Localized Products

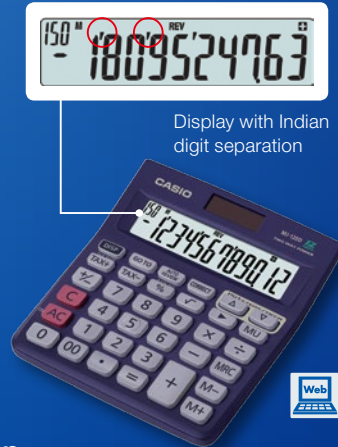
Scientific Calculator with High-Resolution Local-Language LCD



Casio has sold more than one billion calculators worldwide, and has held the top share of the Japanese market for 10 consecutive years. Our broad product lineup is popular worldwide because our calculators offer convenient functions and superior quality. The lineup includes professional business calculators that serve the needs of experts in fields including accounting and finance and scientific calculators that contribute to mathematics operations.

We are expanding the calculator business and maintaining its high profitability by broadening our lineup of localized products that meet the needs of the markets they serve. For example, we offer digit separator and check calculators in India, calculators with voice functions in China, and scientific calculators with high-resolution LCD displays in Japanese, English, Arabic and other local languages.

India



Display with Indian digit separation

Calculator with Indian Digit Separation

The international standard is to separate long numbers after every third digit. In India, however, the custom is to separate long numbers with a comma after the third digit, and then after every two digits, starting with the one hundred thousand place. Casio was the first company to introduce a calculator that addresses this regional custom.

China

Calculator That Speaks Chinese

We sell a calculator in China that announces the number and function keys when pressed. This allows confident calculation when users are not looking at the keypad during input.

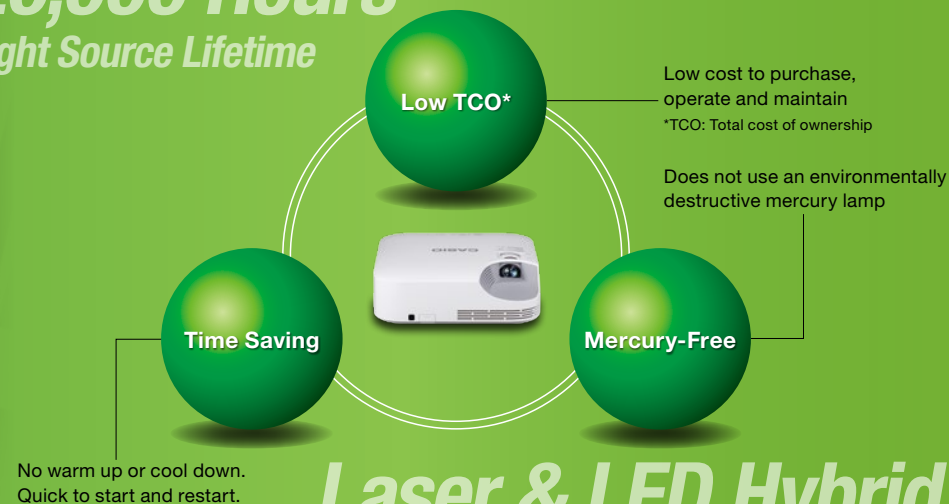


Special Feature III: Projectors

Expand the Projector Business with Our Cost-Competitive, Breakthrough Projector



20,000 Hours
Light Source Lifetime



Laser & LED Hybrid



Casio quickly developed hybrid laser and LED light sources for high brightness without the use of mercury lamps, and released its first projector with this light source in 2010. We have the top share of the laser hybrid light source market because of this leadership.

In 2015, we launched the XJ-V1 projector, which features outstanding cost performance and the clear benefit of being mercury free. A new configuration for the light source and

projector lens of the XJ-V1 was among the many approaches we used to hold down purchase price to achieve excellent cost competitiveness. This is a breakthrough new product that makes a premium mercury-free projector easily accessible.

The XJ-V1 complements its attractive purchase price with outstanding features that hold down operating costs, including a light source with a lifetime of 20,000 hours and no

need for lamp changes and electricity consumption that is about 50 percent less than a mercury lamp. It takes as little as five seconds from startup to projection at maximum brightness, thus eliminating the long wait that mercury lamps require to reach full brightness.

We will expand the System Equipment segment and improve its profitability with our cost-competitive, breakthrough projector.