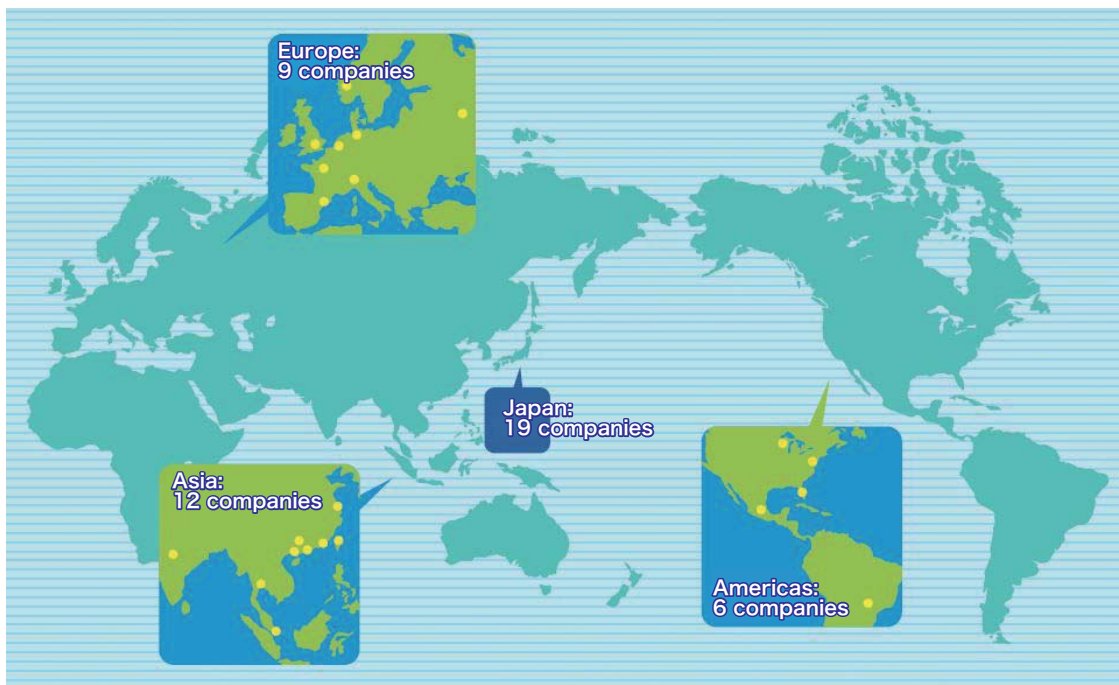


About Casio Computer Co., Ltd.

Company data (as of March 31, 2011)

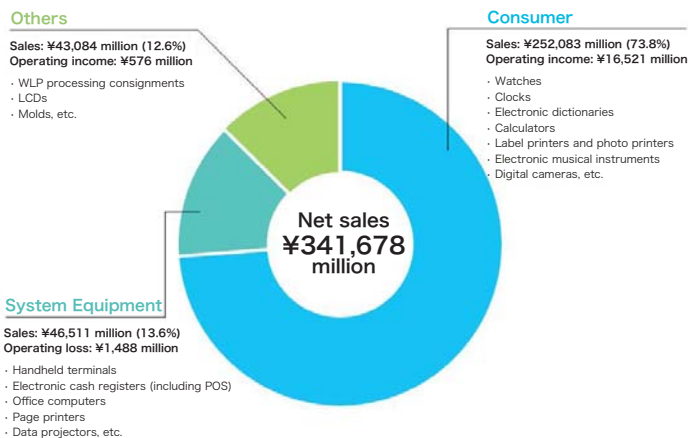
Name	Casio Computer Co., Ltd	Paid-in capital	¥48,592 million
Headquarters	1-6-2, Hon-machi, Shibuya-ku, Tokyo, Japan	Net sales	¥341,678 million
Established	June 1, 1957	Operating income	¥12,042 million
President and CEO	Kazuo Kashio	Ordinary income	¥11,702 million
Employees	2,629	Net income	¥5,682 million

The Casio Group's Global Reach

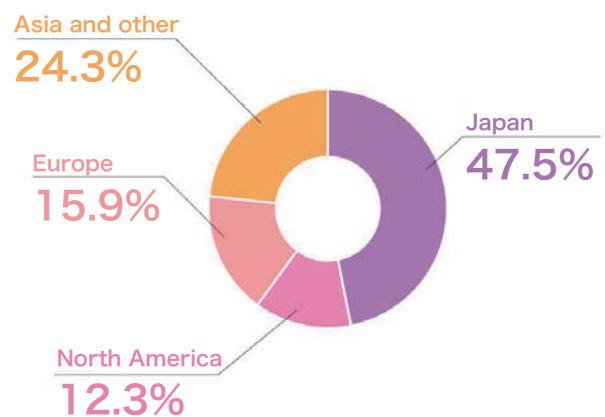


Net Sales and Income

Sales and operating income by reportable segment



Sales by region



Products and Services

FOR CONSUMERS

Timepieces

Casio provides highly appealing timepieces under the G-Shock, Oceanus, Protrek, and other brands. Casio's timepiece product development and marketing approach are unique, driven by advanced electronic technologies, such as a solar-powered radio-controlled function that can receive standard time signals from six radio towers worldwide. In 2009, Casio surpassed the 50-million mark for G-Shock watches sold. Casio has the top share of the global market for radio-controlled watches (Casio survey).



G-SHOCK GW-9300

Digital Cameras

Casio digital cameras deliver outstanding performance in fundamentals like image quality and battery life, but that's not all. They also offer people entirely new ways to do digital photography made possible by Casio's high-speed image processing technology and ultra high-speed burst shooting, and a revolutionary function for creating composite moving images right on the camera. Casio is constantly redefining what the digital camera can do.



EXILIM EX-TR100

Electronic Dictionaries

At over 50%, Casio has the top share of the electronic dictionary market in Japan (according to a 2010 GfK Japan survey). The company offers a full lineup of products for diverse customer segments including high school students, foreign language learners, and businesspeople. While delivering ease of use through intuitive touch-panel operations and easy-view color screens, Casio's electronic dictionaries appeal to the universal desire to learn and are packed with all the resources people need to get the job done.



EX-word XD-B10000

Calculators

Casio also commands the largest portion of the calculator market in Japan, with a share of over 50% (according to a 2010 GfK Japan survey). The company has sold over 1 billion units worldwide. The diverse lineup of models ranges from practical business calculators that meet the needs of accounting and finance experts, to scientific calculators that are useful for mathematics education. Casio calculators are popular worldwide thanks to their convenient functions and superior quality.



DS-20DT

Label printers and photo printers

Casio products meet a diverse range of printing needs from the home to the office. Casio's unique label printers and photo printers can be used as stationery tools. The Name Land conveniently prints beautiful labels, and the Purinsharu prepares and prints custom postcards without a computer.



Purinsharu

Cellular phones

Casio develops innovative cellular phones for the Japanese and US markets. Casio's cellular phones make the most of toughness technologies from the company's other waterproof and shock-resistant products and offer advanced camera performance based on Casio's work with the Exilim digital camera.

* The cellular phone business is operated by NEC Casio Mobile Communications, Ltd.



au G'zOne IS11CA

Electronic musical instruments

Casio aims to make the joy of music accessible to as many people as possible by providing a diverse lineup of instruments. Casio offers electric pianos with the beautiful sound and rich power of expression of a grand piano, as well as high-grade keyboards that offer the enjoyment of making songs and creating original sounds. It even makes electronic keyboards for beginners with keys that light up and show where the fingers should go.



Privia PX-830BP

FOR PROFESSIONALS

Handheld terminals

Casio is bringing the benefits of IT to a variety of different industries with its extensive lineup of durable, intuitive handheld terminals. These range from communication terminals for improving retail customer service, to handheld terminals for logistics that have special features for people working up high in a warehouse.



IT-300

Data projectors

All Casio's data projectors are equipped with its original Laser & LED Hybrid Light Source. This technology offers high brightness without using a lamp containing mercury, which is hazardous to the environment. These advanced, next-generation projectors have been well received by many kinds of users.



XJ-H1650

Page printers

Casio's page printers are both environmentally friendly and economical, leveraging a unique, all-in-one system that includes the main printer unit, the toner and the printing software. Casio was the first in the industry to offer toner featuring a carbon offset, and also provides free printing tools to help users save paper. Users appreciate all these advanced features.



SPEEDIA GE5000

Electronic cash registers

Casio has the largest share of the electronic cash register market in Japan (according to a 2010 RJC Research survey), thanks to an extensive offering of functions and uses. With the 2007 development of the Net Register service, which enables users to perform sales tracking and management over an Internet connection, Casio cash registers are popular with restaurants and retailers.



QT-6000

System Solutions

Casio Information Systems develops specialized systems for various industries, business types, and operations. One such system solution is Rakuichi, which provides support for sales management, accounting, and payroll operations at small and medium-size companies. Casio Human Systems offers the ADPS Personnel System and other tools to support the effective use of human resources.



Rakuichi

Electronic components

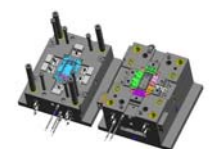
Casio Micronics is engaged in consignment production of cutting-edge semiconductor packages (WLP), which are used in many devices including smartphones. Kofu Casio manufactures electronic components such as small and medium-sized STN/TN LCDs.



WLP

Molds and plastic molding

Utilizing the molding technologies it has developed for making Casio products, Yamagata Casio is engaged in consignment production of molds, and the molding of plastic parts for cellular phones and electronic components in automobiles.



Mold

History of Casio

1957

Four Kashio brothers start commercial production of the world's first all-electric compact calculator, the 14-A. Casio Computer Co., Ltd., founded.



1965

001 transistor-based electronic desktop calculator released.



1966

Export of electronic desktop calculators to overseas markets begins.

1967

Europe office established in Switzerland.

1970

Casio Inc., a sales subsidiary, established in the US. Casio stock listed on the second section of the Tokyo Stock Exchange.

1972

Casio stock transferred to the first section of the Tokyo Stock Exchange. Casio Mini, the world's first personal electronic calculator, released.



1974

Casiotron digital wristwatch released.



1978

Casio Taiwan Co., Ltd., a production subsidiary, established.



1980

Casio Tone electronic keyboards released.

1981

TR-2000 electronic dictionary released.



1983

First G-SHOCK shock-resistant wristwatch released.



1985

China office established in Beijing.

1989

ADPS R1, an office information processing device that requires no user program, released.

1995

QV-10, a digital camera with an LCD monitor, released. FKT-100 radio-controlled watch released.



2000

C303CA, a waterproof, shock-resistant cellular phone, introduced for sale by the IDO/DDI Cellular Group.



2002

EXILIM, then the world's thinnest, wearable card-sized digital camera, released.

2003

Charter of Creativity for Casio established. Casio enters the data projector market.

2004

OCEANUS, a solar-powered radio-controlled watch with full metal case, released.

2006

Casio achieves total sales of 1 billion calculators worldwide.

2008

EX-F1 high-speed burst shooting digital camera released.



2009

Casio achieves total sales of 50 million G-Shock watches.

2011

Imaging Square online service launched.