

# First Quarter Results Briefing for Year Ending March 31, 2010



**CASIO COMPUTER CO., LTD.**

**July 31, 2009**

## **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.**

# FY2010 Q1 Results Highlights

-1-

Billion yen

Consolidated	Fiscal 2009	Fiscal 2010	
	Q1	Q1	Change
Net Sales	116.0	81.5	-29.7%
Operating income % of Net sales	4.2 3.6%	-7.4 -9.1%	-
Ordinary income % of Net sales	5.5 4.7%	-5.8 -7.1%	-
Net income % of Net sales	3.9 3.4%	-2.4 -2.9%	-

## Net Sales and Operating Income Overview

<u>FY2009 Q1</u>		<u>FY2010 Q1</u>
<b>Net Sales : ¥ 116.0 bil</b>	<b>→</b>	<b>¥ 81.5 bil (- ¥ 34.5 bil)</b>

**Electronics: -25.9 bil yen**

**Electronic components and others: -8.6 bil yen**

<u>FY2009 Q1</u>		<u>FY2010 Q1</u>
<b>Operating Income: ¥ 4.2 bil</b>	<b>→</b>	<b>- ¥ 7.4bil (- ¥ 11.6 bil)</b>

**Electronics: -10.0 bil yen**

**Electronic components and others: -1.8 bil yen**

# Outlook for the Q1 Results

-3-

## Cell phones

- Domestic: Along with the decline of overall sales in KDDI's *au* on a year-to-year basis, income fell beyond the scope of assumption
- Global: Business with Verizon Wireless in U.S. built on solid growth
- Started supplying Exilim C721 tough camera phone featuring 5.1 megapixel camera

## Digital cameras

- Keep number 1 or 2 of the domestic market share
- EX-Z400, the dynamic photo equipped model enjoyed good sales in domestic, taking second place in the market
- Promoted product development for further evolution of Dynamic Photos technology (launched EX-H10 in July)

## Timepieces

- New models featuring Multi-band 6 radio-controlled launched as scheduled
- Started G-Shock global marketing for expanding to overseas market in the second half

## Electronic Dictionaries

- Keep high profitability and share

# Forecast for FY2010 Business Results

-4-

Billion yen

Consolidated	Fiscal 2010 (Mar/10)			
	1st half	Change	Full year	Change
Net Sales	250.0	-8.2%	530.0	+2.3%
Operating income % of Net sales	5.0 2.0%	-72.5%	15.0 2.8%	+273.5%
Ordinary income % of Net sales	2.5 1.0%	-85.8%	10.0 1.9%	-
Net income % of Net sales	1.0 0.4%	-89.7%	5.0 0.9%	-

# Business Strategy for 2Q

-5-

## Digital cameras

### 1. Launch of 5 new models

- Strengthen hi-zoom compact camera genre (EX-H10)  
→ Evolution of Dynamic Photo function + wide-angle 24mm, 10x optical zoom and battery life of 1,000 shots
- Launch of high-value added new models

### 2. Strengthen expanding sales in China and exploit other areas

## Cell phones

- Increase sales by launching new models
- Expand global market (Further expansion of business with Verizon Wireless)

## Timepieces

- Expand G-Shock global marketing
- Enhance brand image of radio-controlled watches and its lineup in China → G-Shock, EDIFICE

## Electronic dictionaries

- Enhance lineup for Chinese market

# Business Strategy for 2H

-6-

## Digital cameras

Expand sales of third generation cameras

- Launch of evolved model of Dynamic Photo function and high-speed burst shooting

## Cell phones

Develop innovative new business and strengthen global operation

- Launch of industrial first model using camera technology
- Expand global market

## Timepieces

Exploit female market

- Expand overseas sales by developing G-Shock global marketing
- Launch of new models for female market

## Electronic dictionaries

Highly-profitable new models

- Enhance lineup



# Net Sales and Operating Income by Segment

<FYI>

Billion yen

Consolidated	Fiscal Mar/10 (54th term)		
	Q1 Results	1st half	Full year
Net Sales			
Consumer	30.6	91.5	195.0
Timepieces	15.8	41.0	82.0
MNS	17.3	72.5	158.0
System Equipment	7.1	21.0	45.0
Electronic Components	4.5	11.0	26.0
Others	6.3	13.0	24.0
<b>TOTAL</b>	<b>81.5</b>	<b>250.0</b>	<b>530.0</b>
Operating income			
Electronics	-5.4	11.0	26.5
Electronic Components & others	-0.8	-3.0	-5.5
Elimination	-1.2	-3.0	-6.0
<b>TOTAL</b>	<b>-7.4</b>	<b>5.0</b>	<b>15.0</b>

END