

First Half Results Briefing for Year Ending March 31, 2011



CASIO COMPUTER CO., LTD.

November 2, 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 Half Results Highlights

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(billions of yen)

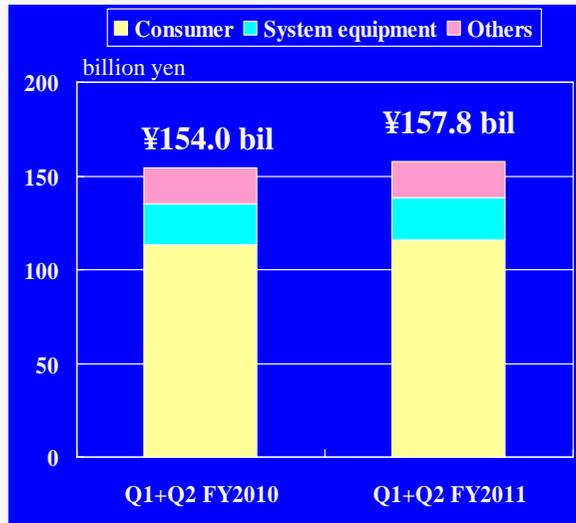
Consolidated	FY2010	FY2011 (ending March 2011)	
	Q1+Q2 (Apr.1 - Sep.30)	Q1+Q2 (Apr.1 - Sep.30)	Year-on-year change
Net sales	197.3	176.4	-20.9
Operating income	(14.9)	5.3	+20.2
Ordinary income	(12.9)	5.1	+18.0
Net income	(10.9)	2.6	+13.4

Y/Y Summary of Net Sales and Operating Income

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Net Sales

excluding Cell phones and TFT LCDs

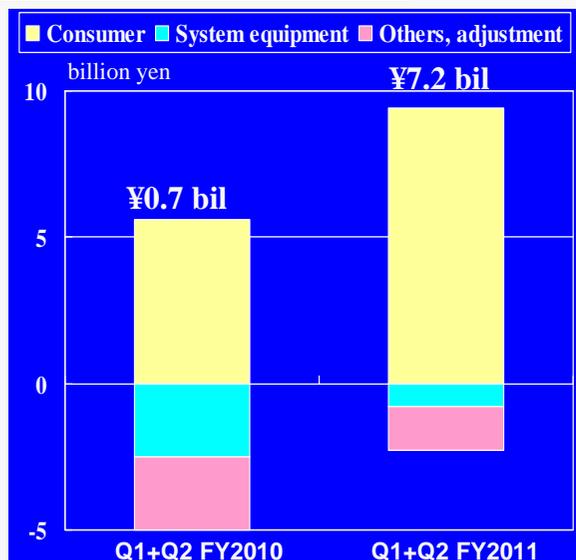


Net sales: ¥197.3 bil → ¥176.4 bil (-20.9 bil)

- Cell phones: -20.8 billion yen
- TFT LCDs: -3.9 billion yen
- Current businesses: +3.8 billion yen

Operating Income

excluding Cell phones and TFT LCDs



Operating income:

¥-14.9 bil → ¥5.3 bil (+20.2 bil)

- Cell phones: +11.5 billion yen
- TFT LCDs: +2.2 billion yen
- Current businesses, adjustment: +6.5 billion yen

FY2011 Full Year Financial Forecasts

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(billions of yen)

Consolidated	FY2011 (ending March 31, 2011)			
	Q1+Q2	Q3+Q4	Full year	Year-on-year change
Net Sales	176.4	198.6	375.0	-52.9
Operating income	5.3	9.7	15.0	+44.3
Ordinary income	5.1	7.9	13.0	+38.1
Net income	2.6	4.4	7.0	+28.0

Policies Going Forward

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- **Realize early contribution from new business**
 - **Digitization of art**
- **Profit improvement for digital cameras (recovery to stable profitability)**
- **Expand watch and electronic dictionary businesses by accelerating growth in international sales**
- **Revenue improvement for system equipment**
 - **Expand sales of mercury-free projectors**
 - **Propose store automation solutions**

Second Half Business Strategies

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Digitization of art

Digital cameras

HDR

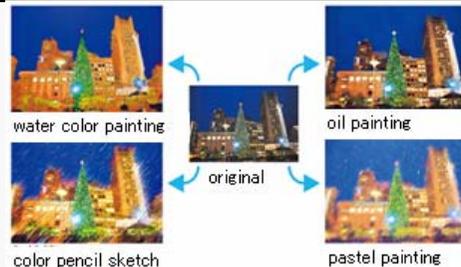


HDR ART



Consumer printers

- Any photo can be converted into art work by Casio original technology
→ Launch of a new “Prin-sha-ru” postcard and photo printer
- Expand sales worldwide
(draw on No.1 market share know-how in Japan during the year-end sales season)



NEW

Second Half Business Strategies

➤ Digital Cameras

Digital Imaging Revolution: from “shoot and view” to “shoot, view and **enjoy**”

Open up a whole new world of digital art to change the digital imaging history

Launch of **EX-ZR10 with HDR ART function**, which takes artistic photos with a press of the shutter button (Nov. 26)



An ultimate travel camera to increase fun of traveling

Launch of **EX-H20G with HYBRID-GPS system**, which can track a user’s position even while indoors. The camera is pre-loaded with world atlas data and information on about 10,000 sightseeing photo spots around the globe (Nov. 26)



Published a globally unified EXILIM brand concept book to enhance EXILIM brand worldwide

HDR ART Function : EX-ZR10

Example of HDR ART photo

<Regular photo>

<HDR photo>

<HDR ART photo>



Various sales promotions and retail enhancement measures
are being planned

Example of HDR ART photo

<Regular photo>



<HDR photo>



<HDR ART photo>



Example of HDR ART photo

<Regular photo>



<HDR photo>



<HDR ART photo>



Example of HDR ART photo

<Regular photo>



<HDR photo>



<HDR ART photo>



Digital camera to increase fun of traveling: EX-H20G

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◆HYBRID-GPS works even while indoors or underground



The camera comes with images of 10,000 landmarks so that you won't miss a picturesque photo spot.

The camera displays current location and route traveled on the built-in maps



Names of places and landmarks can be stamped on photos

Second Half Business Strategies

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➤ Timepieces

Women's
metal
watches

- Expand lineup of women's metal analog watches

→ Elegant "Sheen" brand of watches for women



- Continue Shock The World Tour to boast G-SHOCK branding



- Build EDIFICE as a global brand

→ Official partnership with Red Bull Racing Formula One Team to leverage marketing activities

➤ Electronic Dictionaries

- Expand sales in China → targeting high-school students

➤ System Equipment

- Make a profit by expanding sales of mercury-free projectors

Net Sales and Operating Income by Segment

<FYI>

(billions of yen)

Consolidated	FY2011 Forecasts (55th term)	
	Q1+Q2	Full year
Net Sales		
Consumer* (Digital cameras, Timepieces, E-dictionaries, Calculators, Electronic musical instruments)	134.2	282.0
System equipment	22.9	55.0
Others	19.3	38.0
TOTAL	176.4	375.0
Operating Income		
Consumer	7.5	21.7
System equipment	(0.8)	(1.7)
Others	0.3	0
Adjustment	(1.8)	(5.0)
TOTAL	5.3	15.0

*Full year sales break down for Consumer segment: Digital cameras ¥95bil., Timepieces ¥86bil., others ¥101bil.

END