

First Quarter Results Briefing for
Year Ending March 31, 2015



CASIO COMPUTER CO., LTD.

July 30, 2014

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.

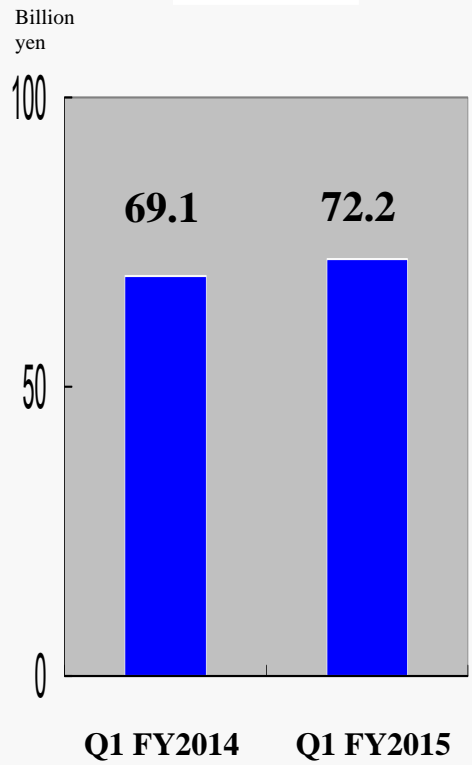
FY2015 First Quarter Results Highlight

(billions of yen)

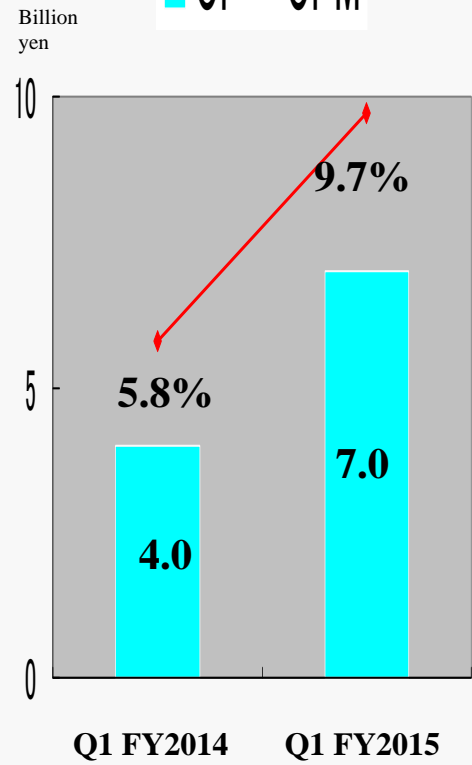
Consolidated	FY2014	FY2015	
	Q1	Q1	YOY change
Net sales	69.1	72.2	+3.1
Operating income	4.0	7.0	+3.0
OPM	5.8%	9.7%	+3.9(%)
Ordinary income	3.7	6.6	+2.9
Net income	2.1	4.6	+2.5

Main Factor for Positive First Quarter Earnings

Net sales



OP + OPM



◆ Net sales

¥69.1bn → ¥72.2bn

- Strong sales of brand watches.
- Strong sales of scientific calculators.

◆ Operating income

¥4.0bn → ¥7.0bn

→ OPM improved from 5.8% to 9.7%

- Timepieces: strengthened sales of brand watches such as G-SHOCK.
- Calculators: Expanded sales of high-value added scientific calculators.
- Digital cameras: secured profit by focusing on unique high-end products.

FY2015 Financial Forecasts

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(billions of yen)

Consolidated	FY2015 ending March 31, 2015				
	1 st half forecasts			Full Year Forecasts	YOY change
	Previous forecasts	Current revised forecasts	YOY change		
Net sales	160.0	160.0	+8.3	350.0	+28.2
Operating income	14.0	15.5	+4.9	35.0	+8.4
OPM	8.8%	9.7%	+2.7(%)	10.0%	+1.7(%)
Ordinary income	13.0	14.5	+4.7	33.0	+7.3
Net income	9.0	10.0	+4.3	23.0	+7.0

Net Sales and Operating Income by Segment

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(billions of yen)

Consolidated	FY2015 results & forecasts			
	Q1 results	1 st Half	Full year	YOY change
Net Sales				
Consumer*	61.4	129.5	280.0	+15.6
System equipment	8.1	25.0	57.5	+12.2
Others	2.7	5.5	12.5	+0.4
TOTAL	72.2	160.0	350.0	+28.2
Operating Income				
Consumer	9.8	17.8	39.5	+4.0
System equipment	(1.8)	0.0	0.5	+2.3
Others	(0.1)	0.0	0.0	+0.5
Adjustment	(0.9)	(2.3)	(5.0)	+1.7
TOTAL	7.0	15.5	35.0	+8.4

Business Expansion from Q2 Onwards

◆ Timepieces

- Expand sales of world's first GPS-wave ceptor hybrid watch
→ G-SHOCK GPW-1000 will be available in Japan in July.
- Expand sales of bluetooth watches capable of connecting to smartphones
→ G-SHOCK, PHYS (STB-1000), and EDIFICE.
- Expand sales in ASEAN and Middle East

Business Expansion from Q2 Onwards

◆ Digital Cameras

- Specialize in development and sales of unique and high-value added high-end products.
- Develop new genre products.

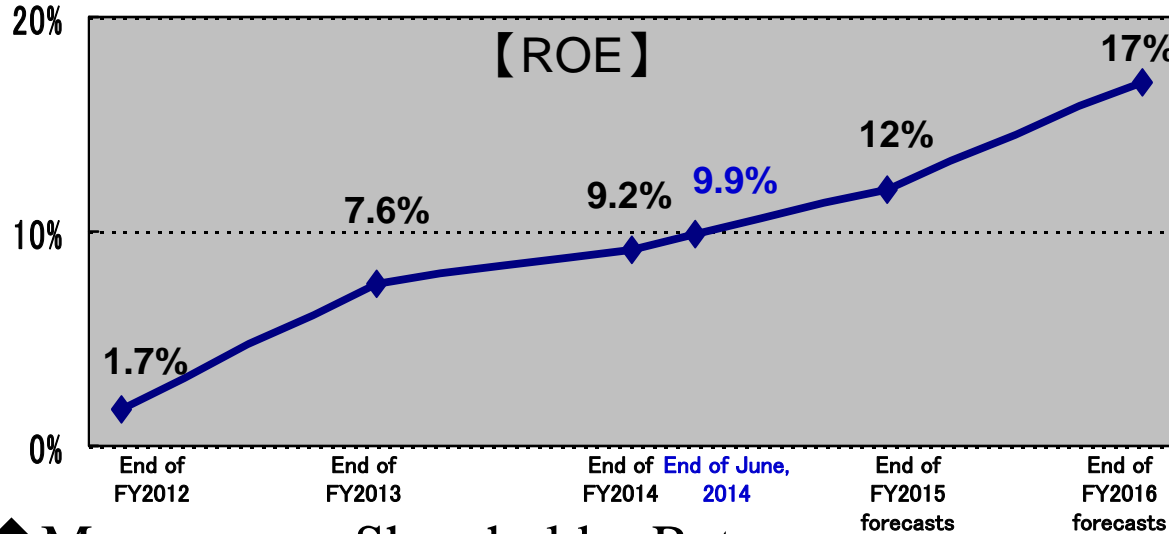
◆ Signage

- Seal the contract with major client at an early date.

Finance / Measures on Shareholder Return

◆ Strengthen Financial Structure

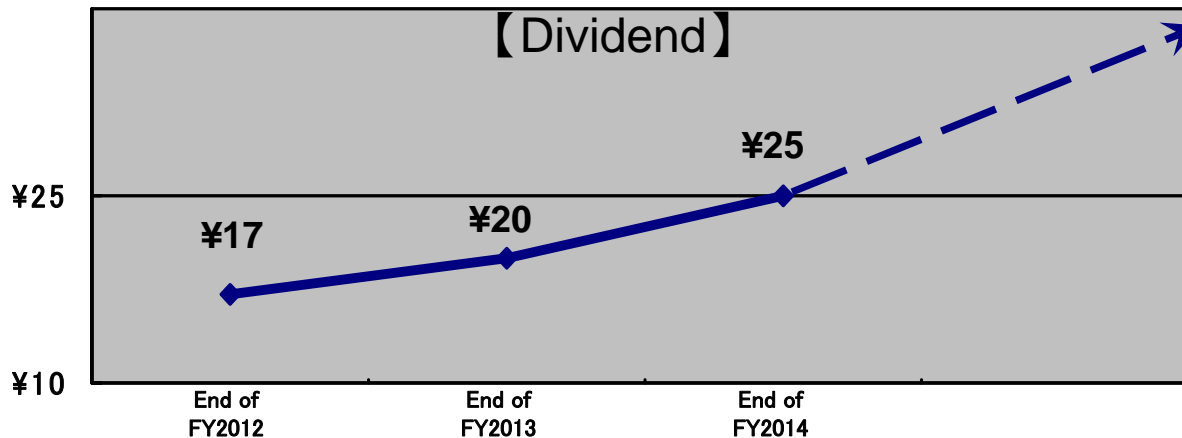
- Boost profitability and improve ROE



1) 2014 July, issuance of recap CB in the amount of 10 billion yen

◆ Measures on Shareholder Return

- Consider performance-based stable dividend and various measures to return to shareholders including share buyback



2) Share buyback from July 8 to the end of August in the amount of 12.5 billion yen (8.5 million shares)

3) Retirement of 10 million treasury shares at the end of July

END