

Third Quarter Results Briefing for Year Ending March 31, 2015



CASIO COMPUTER CO., LTD.

January 29, 2015

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 Third Quarter Results Highlights

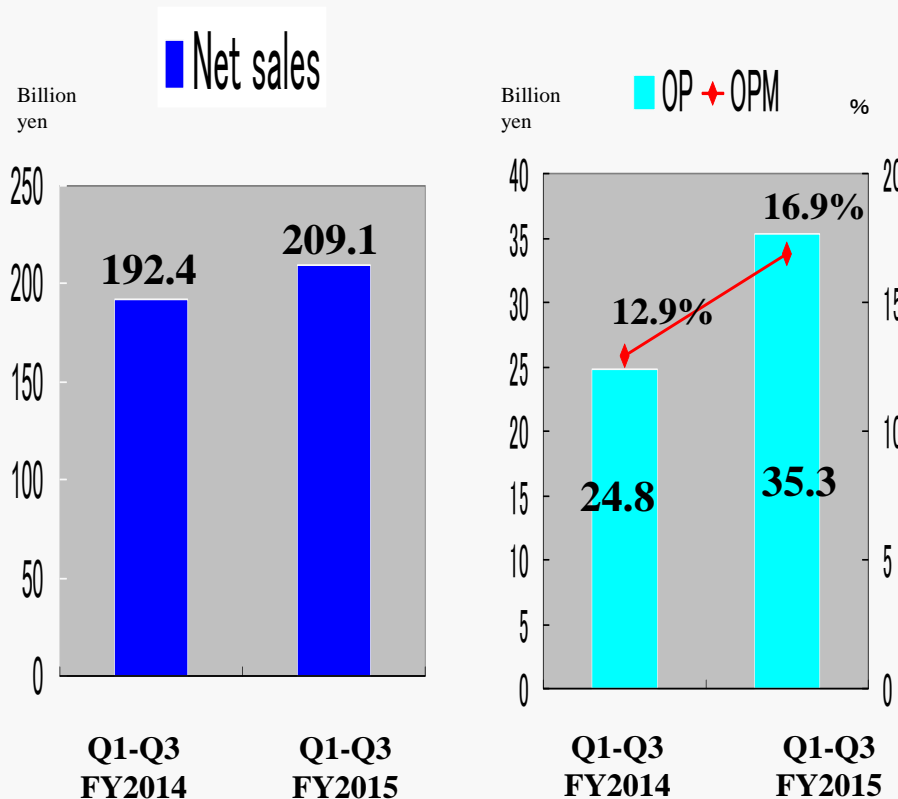
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(billions of yen)

Consolidated	FY2014		FY2015 (ending March 2015)			
	Q3 (Oct–Dec)	Cumulative Total	Q3 (Oct–Dec)	YOY Change	Cumulative Total	YOY Change
Net sales	80.4	232.1	85.1	+4.7	245.1	+13.0
Operating income	6.8	17.3	10.2	+3.5	26.0	+8.7
OPM	8.4%	7.5%	12.0%	-	10.6%	-
Ordinary income	7.1	16.9	10.9	+3.8	27.3	+10.4
Net income	4.7	10.4	7.3	+2.6	17.7	+7.3

Main Driver for the First 9 Months Earnings

Improved OPM for Consumer Segment (12.9%→16.9%)



◆ Improved brand mix of watches

→ Strong sales of GPS hybrid wave ceptor watches from G-SHOCK and OCEANUS lines

◆ Surge in profit thanks to expanded lineup of original, high-end digital cameras such as TR series and a new genre EX-FR10

◆ Surge in profit and sales thanks to expanded lineup of localized calculator products

<Localized products>

- General calculators
 - India: check function
 - Indonesia: 12, 14 and 16 digits display
 - China: voice function
- Scientific calculators
 - Can display many local languages such as Japanese and Chinese

FY2015 Financial Forecasts

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(billions of yen)

Consolidated	FY2015			
	Full Year Forecasts			
	Announced	Revised	Revised amount	YOY change
Net sales	350.0	350.0	0	+28.2
Operating income	35.0	36.5	+1.5	+9.9
OPM	10.0%	10.4%	-	-
Ordinary income	33.0	37.0	+4.0	+11.3
Net income	23.0	26.0	+3.0	+10.0

Strategies for Achieving “V15”

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Aiming to become a company with consistent earnings

Consumer Segment

1. Timepieces

- ◆ Expand sales of high-priced watches
 - The world’s first GPS hybrid wave ceptor watch and Bluetooth watches that connect to smartphones

2. Electronic Dictionaries, Calculators, Electronic Musical Instrument

- ◆ Expand sales abroad of localized calculators and scientific calculators equipped with a new, high-resolution display
- ◆ Expand sales of high-priced keyboards and digital pianos
- ◆ Launch of a new genre product “Trackformer”, DJ equipment
- ◆ Cultivate emerging markets by enhancing educational business and marketing activities

3. Digital Cameras

- ◆ Strengthen unique genre products (TR series, EX-FR10, ZR series)

Strategies for Achieving “V15”

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System Equipment Segment

1. Signage

- ◆ Utilize Casio Signage as a tool for boosting sales of Casio products such as watches and digital cameras

2. Projectors

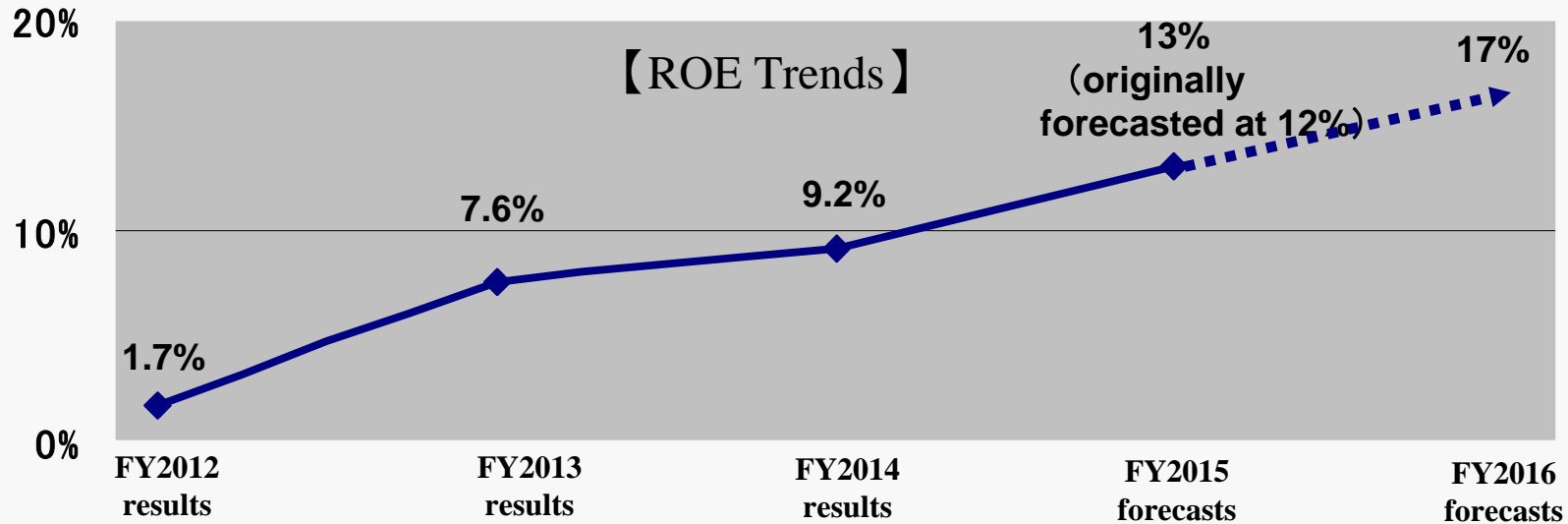
- ◆ Double sales and turn a profit with the launch of new, competitively-priced projectors

3. Other system equipment

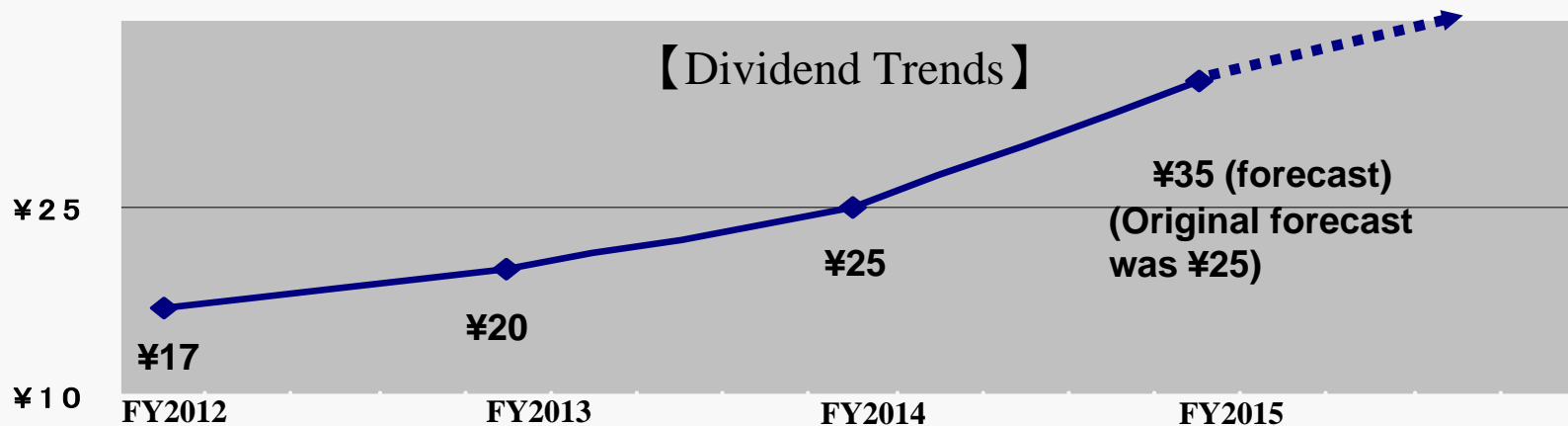
- ◆ Reallocation of 150 employees (¥1.2 bil cut per year)
- ◆ Launch of high-value added products

Shareholder Return

◆ Improve profitability and enhance ROE



◆ Emphasis on shareholder return centering on dividend



Net Sales and Operating Income by Segment

<FYI>

(billions of yen)

Consolidated	FY2015	
	Q1-Q3	Full year
Net Sales		
Consumer	209.1	289.0
System equipment	28.3	48.5
Others	7.6	12.5
TOTAL	245.1	350.0

Operating Income		
Consumer	35.3	46.3
System equipment	(6.2)	(4.8)
Others	(0.2)	0
Adjustment	(2.9)	(5.0)
TOTAL	26.0	36.5

END