

Corporate Creed

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Casio's corporate creed is "Creativity and Contribution." This means contributing to society by providing products with innovative functions never seen before. Products with new functions can be useful in the lives of a great number of people, and help to move society forward. In other cases, these products can bring enjoyment to many people and drive new cultural trends. Popularizing original new products creates new markets, and promotes the development of various support industries. This is how Casio makes a broad-ranging contribution to society simply by providing outstanding products and services.

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.

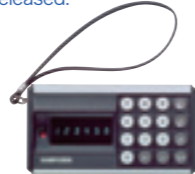
**1967**  
Europe office established in Switzerland.

**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.



**1995**  
FKT-100 radio-controlled watch released.

**2000**  
C303CA, a water-proof, 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.

CASIO CORPORATE REPORT 2011

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For detailed information on Casio's CSR activities, visit the Casio website to read the Sustainability Report.