

# Our Philosophy

Casio Philosophy Personified by Each and Every Employee

## Creativity and Contribution

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.



Germany  
**Oliver Ottens**  
Accounting

I try to bring a little light into the finance field and make our numbers and statements more understandable to our stakeholders.



UK  
**Rute Bernardino**  
Retail

Every day is different at Casio London, and that gives me great pleasure. What I keep in mind the most are the words "perfection" and "professionalism." I strive to contribute to society by provide close-to-perfect customer service.



Russia  
**Anna Gritsay**  
Sales

I enjoy performing my job through communication. While sharing my experience with colleagues, I would like to help create a more convenient world through high-tech products.



China (Zhongshan)  
**Xiao Jian**  
Quality

I am committed to improving the production process and quality of watches. I am striving to earn the satisfaction and confidence of customers through the products manufactured by Casio Zhongshan



China (Shanghai)  
**Zhang Jing**  
Finance

I want to help minimize risk and maximize profit by staying aware and on top of the latest legal trends relating to finance and taxation.



Brazil  
**Aya Tamaki**  
Logistics

I am proud of my team because we apply creativity to resolve each new logistical challenge that comes up in the complex Brazilian market.



Canada  
**Marc Kirkey**  
Sales

I'm very fortunate to be surrounded by such great colleagues. I'm working to help create a positive workplace environment that brings out the best in everyone.



France  
**Annelise Mangin**  
Marketing

I always work to provide customer-oriented communication across various promotional campaigns in order to help customers understand the value of the Casio brand.



India  
**Rekha Adhikari**  
Sales

My mission is providing the right product at the right place and the right price. I am delighted when a strategy I've come up with helps customers get Casio products and enjoy life more.



Japan (Tokyo)  
**Masatoshi Ohtaka**  
Development

I strive to design user-friendly products from the user's perspective. If a device I have worked on helps to improve efficiency for a customer, it makes me very happy.



Japan (Yamagata)  
**Chika Seino**  
Production

I want to attract orders from all over the world and to contribute to Japan's manufacturing reputation by making and providing molds that meet customer needs in even shorter timeframes.



Mexico  
**Beatriz Alejandra Fernandez Pinon**  
Sales and Marketing

I think a person's character comes out in her work. Since joining Casio, I have learned new things every day. I am becoming an even better person, and doing even better work.



Dubai  
**Taleih Al Halaby**  
Marketing

I would like to contribute to the improvement of mathematics education in the Middle East and Africa region, by providing even more teachers and students with Casio calculators.



Japan (Tokyo)  
**Daisuke Sugiura**  
Design

By creating beautiful designs and compelling products, I hope to provide Casio appeal that satisfies customers around the world.



US  
**Greg Dean**  
Marketing

I enjoy speaking directly with Casio's customers and end users. It is a rewarding experience when I hear their appreciation of the high-quality products we design and produce.