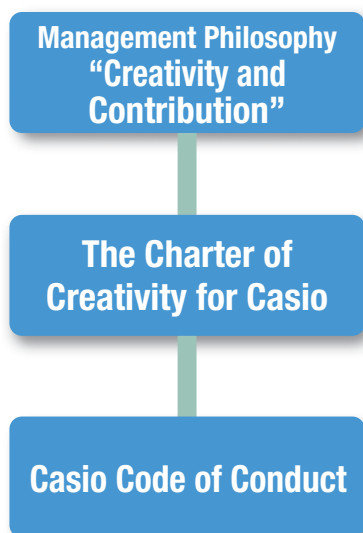


# Implementation of Our Management Philosophy

All employees of the Casio Group are making efforts to implement the Group's management philosophy and to fulfill its corporate social responsibility.

## The Charter of Creativity for Casio

For every employee of the Casio Group to implement the management philosophy of "Creativity and Contribution," we establish the Charter of Creativity for Casio on June 1, 2003, on the anniversary of the foundation of Casio Computer.



## The Charter of Creativity for Casio

### First Chapter

**We will value creativity, and ensure that our products meet universal needs.**

#### Overview of the First Chapter

Valuing "creativity" means fulfilling our mission to develop and market unique products and services that the world has never seen before.

We will do our best to satisfy the universal and fundamental aspirations and desires people have, such as "we want calculating to be easy," "we want to make music," or "we want to have easy access to all kinds of information." We will continue to create products that meet people's needs and enable ever greater convenience at all times and places, and in every kind of environment.

### Second Chapter

**We will strive to be of service to society, providing customers with delight, happiness, and pleasure.**

#### Overview of the Second Chapter

Valuing "contribution" means enriching people's lives all over the world by developing and marketing unique products and services, thus contributing to social progress.

We will pursue values such as functionality, quality, economy, speed, productivity, ethical practices, safety, and environmental responsibility in developing and marketing our products and services. In doing so, we will provide people with greater-than-expected delight and ever-increasing excitement.

### Third Chapter

**We will back up our words and actions with trustworthiness and integrity, and work as professionals.**

#### Overview of the Third Chapter

We will never stop striving to improve ourselves. As professionals, we will think, act, and pursue innovation each day, always striving to realize the potential of every opportunity to make further progress.

We will build a corporate culture characterized by fairness, freedom, and dynamism, and maintain our integrity in healthy relationships with society, always conducting ourselves with sincerity and responsibility.

## Casio Code of Conduct

Employees of Casio Computer Co., Ltd., and its group companies are expected to conduct themselves always in an orderly manner, both in business and in their private lives. This Code of Conduct is meant to assist each employee to act responsibly as a member of society, thus actively contributing to social progress.

### 1. Basic Policies

We will conduct ourselves with pride and responsibility as members of the CASIO Group, which aims to satisfy and delight customers by developing and marketing high-quality products and services in line with the corporate creed of "Creativity and Contribution." At the same time, we will conduct our daily activities responsibly as members of society. As basic requirements, we will:

- 1) Provide unique and high-quality products to the market, acquire the industry's most advanced technologies, skills and knowledge, and continuously improve ourselves;
- 2) Enhance our credibility both within and outside the Group by promoting mutual understanding, participation and cooperation;
- 3) Comply with in-house and external laws and regulations and act as good citizens and good businesspersons;
- 4) Contribute to society at large and to the development of the Group by fulfilling our roles and achieving our corporate targets; and
- 5) Make efforts to build better relationships with our customers and suppliers.

### 2. Code of Conduct

#### 2-1. Compliance with Laws and Regulations

We will act in compliance with social norms as members of society, understand the laws and regulations, both external and in-house, that we are required to comply with in our business, and will act in a sincere and orderly manner.

#### 2-2. Respect for Human Rights

We will respect others, valuing cooperation without any discrimination. We will respect the human rights of all people, eliminate any discriminative words, actions or harassment related to gender, belief, religion, race, social status or physical abilities, and will protect mutual privacy.

##### Some areas of great concern to society:

- Sexual harassment
- Harassment based on authority
- Criticism or enforcement of religions and beliefs
- Pervasive and discriminative actions in respect to race, origin, family, etc.

#### 2-3. Separation of Personal Affairs from Business

We will not use the authority or position we are given in the course of our business to offer preferential treatment to specific customers, nor be entertained or given presents in return for such preferential treatment. We will refrain from all anti-social activities, clearly separating our personal affairs from business.

##### Some areas of great concern to society:

- Giving or receiving money, goods, and entertainment in association with business
- Providing benefits to specific companies
- Insider dealing
- Private use of the equipment or furnishings of the company (excessive use of phone and e-mail for private purposes)

#### 2-4. Treatment of Confidential Information

We will understand the standards for the management of confidential information and will treat the company's information with greatest care.

##### Some areas of great concern to society:

- Information about intellectual property such as inventions, findings, designs, and trademarks
- Confidential technical information regarding unannounced products, new technologies, etc.
- Confidential management information regarding personnel affairs, sales and trade terms, etc.
- Personal information leading to the identification of specific suppliers, customers, etc.

#### 2-5. Environmental Conservation

We will be aware of the importance of environmental conservation and will voluntarily and aggressively promote daily activities to protect the global environment.

##### Some areas of great concern to society:

- Measures to prevent global warming
- Waste reduction
- Measures to expand recycling and reuse
- Reduction/discontinuance of the use of hazardous substances

#### 2-6. Product and Service Quality

We will constantly strive to improve in order to develop and provide products and services that function reliably and are of premium quality to customers.

#### 2-7. Disclosure of Corporate Information

We will aim to win greater social trust in our open and transparent management by disclosing corporate information appropriately and in a timely fashion, and promoting communications with all our stakeholders, including shareholders.

#### 2-8. Maintenance of Social Order

We will respond firmly to anti-social activities for the sake of stability and maintenance of social order.

##### Some areas of great concern to society:

- Acceptance of unjustifiable provision of money and goods
- Regular purchase of goods or subscription to magazines offered by certain organizations

#### 2-9. Contribution to Local Communities in which We Operate

We will contribute to the sound development and harmony of local communities in our daily activities as members thereof.

## Promotion of Quality

Since the foundation of Casio Computer, we have been conducting our business under the never-changing management philosophy of “Creation and Contribution.” We contributed to society by creating unique products not found in the world and as a result could achieve significant growth.

The following shows our activities to ensure quality as the basis for pleasing and impressing customers with Casio brand products.

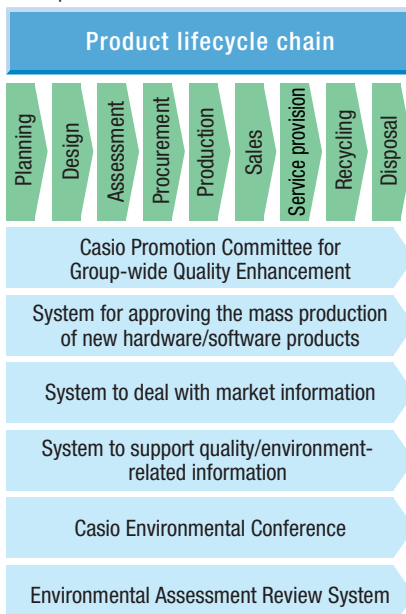
### Philosophy of quality control

We regard “Casio quality” as the results of our activities for usability such as performance, functionality, operability, and design as well as for safety, economy, service, environmental conservation, and social contribution, and pursue ever higher quality as our philosophy of quality control.

### Quality assurance activities

To ensure the quality of our products and services, we set various in-house standards for each of our business processes, including those for product planning, design, assessment, procurement of materials, production, sales, service provision, and product recycling and disposal. We operate the system to fully comply with the standards to maintain and improve our quality.

Process and management systems for product development



## Social Contribution Activities

### Support for the Campaign of the Dolphin, Whale, and Human Fund

Since the International Dolphin & Whale Conference held in 1994, we have been supporting dolphin and whale research activities. In fiscal 2002, we supported the third campaign of the Dolphin, Whale, and Human Fund of the International Cetacean Education & Research Centre Japan (I.C.E.R.C. Japan) and released the Dolphin & Whale Eco-Research Network models for G-SHOCK and Baby G. We donated a portion of their sales to dolphin and whale research institutions all over the world to support



TOKYO IRUKA KUJIRA STATION 2002, where we introduced the Dolphin, Whale and Human Fund activities and our special watch models released for supporting these activities.

researchers in conducting educational and research activities.

In addition to the activities related to the Fund, I.C.E.R.C. Japan is also conducting various activities, including an exhibition called the “Dolphin & Whale Station,” I.C.E.R.C. Lectures given by invited researchers, and research to identify bottlenose dolphins in Mikurajima project conducted jointly with a dolphin association located in Mikurajima. In July 2003, I.C.E.R.C. Japan held Tokyo Dolphin & Whale Station 2003.



Dolphin & Whale Eco-Research Network models (Released in June 2003)

### Activities of group companies

Some group companies conducted cleaning activities as shown below.

Site	Activity	Details	Number of participants	Date
Kofu Casio	Implementation of “Clean-up Day”	Cleaning activities extending over the company and the surrounding roads	119 persons	June 28, 2002
		Cleaning the area surrounding the public hall in the Ichohata District	116 persons	December 28, 2002
Kochi Casio	Gathering weed	Cleaning up the area surrounding the Kokubu River	38 persons	February 2, 2003



Gathering weed in the area surrounding the Kokubu River

### Activities of the Casio Science Promotion Foundation

The Casio Science Promotion Foundation, since its foundation in 1983, has been supporting advanced and original research, especially in promising areas. In fiscal 2002, the Foundation spent a total of 55,640,000 yen as subsidy to a total of 42 research projects. Commemorating the 20th anniversary of its foundation, the Foundation newly included research on fuel cells in its target, as a special research theme to be supported by the

Foundation. Fuel cells are one of the scientific technologies attracting much attention.



Ceremony to present a research subsidy