

Ensuring that the World Can Always Rely on Casio with Confidence.



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President and CEO

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Creativity and Contribution

Casio's corporate creed, "Creativity and Contribution," expresses our commitment to bettering people's lives by creating innovative products.

We believe that the Casio spirit of "Creativity and Contribution" is clearly manifest in the many highly original, hit products we have developed over the years—from the CASIO 14-A, the world's first fully electric calculator, to the Casio Mini personal desktop calculator, the Casiotone digital keyboard, and the G-SHOCK shock-resistant wristwatch, or the QV-10, the world's first digital camera with a built-in liquid crystal monitor, and most recently, the EXILIM wearable card-size camera.

All of these products tapped into universal needs, broke new ground in performance and functionality, and generated whole new categories of consumer demand. But best of all, they made all these benefits easily accessible to all sorts of people. They surpassed customer expectations and, quite literally, astonished people with what they could do. New lifestyles and cultures sprung up around the products, and people's lives were enriched as a result.

Building on years of successful technology development, Casio today is strategically focused on its core competence in "compact, lightweight, slim and energy efficient" technologies. Products built around these principles have the added merit of environmental responsibility. In every aspect of our business activities, we strive to limit environmental impact and conserve the world's precious resources.

Committed to Social Responsibility as a Company, as Individuals

As we look out on the future, we consider protection of the global environment and continuous social progress to be indispensable conditions of continued corporate growth. The truly responsible corporation, in our view, carefully addresses all three elements of its obligation to society contributing to a healthy economy, society and environment. A company must not only strike the right balance among these vital concerns; it must also ensure that its efforts to address them are thoroughly built into its daily operations. Corporate social responsibility (CSR) should never be an extraneous effort, but an intrinsic part of the business.

At Casio, we understand that this level of CSR cannot be achieved merely by constructing mechanisms and systems

that satisfy formal requirements. The key factors are the corporate culture and the mindset of each and every Casio executive and employee. CSR is a matter of attitude, a commitment in our everyday work.

Recognizing the importance of getting to the heart of the matter, we recently undertook a company-wide project to reframe the meaning of our corporate creed of "Creativity and Contribution" in the most contemporary terms and underscore our commitment, as Casio people, to social responsibility. As a result, in 2003 Casio adopted "The Charter of Creativity for Casio," and the "Casio Common Commitment." Every Casio employee now carries a personally signed card that shows his or her commitment to the Charter and the Common Commitment and serves as a constant reminder of the content of the two documents.

In an organizational step, we created the dedicated CSR Operations Section in April 2004, tasking it with assessing current status and determining future initiatives to enhance CSR management and raise awareness. Building on this, we formed the CSR Committee in December of that year. The CSR Committee is comprised of directors and auditors, and deliberates on a variety of subjects relating to CSR. We will continue to work to enhance both employee awareness and the organizational structure to ensure Casio's CSR management system is highly effective. We are determined to see that the Casio Group continues to live up to society's expectations and prove itself worthy of trust.

CSR Management at the Casio Group

In our ongoing pursuit of optimum CSR management across the broad field of social responsibility, we are focusing on enhancing the Casio Group's responsiveness to stakeholders by addressing the varying concerns and priorities they have with a focus on each stakeholder group. We would like to give an overview of our commitments here.

Responsibilities to Customers, Business Partners and Shareholders/Investors

To stay one step ahead in today's ever more thoroughly networked world, Casio will optimize global supply chains to meet demand in various regions of the world. We will press forward with R&D in preparation to meet next-generation demand, strengthen intellectual property strategies and emphasize high added value in business management.

Responsibility to the Global Environment

Casio will continue to raise its Green Product ratio by capitalizing on its core competence in "compact, lightweight, slim and energy efficient" technologies. We will continue to meet global environmental standards and regulations. We will do our part in combating global warming by working to reduce energy consumption group-wide.

Responsibility to Employees

Casio will offer employment opportunities fairly and without discrimination on the basis of gender, creed, religious faith, ethnicity, social class or physical disability. We will strive to build a corporate culture which offers everyone the joy of taking on the challenge of creating value. Further, we will take steps to ensure that our work environments enable employees to meet the requirements of both the job and raising a family, looking forward to the implementation of Japan's new Law to Promote Measures to Aid the Rearing of the Next Generation.

Responsibility to Society as a Whole

Casio's social contribution programs prioritize work in the fields of environmental conservation, education, culture and the arts, academics and research, and communities. Looking ahead, we plan to step up efforts particularly in the areas of environmental conservation and education of children, in a desire to contribute to the long-term welfare of society by assisting the newest generation.

In all of these actions, we will continue to set and execute voluntary goals. Our goal is to respond sincerely and sensitively to the needs of society always working to build relationships characterized by mutual respect and trust with our stakeholders.

Here, we have given only a brief outline of the convictions that direct Casio's activities. We hope that this report, which covers fiscal 2004, will be helpful to you in better understanding Casio's efforts. Needless to say, the report does not attempt to present every detail. Rather, it is our desire that it would serve to further stimulate our dialogue with, a very important source of guidance on our future initiatives. We invite you to share your comments and opinions with us.