

The Corporate Creed and the Charter of Creativity for Casio

We are making a concerted, company-wide effort to implement CSR management under the banner of the Charter of Creativity for Casio, which clearly articulates the meaning of Casio's corporate creed of "Creativity and Contribution."

The late Tadao Kashio, founder of Casio, is the one who established the creed of "Creativity and Contribution" to guide the company's business activities. He wanted to set the company on a path of contribution, to ensure that Casio would always enrich people's lives by creating innovative, unconventional products. In recent years, society has paid more and more attention to the idea of corporate social responsibility (CSR). Companies are expected to implement corporate governance that ensures the soundness of management systems as well as corporate management that consciously addresses the various types of stakeholders. In light of these social trends, Casio realized that it was essential to give all employees an opportunity to re-examine the meaning of "Creativity and Contribution." The company recognized that maintaining a strong, contemporary awareness of the spirit behind this creed was the key to sustaining its creative corporate culture and continuing

to contribute to society—or in essence, the fulfillment of its social responsibility.

Toward this end, Casio initiated the Corporate Reform Promotion Project in April 2003, which resulted in the adoption of the Charter of Creativity for Casio on June 1, the anniversary of the company's establishment. Going one step further, in December 2003, we established the Casio Common Commitment, which stipulates specific standards of conduct for each chapter of the Charter, to ensure that all employees have a practical understanding of our contemporary commitment to "Creativity and Contribution."

In addition, we revised the Casio Code of Conduct (originally established in October 1998) → P16 on July 1, 2003. The Code of Conduct aims to ensure that employees use good judgment in all their actions, and presents rules that they must comply with throughout the course of their daily activities. The Code addresses such areas as respect for human rights, separation of personal

affairs from business, environmental conservation and social contributions. The revision was made to ensure that the Code's rules dovetail with the commitments in the Charter. Casio's corporate creed, Charter, Common Commitment and Code are made available to all, both in and outside of the company, via the Casio website and the Casio Group's intra-net.

Corporate creed



— The Charter of Creativity for Casio and Casio Common Commitment — The Pledge of Everyone Working for Casio

The "Charter of Creativity for Casio" was established on June 1, 2003, the anniversary of the company's establishment. It represents a philosophy shared by all Casio employees about unflinching execution of the corporate creed. The Casio Common Commitment stipulates specific standards of conduct that support the Charter. All executives and department managers have signed a pledge to ensure compliance with the Charter and Common Commitment.

First Chapter

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

[Casio Common Commitment]

1. We will strive to "ensure that our products meet universal needs" and this includes not only manufactured goods, but also services and support, and everything else that we do.
2. We will be idealistic in all of our work.
3. We will carry our work through to completion, with a strong determination to take on every challenge that comes our way.

Second Chapter

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

[Casio Common Commitment]

1. We will provide people with "limitless inspiration."
2. We will share a "life of spiritual and material prosperity" with people.
3. We will foster relationships of "respect and trust."

Third Chapter

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

[Casio Common Commitment]

1. We will take complete responsibility for all of our words and actions in accordance with all laws and regulations.
2. We will each take responsibility for our results and success, according to our individual role.
3. We will strive daily to improve everything we do.

*To create innovative products that everyone needs but no other company has ever produced. At Casio, this is the mission not only of product development, but of every other part of the business.