

Social Contribution Activities

Casio fulfills its broad responsibility to the society by capitalizing on its proprietary know-how and management resources.

Policies regarding Social Contribution Activities

Sustained growth of a corporation is possible only when sustained development of the global society takes place. Casio's wish is to make social contributions in unique ways that is possible only for Casio in accordance with the company's management philosophy of "Creativity and Contribution" and by capitalizing on its proprietary know-how and management resources that are represented by Casio's core competence, namely, "small size, light weight, thinness and low power usage."

Casio will continue to make dedicated social contribution efforts in five key areas. They are "environmental conservation" to protect the irreplaceable global resources and environment; "education" to fulfill our responsibility to the next generation of people, who will bolster the future of the world; "culture and arts" to provide people with joy and inspirations; "academics and research" that contribute to the development of cutting-edge science and technology that are indispensable for the society to grow; and "community activities" as a member of the community.

Furthermore, Casio strives to be a corporation that is trusted by voluntarily setting its responsibilities to the society based on its communication with all of its stakeholders, and fulfilling these responsibilities as a good corporate citizen in accordance with the Charter of Creativity for Casio and the Casio Common Commitment.

System of Promoting Social Contribution Activities

In the area of Casio's social contribution activities, individual departments promote separate themes that heed the unique features of individual companies and business sites. The CSR Operations Section, which was created in April 2004, promotes common themes and provides overall control, as well as accept inquiries about donations and contributions. In addition, the CSR Operations Section deliberates on the policies, plans and budgets of Casio's social contribution activities. In

fiscal 2004, the CSR Operations Section conducted a survey of domestic and overseas sites to gain understanding of the current status and the committee adopted policies on future activities.

The main focus of Casio's future activities will be on the environmental conservation and interaction with children, who will form the next generation. In addition, levels of activities at various sites will be coordinated through periodic information gathering and information exchange on social contribution activities so as to promote further activities.

Contribution to Local Communities

Factory Tours for 10,000 people

"The Factory Tours for 10,000 people" program was initiated in February 2004. The concept is to plant the "strength for living" in children by taking them on a tour of a Casio plant.

The children may come to realize the bonds of their families as they watch their parents work. They may understand the functions of a product and be awakened to the wonder of science by observing a production line or by doing a simple assembly of a product. They may listen to passionate talks of employees and find that dreams do come true when you keep on working hard without giving up. And hopefully they become motivated to cherish the global environment when they come across Casio's environmental activities. Casio hopes to contribute to the nurturing of people who will be the integral members of the future society by offering these opportunities for "awareness."

In fiscal 2004, students from five schools were invited, mainly to Kofu Casio Co., Ltd. Approximately 140 people, including the board of education chairmen from various municipalities, visited. In fiscal 2005, this program will be expanded with cooperation from production sites so that tours will be open to visitors from all over Japan.



Factory Tour Scene

Participation in "Kids' ISO" Program

"Kids' ISO" is an environmental education program for children that was developed in 2000 by the International Art and Technology Cooperation Organization (ArTech), a non-profit organization. The program is conducted in various places in the world in cooperation with UN organizations and ISO. The goal of the program is to educate children to develop hope and confidence about the future while building strength for living through contributions to global environment and exposures to opportunities that let each one of them develop "awareness." In Japan, the program is implemented at the prefectural and municipal levels, as well as by an increasing number of corporations. Over 300 schools and approximately 70 thousand children throughout Japan have participated in the program.

Casio supports "Kids' ISO" program, and began to introduce it to various elementary schools by taking the opportunity of their factory visits in fiscal 2004. Our staff that has earned the instructor's certification guide the children with environmental activities based on the ISO philosophy. Casio's program has received immense appreciation from local communities. Starting in fiscal 2005, Casio plans to expand the program nationwide with the cooperation of its production sites. In addition, the government of Tokyo started to take the "Kids' ISO Program" to elementary schools as part of its environmental education and global warming countermeasures that apply to homes. In fiscal 2005, the program will be used with the 5th and 6th graders, and targets to encompass 150 schools in Tokyo (approximately 10,000 students). Casio supports this program and will participate in it as a sponsoring corporation.



Kids' ISO

Social Contribution Activities

■ Hosting CASIO WORLD OPEN Golf Tournament

Since 1981, Casio has held CASIO WORLD OPEN Golf tournament at Ibusuki Golf Club in the prefecture of Kagoshima, aiming to make social contribution through sport promotion. Casio donates Casio products to the city of Ibusuki and the town of Kaimon, where the tournament is held, for use in school education. Casio contributes actively to the local communities in other ways too. For example, the company hosts golf lessons for junior golfers from the local areas, and donates the proceeds from a charity event that is held during the tournament.

Starting with fiscal 2005, which will mark the 25th anniversary of the golf tournament, the location of the tournament will change to the prefecture of Kochi, the birthplace of Casio's founder and where Casio has a major manufacturing subsidiary. The company will build closer ties with the local community with the relocation of the golf tournament.



Local junior golfers receive lessons

■ Cooperation with the "Survival Walk Home Drill" in Shibuya Ward

On the Disaster Prevention Day, which falls on September 1 of every year, the Shibuya Ward government conducts a "Survival Walk Home Drill" as part of its disaster preparedness program in anticipation of people who will face difficulties going home in the event of a disaster. Since 2003, Casio has assisted with the drill like this by offering its head office building, which is on the course, to be used as an "aid station" for resting and information.



Participants resting in front of the Head Office building

In fiscal 2004, 37 participants walked the

approximately 4.5 km-long course from Yoyogi Park to Sasazuka Middle School in a little over one hour. They stopped at a temporary station, set up in front of the Head Office building, to drink some water and use rest rooms. After a 15-minute rest, the re-energized participants took off again as Casio employees cheered on.

■ Foster Parenting Tulips

In the city of Hamura, Tokyo, where Casio's Hamura Research and Development Center is situated, tulips are grown in rice paddies during the off season to preserve "rice paddies before rooting." Every April, the "Tulip Festival" is held in the second half of the "Hamura Festival of Flowers and Water" and visited by many tourists.

In November 2004, Casio participated in the planting and planted 15,000 bulbs in approximately 990 m² of idle rice paddies, thus becoming a foster parent to tulips. Thanks to the care given by local volunteers, colorful tulips bloomed in the spring of 2005.



Field of Tulips, Foster Parented by Casio

Contribution to the Civic Society

■ Supporting the "Fourth Dolphin & Whale Eco-Research Network" Project

Casio participated in the "Fourth Dolphin & Whale Eco-Research Network" project – FEEL THE TIME OF NATURE –, held in 2004. In support of this effort, which assists to boost the level of cetacean watching at ten watching points spread across Japan, including Shiretoko and Nemuro (Hokkaido), Ogasawara (Tokyo), and Oogatacho (Kochi), Casio donated part of the proceeds from sales of G-SHOCK and Baby-G.

In addition, Casio promotes the recognition of I.C.E.R.C. activities by displaying exhibits of the Cetacean in the antenna shop at Odaiba and at retail stores of Casio Distribution.



G-SHOCK A model of the "Dolphin & Whale Eco-Research Network"

■ Support of a Tropical Rain Forest Protection Organization

In support of Rainforest Foundation Japan (RFJ), which works for the preservation of Amazon rain forests and survival of the indigenous people's culture, Casio donates part of the proceeds from sales of its Rainforest watches.

*See photo at the bottom left on the front cover.

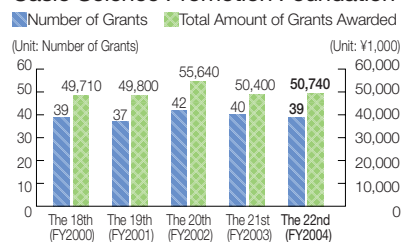
■ Activities of Casio Science Promotion Foundation

Casio Science Promotion Foundation was established in 1982 by four Kashio brothers, in addition to the late former chairman Shigeru Kashio, to contribute to the growth and promotion of academic research in Japan.

The foundation's main focus is on "assisting leading-edge, creative research that is at the sprouting stage and conducted especially by young researchers." Every year, assistance is given to approximately 40 projects. In addition, approximately 10 grants are awarded to send researchers abroad and to host research meetings.

In fiscal 2004, 39 research projects received grants, and a combined total of 14 grants were awarded to send researchers abroad and to host research meetings, for a total of 53 grants in the amount of approximately ¥55 million. The cumulative total amount of grants awarded since the establishment of the foundation is approximately ¥1.1 billion. In fiscal 2004, 39

Changes in the Number and Amount of Research Grants Awarded by Casio Science Promotion Foundation



*Excludes grants awarded to researchers studying abroad and research groups.

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■ Cooperation with "Teacher's Business Training Program"

Casio participates in the "Teacher's Business Training Program," which is part of the program to promote communication between the business world and the education world, as a corporation that accepts teachers.

This program, which is sponsored by Keizai Koho Center (Japan Institute for Social and Economic Affairs), provides elementary, middle and high school teachers an opportunity to experience corporate activities and share their experience and what they learned with their students in their curriculum. The program started in 1983 and teachers are assigned to corporations during their summer breaks.

In fiscal 2004, which was the first year of participation for Casio, the company offered a 3 day-long program, from August 2 to 4, in which seven teachers from elementary and middle schools received training. The teachers who participated were surprised at the way Casio works with private corporation's goals and dreams and were very pleased with what they saw, saying that they would apply in their classrooms what they learned in Casio.



Training of Teachers

■ "Conference for Corporations and People"

Keizai Koho Center sponsors conferences between corporations and people to enhance mutual understanding between people who are members of the center and corporations. Already 83 conferences have been held at corporations in various industries.

Casio held one such conference on January 17 at its Head Office building as the company considered this conference to "provide a great opportunity to listen to the frank outside voice and communicate the company's activities to ordinary people." Casio welcomed twenty participants on the day. Following a brief explanation given by the General Affairs Department, a conference was held with the participation of the center personnel, who was the master of ceremony, and Casio personnel representing CSR Operations Section, Public Relations Department, and the Customer Support Center. Not only was Casio able to gain extensive information through questions and requests that came from people's perspective, but also had the participants develop deep understanding about Casio. The conference was thus mutually highly meaningful.



A Conference Corporations and People

■ Participation in the "Next Generation Office for the Ubiquitous Society" Symposium

The Japan Business Machine and Information System Industries Association, with the backing of the Ministry of Economy, Trade and Industry, held a symposium in July 2004, upholding the "Ubiquitous Corporation" as the concept of the next generation offices. This symposium advocates for the next generation office that simultaneously strengthens individuals and teams by fully utilizing the network environment, which "enables optimal collaboration any time, any place with any one." Casio's managing director took part in the symposium as a panelist, and provided support from the technical side.

■ Donations to Niigata-Chuetsu Earthquake Victims

Many offices within Casio voiced their desire to see Casio organize a company-wide donation drive to help the victims of the Niigata-Chuetsu earthquake that

struck on October 23, 2004. Responding to this request, Casio's Labor Union and the CSR Operations Section took leadership in coming up with a decision to run a "Sympathy Ad," whose advertising cost became a donation, and to organize a joint Casio Group labor-management donation drive. Casio president quickly promised that the company would match the collected donation money.

On November 4, the announcement of the donation drive was made. Specific methods of collection were discussed among Casio's Labor Union, benefit association and the management, and the details of how to make a donation were announced on the Website and sent out by e-mail on the tenth of the month. By the 30th of the month, ¥2,490,667 was collected. The money was donated to the Japanese Red Cross Society and JAM as a donation from the Casio Group. In turn, Casio Computer Co., Ltd. gave the same amount (rounded up to ¥2.5 million) to the Japanese Red Cross Society.

In addition, Casio donated some products. Three hundred each (waterproof) pocket TV sets with a radio and adapters were given to meet the needs for information tools at the disaster-struck area. As a member of Japan Clock and Watch Association, Casio also donated 1,000 alarm clocks and 500 wall clocks.

■ Award for Contribution to the Next Generation Technology

On June 23, 2005, Shinichi Matsui of the Second Development department of Casio Computer's Research&Development Center received commendations from the Telecommunication and Technology Committee for his outstanding achievement regarding Advanced video coding for generic audio visual services.



Letter of Commendation

Social Contribution Activities

Contribution to International Communities

Cooperation with the "Video Letter Exchange Project" of the People for the Advancement of Cambodian Education

In support of the Video Letter Exchange Project that was implemented between June and November of 2004 by the People for the Advancement of Cambodian Education (PACE), a non-profit organization, Casio provided projectors to show video letters.

The project was designed to provide Japanese and Cambodian children, who live in different cultures, with opportunities to have exchanges that have "faces" with

the use of video letters with the hope that they would feel closer to each other and develop a more informed view of the world and build their value systems accordingly.

Cooperation with the "Joint FASID/GRIPS International Development Studies Program"

On September 28, Casio received a visit by 42 graduate students from Asia and Africa who are studying in Japan. The visit was a part of the joint international development program by the Foundation for Advanced Studies on International Development (FASID) and the National Graduate Institute for Policy Studies (GRIPS).

The program offers students who study international development support opportunities for field study and observation.

The purpose of the graduate students' visit was to "inquire directly into the history, background and process of the growth of Japanese corporations, observe Japan's technological power first-hand, and examine their findings." They attentively listened to the presentation about Casio's history and product development process.

Casio plans to actively seek these opportunities to play a role in cultivating human resources capable of making a global contribution in the future.



Company visit

Major Social Contribution Activities in FY 2004

Category	Theme Name	Content	Implementing Organizations
Disaster Prevention	Assistance with the "Survival Walk Home Drill" of the Shibuya Ward	→ P63	Casio Computer Co., Ltd. (Head Office)
	Participation in a traffic safety campaign	Cooperation with the Manseibashi Police Station and the Japan Traffic Safety Association during the national traffic safety weeks in the spring and the fall, and participation in guiding pedestrians at intersections.	Casio Techno Co., Ltd.
Traffic Safety	Cooperation with a traffic safety campaign	Safety Association during the national traffic safety weeks in the spring and the fall, and participation in guiding pedestrians at intersections.	Casio Information Systems Co., Ltd.
	Factory Tours for 10,000 people	→ P62	The Casio Group
Social Education	Kids' ISO	→ P62	Casio Computer Co., Ltd.
	Implementation of the Clean-up Day	Cleaning of the areas around the premises, the neighboring Higashi Hanawa station, and streets twice a year (in summer and winter).	Kofu Casio Co., Ltd. Casio Micronics Co., Ltd. (Yamanashi)
Local Community	Beautiful Yamagata and Mogami River Forum	Activities to support the cherry tree planting and conservation by municipalities in cooperation with forums and prefectural governments for the revitalization of local communities.	Yamagata Casio Co., Ltd.
	Community cleaning in the areas around sites	Efforts to keep the environment esthetically pleasing by regularly cleaning the areas around business sites as part of the activities to contribute to local communities.	Casio Micronics (Orme)
Environment	Smoking manner improvement campaign	A campaign to improve smoker manners by urging smokers not to smoke while walking around or toss away their cigarette butts to make it possible for smokers and non-smokers to live side by side in peace.	Casio Computer Co., Ltd. (Hamura Research and Development Center)
	Early morning cleaning in the vicinity of sites	People are asked to voluntarily clean the areas around the company sites all across Japan. Under way at major sites, such as the Head Office and Ochanomizu (Tokyo).	Casio Techno Co., Ltd.
Disaster Relief	Participation in the grass burning along the Kokubu River	Cooperation with community activities by sending employees to the Kokubu River (Kochi Prefecture) clean-up (grass burning) event in February.	Kochi Casio Co., Ltd.
	A drive to solicit donations to the victims of the Niigata-Chuetsu earthquake	→ P64	The Casio Group
Education	Charity events and other social contribution activities at the Casio World Open golf tournament	→ P63	Casio Computer Co., Ltd.
	Sending lecturers to a program that invites special part-time lecturers	A lecturer was sent to Suzaki High School to cooperate with a program of the Kochi Prefectural board of education to invite special lecturers. A two-hour-long lecture was given to 168 freshmen.	Kochi Casio Co., Ltd.
Civic Community	Welfare	173 employees at the Head Office and 288 employees at Hamura Research and Development Center cooperated.	The Casio Group
	Jobs offered to physically or mentally handicapped workers	Product disassembly, parts sorting and other types of light work are offered on a contract basis.	Casio Support System Co., Ltd.
Environment	Support of education and research activities in connection with dolphins and whales of the world	→ P63	Casio Computer Co., Ltd.
	Support of the activities of a tropical forest protection group	→ P63	Casio Computer Co., Ltd.
Disaster Relief	Support of the Sustainable Management Forum of Japan protection group	Casio employees serve as a director and the assistance manager of the Executive Office of the Sustainable Management Forum of Japan, and support Forum activities.	Casio Computer Co., Ltd.
	A drive to solicit donations to the victims of the massive offshore Sumatra earthquake	Solicitation of donations for disaster restoration.	The Casio Group (Overseas)
International Community	Welfare	IMASA (the in-house Muslim club)	P.T. Asahi Electronics Indonesia
	Participation in a tree planting festival in the city of Shenzhen	Participation in the greening program of the city of Shenzhen.	Casio Electronics (Shenzhen) Co., Ltd.
Traditional Culture	Aids to the preservation of traditional dances from the regions that workers are from at company events	Assistance to employees from regional areas by allowing them time for practicing their traditional dances and paying for costumes.	P.T. Asahi Electronics Indonesia

Major Donation Activities in FY 2004

Category	Project Title	Donee	Implementing Organizations
Environment	Support of the global-scale action on environmental and social problems by the "Think the Earth Project" FY2004	Think the Earth Project (NPO)	Casio Computer Co., Ltd.
	Support of education and research activities concerning dolphins and whales of the world → P63	I.C.E.R.C. Japan (NPO)	Casio Computer Co., Ltd.
	Sponsorship of the activities of a tropical forest protection group → P63	Rainforest Foundation Japan (NPO)	Casio Computer Co., Ltd.
	Donation to the Japan Industrial Waste Management Foundation	Japan Industrial Waste Management Foundation	Casio Computer Co., Ltd.
Education/Social Education	Sponsorship of the International University of Japan	International University of Japan	Casio Computer Co., Ltd.
Culture and Arts	Sponsorship of NHK Symphony Orchestra	NHK Symphony Orchestra	Casio Computer Co., Ltd.
	Sponsorship of Tokyo Philharmonic Orchestra	Tokyo Philharmonic Orchestra	Casio Computer Co., Ltd.
	Donation of Select Products to the JIDA Design Museum Exhibition	JIDA Design Museum	Casio Computer Co., Ltd.
Local Community	Sponsorship of the Fruit Nation Higashine - Cherry Marathon	Fruit Nation Higashine Cherry Marathon Executive Committee	Yamagata Casio Co., Ltd.
	Sponsorship of the 2nd Kaze no Owara	The City of Hamura	Casio Computer Co., Ltd. (Hamura Research and Development Center)
	Foster Parenting of Tulip Bulbs for the Preservation of Rice Fields before Rooting → P63	The City of Hamura	Casio Computer Co., Ltd. (Hamura Research and Development Center)
	Assistance with the installation of a multi-purpose station-front air dome in the square in front of the East Exit at Ozaku train station	The City of Hamura	Casio Computer Co., Ltd. (Hamura Research and Development Center)
	Donation of Wave Clocks to Gomen-Machi Station (nicknamed "Arigato Station") on the Gomen-Nahari Line of Tosa Kuroshio Railway	The City of Nangoku and Tosa Kuroshio Railway	Kochi Casio Co., Ltd.
	Donation to local community activities	Hie and Kokubu burakus, the city of Nangoku	Kochi Casio Co., Ltd.
Disaster Relief	Monetary donations to the victims of the massive offshore Sumatra earthquake	The Japanese Red Cross Society, etc.	The Casio Group
	Donations to the victims of the Niigata-Chuetsu earthquake, and a gift of clocks and pocket TV sets → P64	The Japanese Red Cross Society, JAM, etc.	The Casio Group
International Exchange/Cooperation	Cooperation with the Video Letter Exchange Project of the People for the Advancement of Cambodian Education → P65	The People for the Advancement of Cambodian Education (NPO)	Casio Computer Co., Ltd.
	Sponsorship of the Expo 2005 Aichi, Japan	The Expo 2005 Aichi, Japan Association	Casio Computer Co., Ltd.
	Sponsorship of the Friends Association, MAISON DE LA CULTURE DU JAPON À PARIS	The Friends Association, MAISON DE LA CULTURE DU JAPON À PARIS	Casio Computer Co., Ltd.
	Donations to the Tree Planting Ceremony of the City of Shenzhen	The Tree Planting Committee, the City of Shenzhen	Casio Electronics (Shenzhen) Co., Ltd.
Social Welfare	Sponsorship of the Special Olympics Games	The 2005 Special Olympics World Games Executive Committee	Casio Computer Co., Ltd.
Sports	Sponsorship of the 2005 FISA World Rowing Championships	The Organizing Committee of the 2005 FISA World Rowing Championships	Casio Computer Co., Ltd.

Major Disclosure and Communication Activities in FY 2004

Category	Theme Title	Description	Implementing Organizations
Local Community	Lecture at the Kitamurayama principals' meeting	A lecture was given to 37 elementary school principals about "Yamagata Casio's business and corporate management, and what is expected of school education by corporate executives."	Yamagata Casio Co., Ltd.
	Receiving of internship students	Actively accepts internship, which many universities offer as part of vocational training. 21 interns were accepted in FY 2004.	Kochi Casio Co., Ltd.
Local Community	Internship Partnership	One or two students are accepted every year and receive approximately two week-long OJT.	Casio Information Systems Co., Ltd.
	Receiving of visitors to the company	Students visit Casio as part of their integrated study, usually during their school excursion tours. During FY 2004, 130 students from 21 schools visited Casio.	Casio Computer Co., Ltd. (Head Office)
Local Community	Opening of factories for tours	Factory tours are given as part of the children's social learning experience. In FY 2004, approximately 350 pupils from ten schools took tours.	Kochi Casio Co., Ltd.
	Goods making network for energetic people	An active program that is built on the business-academia-government cooperation. Small business owners and entrepreneurs of the city of Iruma play the central role with the involvement of the government and universities.	Casio Electronic Manufacturing Co., Ltd.
Civic Community	Information exchange meeting about disaster prevention, etc	In recognition of the critical importance of disaster prevention, Casio meets regularly with the residents, government administrators, and fire and police bureau personnel from the community in which the Head Office is located and exchange information. Three meetings were held during FY 2004.	Casio Computer Co., Ltd. (Head Office)
	Participation in the "Teacher's Business Training Program"	→ P64	The Casio Group
Civic Community	Hosting of a "Conference for Corporations and People"	→ P64	Casio Computer Co., Ltd. (Head Office)
	Participation in the "Next Generation Office for the Ubiquitous Society" Symposium	→ P64	Casio Computer Co., Ltd.
International Community	Cooperation with the "Joint FASID/GRIPS International Development Studies Program"	→ P65	Casio Computer Co., Ltd. (Head Office)
	Acceptance of student interns	Received high school students from Batam and Surabaya for tours and internships.	P.T. Asahi Electronics Indonesia
International Community	Acceptance of students participating in "Work Study Programs in Private Corporations" offered by various universities	Casio cooperates with universities' work-study curriculum (between approximately two and three months) and offers practical training to about ten students every year.	Casio (Thailand) Co., Ltd.

Major Awards and Commendations in FY 2004

Year	Month	Site	Award and Commendation	Main Awarding Organization
2004	May	Casio Computer Co., Ltd.	Commendation as a corporation practicing excellent CSR management	The Sustainable Management Forum of Japan
	June	Casio Micronics Co., Ltd.	Award of excellence for electrical safety and rationalization promotion	Tama Electric Association
	November	Casio Micronics Co., Ltd.	Letter of appreciation from administration for fire prevention (group recognition)	Orme Fire Station, Tokyo Fire Department
	November	Casio Micronics Co., Ltd.	Efforts on promotion of hazardous substance handlers' work (personal recognition to Tamotsu Endo)	Orme Fire Station, Tokyo Fire Department
2005	January	Kochi Casio Co., Ltd.	Recognition by Kochi Prefecture as an environmentally conscious business operator	Kochi Prefecture
	February	Kochi Casio Co., Ltd.	Commendation of the Shikoku Bureau of Economy, Trade and Industry for achievement in energy management in the electrical division	Shikoku Bureau of Economy, Trade and Industry
	February	Hachioji Research and Development Center	The highest award from the Kanto Regional Electrical Use Rationalization Committee	Kanto Regional Electric Use Rationalization Committee