

# Social Contribution Initiatives

Casio fulfills the full range of its responsibilities to society by making the most of its proprietary know-how and management resources.

## Philosophy on Social Contribution

Based on its corporate creed of "Creativity and Contribution," Casio seeks to contribute to society by creating products that provide people with joy and wonder.

Casio also leverages its proprietary know-how and management resources for the betterment of society. Casio uses its core competence in compact, lightweight, slim, energy efficient technologies to make unique contributions that no other company can.

Rather than merely performing indirect activities such as providing donations, another important channel of social contribution for Casio is to offer the knowledge and experience of its employees to society.

Through communication with various stakeholders, Casio is constantly assessing its responsibilities as a good corporate citizen. Casio is also aware of the importance of establishing its own creative social contribution initiatives to fulfill its responsibilities. The company is currently working to enhance its current range of CSR activities.

Casio continues to dedicate itself to social contribution initiatives in five key areas: (1) environmental conservation to protect irreplaceable global resources and the environment; (2) education to fulfill Casio's responsibility to the next generation who are the future leaders of the world; (3) culture and arts to provide people with joy and wonder; (4) study and research that contribute to the development of the cutting-edge science and technology that are indispensable for society to grow; and (5) community activities to be a useful member of local society.

Casio plans to continue improving its social contribution initiatives by, for instance, developing mechanisms that focus the entire group's efforts, and making them known to the public in an appropriate way.

## Contribution to Local Communities

### ●●● Educational activities with the Tokyo Bureau of Environment

As an effective policy for environmental education and measures against global warming, the Tokyo Metropolitan Government has been promoting the Kids' ISO 14000 Program, developed by ArTech. Already, 8,700 Tokyo children are taking part in the program. As a participating company, Casio Computer Co., Ltd., is sending employees with instructor certification to actively participate in the program, and is developing a wide range of activities. In fiscal 2006, based on a request from the Tokyo Bureau of Environment, Casio made case-study presentations to educators and company officials responsible for CSR in the Tokyo area. In the presentations, along with activities to deepen understanding of the Kids' ISO 14000 Program, Casio undertook part of an environmental education leader follow-up course, and provided a seminar on the importance of educational activities for children and Casio's local educational initiatives.

Casio is actively promoting this kind of social contribution initiative for local communities, while providing places for youth to learn resiliency for a meaningful life, and to practice self-reliance and independence. These activities have received the appreciation of the public. Currently, Casio has received requests for classroom visits and factory tours from many educational institutions around the nation of Japan, and Casio is now preparing to undertake these activities and make other new efforts. By maintaining close ties with local communities, Casio is working hard to foster the society of the future, through both economic development and protection of the global environment. Teaching resiliency for a meaningful life to young people forms the foundation of these efforts.

### ●●● Support for comprehensive studies classes: Visit to Hatashiro Elementary School

On February 10, 2006, the General Manager of the Environment Center of Casio Computer, Co., Ltd., visited fifth-graders at Hatashiro Elementary School in Shibuya-ku, Tokyo. He went as a guest teacher to talk about Casio's efforts to help stop global warming. He spoke to 90 students in three classes.

After a video presentation on environmental activities, he explained the mechanisms behind global warming and the specific environmental efforts being made on products and distribution at various Casio sites. This was followed by an opportunity to ask questions. The students enjoyed the presentation immensely. They were particularly interested in the samples of eco-products shown to them, such as digital cameras and solar-powered radio-controlled watches that exemplify Casio's compact, lightweight, slim, energy efficient technology. The students were all amazed by, and expressed their admiration for the products, and continued to ask questions even when the class was over.

Although global warming is a complex issue, Casio heard from the students' teachers that the kids were still talking about the presentation for days afterwards. Casio hopes that the youngsters are now taking steps individually and with their families to help prevent global warming.



School visit by Casio

The clover  symbol indicates disclosure and communication activities in the area of social contribution.

## Beautification and cleanup in the surrounding community

Every April 28, the Shibuya-ku ward office holds a general cleanup in order to help beautify the district, with the participation of residents and businesses in this area of Tokyo. In fiscal 2006, the headquarters of Casio Computer Co., Ltd., pitched in to help clean up and restore the appearance of the local neighborhood.



Cleanup around the head office building

Although participation was purely voluntary, 25 head office employees from all departments showed up on that day. In just 30 minutes, the participants were able to gather up a large amount of garbage from around the head office building.

Starting in fiscal 2006, staff from the Hamura R&D Center began participating in a regular volunteer cleanup activity at the nearest station, JR Ozaku. The employees at Casio Micronics (Ome) also carry out regular cleanup activities in their neighborhood. Casio will continue to actively participate in this kind of community activity whenever possible, at all Casio sites.

## CASIO WORLD OPEN GOLF TOURNAMENT

The CASIO WORLD OPEN GOLF TOURNAMENT has been held since 1981, part of Casio's social contribution through sport.

Starting in 2005, the location of the tournament was switched to the Kochi Kuroshio Country Club in Kochi Prefecture, Japan—the birthplace of Casio's founder and where Casio has a major manufacturing subsidiary. In order to convey the enjoyment of golf to a wider range of people, the CASIO WORLD OPEN invited Michelle Wie, the young female golf phenomenon with worldwide fans, to her first tournament in Japan. Although she played on weekdays, huge crowds filled the gallery in order to see her perform, and there were also large contingents from the Japanese and international mass media. Although Michelle Wie just narrowly missed making it to the weekend championship round by one shot, many fans were impressed by the sight of her battling against the top male players.

Casio is making various contributions to the people of Kochi Prefecture, which hosted the tournament.

Casio Computer Co., Ltd., donated digital cameras to the local government organizations that helped with the hosting of the golf tournament. A special golf lesson area was also set up for golfers from the tournament to give pointers to local youth on the proper golf swing. In addition, Casio worked with local elementary schools to provide students with a guided tour of the backstage sites of the tournament that are usually closed to the public, including the press conference area and the television broadcast facilities. In order to help promote sport among the local residents, Casio used



Local youth receiving golf lessons

the charity proceeds raised during the tournament to purchase sporting equipment and donated it to local organizations that serve the welfare of the community.

Casio plans to hold the same kind of tournament in fiscal 2007, with the goal of benefiting the people of the local community.

## Contribution to Civic Society

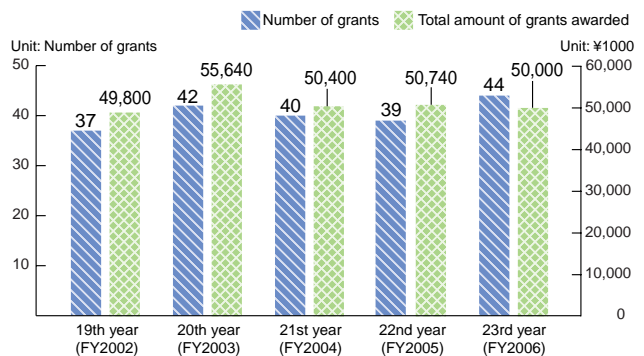
### Fostering young science and technology researchers—Casio Science Promotion Foundation—

Basic research forms the foundation for science and technology. The new principles discovered in the realm of basic research often end up having an enormous impact on the wider world. However, since basic research does not produce any immediate profits, researchers are often supported by limited budgets from the government or universities. The Casio Science Promotion Foundation is providing funding for this type of research and thereby contributing to the advancement of science and technology.

The Casio Science Promotion Foundation was established in 1982 by the four Kashio brothers, and 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 cutting-edge, creative research in the early stages conducted by younger researchers. Every year, assistance is given to approximately 40 projects. In addition, approximately 10 grants are awarded to send researchers abroad and 10 more to host research meetings.

In fiscal 2006, 44 research projects received grants, totaling ¥50 million. The recipients included Professor Takeyoshi Dohi of the University of Tokyo, Professor Michio Umino of Tohoku University, and Professor Yasufumi Fujiwara of Osaka University. The grants were awarded to the recipients at the 23rd presentation ceremony held on December 2, 2005.

### Number and amount of research grants awarded by Casio Science Promotion Foundation



Website of the Casio Science Promotion Foundation (Japanese-language)  
<http://www.casio.co.jp/company/zaidan>

# Social Contribution Initiatives

## Supporting the Fifth Dolphin & Whale Eco-Research Network Project

Since the International Dolphin and Whale Conference held in 1994, Casio Computer Co., Ltd., has been working with the International Cetacean Education Research Center (I.C.E.R.C.) of Japan to support educational and research activities involving dolphins and whales. In 2005, the company participated in the Fifth Dolphin & Whale Eco-Research Network Project., Casio provided support for the I.C.E.R.C. exhibit\* at Expo 2005 Aichi, Japan, (NGO Global Village) and the realization of better dolphin and whale watching activities in Japan.

Casio is also promoting public awareness of I.C.E.R.C. activities by setting up a dolphin and whale display at the Cetacean, Casio's pilot retail shop in Odaiba, Tokyo, and by sending out the organization's free paper to the retail stores of Casio Distribution.

\* Joint exhibit with Japan Environmental Action Network (JEAN), from August 1 to 31, 2005.



G-SHOCK model to support the Dolphin & Whale Eco-Research Network

## Supporting the Teacher's Business Training Program

This year Casio once again participated in the Teacher's Business Training Program, sponsored by the Keizai Koho Center (Japan Institute for Social and Economic Affairs), in order to promote communication between the worlds of business and education.

This program provides elementary, junior high and high school teachers an opportunity to experience corporate activities and share their experience and what they learned with students in the classroom. Started in 1983, the program places teachers with participating corporations during their summer breaks. In recent years there has been increasing interest in this kind of training in the education sector. The business sector and the general public have also become interested in companies' cooperative effort to provide training for teachers, as a way to fulfill their CSR.

During a three-day training course from August 3 to 5, 2005, Casio welcomed seven elementary and middle school teachers from Tokyo and Hyogo Prefecture. It marked Casio's second consecutive year of participation in the Teachers' Business Training Program.

The teachers received training from frontline employee instructors at the Casio head office and the Hachioji R&D Center. The course also included a lively exchange of opinions and ended as a complete success.

The teachers who participated were surprised at the way a private company like Casio is putting its energy into environmental activities, while pursuing its business with goals and dreams. They were very pleased with what they learned in just three days, saying that they would apply this new knowledge in the classroom. The participants also expressed a desire to hear from female managers at Casio next time, and to do more



Program for teachers

The clover "♣" symbol indicates disclosure and communication activities in the area of social contribution.

hands-on activities rather than just classroom learning. Casio will apply the feedback in planning next year's activities.

## Contribution to the International Community

### Casio Monetary Fund Committee for Peking University Japan Study

The Casio Monetary Fund Committee for Peking University Japan Study has been established by Casio (Shanghai) Co., Ltd., in cooperation with Peking University, China's premier institution for education and research relating to Japanese studies. The goal of this fund is to support the ongoing improvement of the research and educational level for studies in Japanese language, literature, and culture.

The fund awards one-time scholarships to students with excellent academic results in Peking University's foreign-language program for Japanese language or cultural studies and professors who have published outstanding academic papers or research. The awards are designed to further promote research in this field.

On November 9, 2005, a ceremony was held to commemorate both the founding of the fund and to award the first scholarships. The scholarships were presented to three students and five professors.



Scholarship award ceremony

### Support for the World Children's Baseball Fair

Since 1992, Casio Computer Co., Ltd., has been supporting the World Children's Baseball Fair, which seeks to promote friendship among the world's youth.

The baseball fair was initially proposed by Hank Aaron and Sadaharu Oh, home-run kings of the US and Japan. With the goals of promoting the spirit of baseball the world over and increasing international friendships between children, the first World Children's Baseball Fair was held in Los Angeles in 1990. Since then, around 250 boys and girls from 20 countries worldwide have participated in the event with great enthusiasm every year.

In 2005, the 16th annual baseball fair was held in Gunma Prefecture from July 28 to August 5. Baseball workshops were held in addition to cultural exchange activities with local children, thereby fostering international friendship.

The promotion of the sporting spirit has become increasingly important for the sound development of youth and the effective utilization of their leisure time.

Through the sport of baseball, children can learn to understand each other better. By supporting this baseball fair that fosters friendship, Casio is contributing to the sound development of young people.



World Children's Baseball Fair








**Sponsoring the Nationwide Youth Keyboard Contest in China**

Casio has been supporting the Nationwide Youth Keyboard Contest in China since the Soong Ching Ling Foundation\* first established the contest in 1986. To commemorate almost 20 years of support by Casio, a delegation from the keyboard contest including Vice Chairman Chi Liqun of the Soong

Ching Ling Foundation was invited to visit Japan in October 2005. As part of this activity, a special China-Japan (Casio and Soong Ching Ling Foundation) keyboard concert was held at the Casio headquarters. The concert featured 10 groups of children aged 9 to 18, who performed solo and in ensembles. The delegation also included a reporter from the People's Daily of China, and this cultural exchange was widely reported throughout that country.

\* With the goal of helping underprivileged children across China, the Soong Ching Ling Foundation was established by the wife of Sun Yat-sen, Soong Ching Ling, also famous as one of the three Soong Sisters in Japan. The organization is highly respected by the general public and the government for its activities, which have produced many outstanding instructors and students across China.

**Major social contribution initiatives in fiscal 2006**

Category	Theme	Content	Implementing organization	
Local communities	Traffic safety	Cooperation with a traffic safety campaign	Street activities during the national traffic safety weeks in the spring and the fall.	Casio Information Systems Co., Ltd.
	Social education	Hosting interns 	As part of occupational education activities, actively participated in planning as a corporate participant in university internship programs and hosted 21 interns in fiscal 2006.	Kochi Casio Co., Ltd.
		Company tours 	Provided company tours for 281 students from 16 schools in fiscal 2006, as part of comprehensive studies classes and school excursions.	Casio Computer Co., Ltd.
		Classroom visits 	Visited Fuchu Dai 4 Elementary School, and gave presentations to about 100 students, teachers, and parents concerning the fun and difficulty of creating products.	Casio Computer Co., Ltd.
	Environment	Cleanup Day	In fiscal 2006, 140 employees participated in the twice yearly cleaning of the areas around a company site, and the route between the site and nearby Higashi Hanawa station.	Kofu Casio Co., Ltd.
		Beautiful Yamagata and Mogami River Forum	Cooperating with the local people, NPOs, universities, and government agencies to support cherry tree planting and maintenance along Mogami River.	Yamagata Casio Co., Ltd.
Civic society	Social education	Nikkei Education Challenge 2005	Support for the Nihon Keizai Shimbun's high school education program in economics and industry. Dispatch of employee instructors.	Casio Computer Co., Ltd.
	Welfare	Participation in blood donation drive	In fiscal 2006, 189 employees at the head office and 264 employees at the Hamura R&D Center participated.	Casio Group
		Jobs offered to physically or mentally disabled persons	Product disassembly, parts sorting and other types of light work are offered on a contract basis.	Casio Techno Co., Ltd.
International community	Social education	Training students as part of university programs 	Providing practical training to students as part of university programs (for two or three months). About ten students per year receive practical training at Casio (Thailand).	Casio (Thailand) Co., Ltd.
		Training local high school students 	Occasionally some local high school students are provided work experience at Pt. Asahi Electronics Indonesia.	Pt. Asahi Electronics Indonesia

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**Major donations in fiscal 2006**

Category	Project title	Donation recipient	Implementing organization
Environment	Support for the "Think the Earth Project" FY2006	Think the Earth Project (NPO)	Casio Computer Co., Ltd.
	Donation to the Japan Industrial Waste Management Foundation	Japan Industrial Waste Management Foundation	Casio Computer Co., Ltd.
	Donation to the Keidanren Nature Conservation Fund	Keidanren Nature Conservation Fund	Casio Computer Co., Ltd.
	Support for WWF Japan (World Wide Fund for Nature Japan)	WWF Japan (NGO)	Casio Computer Co., Ltd.
Education	Support for the International University of Japan	International University of Japan	Casio Computer Co., Ltd.
	Scholarship provision	Costco Scholarship Fund	Casio, Inc.
Culture and arts	Support for the NHK Symphony Orchestra	NHK Symphony Orchestra	Casio Computer Co., Ltd.
	Support for the Tokyo Philharmonic Orchestra	Tokyo Philharmonic Orchestra	Casio Computer Co., Ltd.
Local communities	Sponsorship of the Fruit Nation Higashine - Cherry Marathon	City of Higashine	Yamagata Casio Co., Ltd.
	Cultivation of tulip bulbs and Ohga lotus for the preservation of fallow rice fields	City of Hamura	Casio Computer Co., Ltd.
Disaster relief	Contribution to the victims of Hurricane Katrina	Japanese Red Cross Society, etc.	Casio Group
	Contribution to the victims of the Pakistan earthquake	Japanese Red Cross Society	Casio Group
International exchange / cooperation	Sponsorship of the Friends Association, MAISON DE LA CULTURE DU JAPON À PARIS	Friends Association, MAISON DE LA CULTURE DU JAPON À PARIS	Casio Computer Co., Ltd.
Social welfare	Donation to the fund for rehabilitation of disabled persons	A FUND FOR REHABILITATION OF DISABLE PERSONS	Casio (Thailand) Co., Ltd.
Healthcare	Donation to the Japanese Foundation for Cancer Research	Japanese Foundation for Cancer Research	Casio Computer Co., Ltd.
	Support for PH-Japan	PH-Japan (NPO)	Casio Computer Co., Ltd.