

**Creating something where there was nothing before. At Casio, we call that going from “0” to “1,” and we’ve been doing it since the beginning. In fact, that’s the essence of our unchanging corporate creed, “Creativity and Contribution”—and our commitment to further progress for the world.**

## **Casio’s 50th Anniversary**

It all started when we said to ourselves, “Let’s build our own calculator—one that can do things that people only dream of now.” Back then, the world’s calculators were all mechanical; they actually used gears to crunch the numbers. So my brothers and I set out to create a device that could perform calculations using only electrical circuits. It took seven years, but at last the world had its first small, fully electric calculator—we called it the 14-A—and Casio Computer Co., Ltd., was born.

That was exactly half a century ago, June of 1957. By the end of our very first fiscal year, we had sold 19 of our 14-A calculators, and recorded sales of 5.7 million yen.

Ever since, Casio has endeavored to create products that meet universal needs, true to our corporate creed of “Creativity and Contribution.” This creed expresses the heart of what Casio does: we identify latent needs that no one else has recognized, and then apply our creativity to provide products and services that feel so familiar it’s as if they had always existed. It is not a surprise then, that many of Casio’s products have been world-firsts or global bestsellers. And our quest to develop one-of-a-kind products continues, motivated by a genuine desire to inspire new lifestyles and contribute to culture around the world.

We have seen dramatic growth in our first 50 years. Casio sells more than 100 million product

units annually in 140 countries around the world. In fiscal 2007, consolidated net sales reached 620.7 billion yen, and operating income hit 48.0 billion yen—setting record highs.

The credit for these outstanding results goes to all of our stakeholders: all the customers who love Casio products; the shareholders and investors who believe in Casio’s business and future potential; the people at the suppliers and retailers who provide production and sales support; our own employees who develop and send our products off to market; and the many others that have helped Casio to become what it is today. Let me take this opportunity to express my heartfelt appreciation to everyone.

## **The Next 50 Years**

Given the successes of the last half century, in the next 50 years my hope is that Casio will continue to provide joy and wonder to people everywhere, while making a real difference in the world. I also recognize that, to earn a place in the sustainable global community of the future, Casio must meet ever-greater social expectations and public needs around the world, while also ensuring that corporate value continues to increase. Put simply, Casio must aim to be a company that is literally indispensable to human society. To achieve this goal, we are building a rock-solid management foundation that delivers steadfast execution of the following commitments.

- To continue realizing the unchanging, foundational principles of Creativity and Contribution, Casio will adhere to the Charter of Creativity for Casio and Casio Common Commitment.
- By embodying its corporate creed, Casio will keep evolving and contributing to society through innovative manufacturing.
- To ensure compliance with all laws and regulations, Casio will construct an efficient, rational system of internal controls, improve management transparency, and strive to increase corporate value.
- Casio will be sensitive to the needs of societies around the world, incorporate these needs in the daily conduct of its business, and engage in various initiatives to help solve global problems and social issues through its core business activities.
- Casio will pursue environmental innovations in various aspects of its business activities, helping to build a sustainable global community.
- Casio will improve interaction and communication with all stakeholders to ensure even greater management transparency.

I believe that this kind of CSR-driven management holds the key to the future, and I pledge Casio's best efforts to achieve continued dramatic growth and improve the sustainability of the global community.



*Kazuo Kashio*

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President & CEO