

Dedicated to Socially Responsible Management

At Casio, management is driven by the principles of CSR enshrined in the Charter of Creativity for Casio and Casio Common Commitment, which set out the path to realizing the corporate creed, "Creativity and Contribution."

Pursuing CSR-driven Management

The idea of making something from nothing—going from "0" to "1"—was the driving force behind the establishment of Casio. The four Kashio brothers founded the company with the goal of contributing to social progress by producing their own unique products. Thanks to their uncompromising commitment and spirit of challenge, they overcame innumerable obstacles along the road to realizing this goal. The corporate creed, "Creativity and Contribution," emerged from these experiences in Casio's early days.

Casio has been guided by this corporate creed throughout the years, maintaining a creative corporate culture all the while. More recently, it established the Charter of Creativity for Casio and Casio Common Commitment in order to ensure that its business activities will continue to contribute to society. Casio is united in its commitment to live up to the standards in these declarations.

In addition to a basic attitude and awareness about work, the Charter of Creativity for Casio and Casio Common Commitment incorporate many CSR concepts. By observing the Charter and Commitment, Casio employees are both implementing Casio's social responsibility and realizing the corporate creed—really one and the same endeavor.

Casio believes that its efforts to realize Creativity and Contribution will continue to earn the trust of people around the world.

CSR concepts incorporated in the Charter of Creativity for Casio and Casio Common Commitment

■ Social contribution through business activities	First Chapter, 1 (1)
■ Responsibility to customers	Second Chapter, 1 (1) to (3)
■ Responsibility for the global environment	Second Chapter, 2 (1)
■ Responsibility to stakeholders	Second Chapter, 3 (1)
■ Responsibility for compliance	Third Chapter, 1 (1) to (3)

The Charter of Creativity for Casio and Casio Common Commitment — A Promise from Everyone Working at Casio —

First Chapter

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

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.

- (1) We will accurately understand the universal desires of people all over the world. Our business is creating what people need and delivering satisfaction.
- (2) We will look at things from a variety of perspectives, constantly seeking new insights, and avoid adhering to conventional ideas, fixed notions or thinking that is dependent on precedent.
- (3) We will take the way of original thinking, never imitating others.

2. We will be idealistic in all of our work.

- (1) We will go beyond conventional thinking to envision the ideal state of affairs.
- (2) With this ideal as our goal, we will think and act creatively to discover the means of realizing it.
- (3) We will remain idealistic at heart, constantly striving with intense determination to realize our vision.

3. We will carry our work through to completion, with a strong determination to take on every challenge that comes our way.

- (1) We will always set our sights high, and continue striving to accomplish what we have set out to do, without compromise.
- (2) We will make bold and detailed plans for fulfilling our commitments, thinking rationally, without over-dependence on intuition or emotion.
- (3) We will thoroughly analyze all results, whether successful or not, and make use of what we learn in taking on the next challenge.

Second Chapter

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

1. We will provide people with "limitless inspiration."

- (1) We will take a focused, customer-oriented stance, and consider everything from the customer's point of view.
- (2) We will be strongly conscious of the need to offer inspiration and delight transcending mere "satisfaction" to the customer, by providing products and services that dramatically exceed our customers' expectations.
- (3) We will always respect the actual opinions of customers, and contribute to society by adding new value in accordance with the wishes of customers.

2. We will share a "life of spiritual and material prosperity" with people.

- (1) We will carefully consider the irreplaceable resources and environment of the earth, and conduct business activities with concern for the environment as a top priority.
- (2) We will work to continue providing products and services that offer people a life of spiritual and material prosperity and provide convenience to the business world, always at a reasonable price.

- (3) We will contribute to the improvement of people's lives by working in such a way that people recognize "the essence of Casio" in everything we do, making the most of our company's unique core technologies and expertise.

3. We will foster relationships of "respect and trust."

- (1) We will share growth and development with all of our stakeholders, never simply prioritizing our own gain. We will always adopt a "give-and-take" approach, respecting others and appreciating their points of view.
- (2) We will be sincere and transparent in disclosing information to the public, and address any issue that may arise rapidly and accurately.
- (3) As Casio Group employees, we will value and exercise "respect and trust" toward one another, be sincere in our actions, and be justifiably proud of the Casio brand.

Third Chapter

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

1. We will take complete responsibility for all of our words and actions in accordance with all laws and regulations.

- (1) We will comply with every law and regulation, whether external or in-house, in all of our business activities.
- (2) We will, as members of the Casio Group and vital participants in strengthening the Casio brand, take complete responsibility for all of our words and actions, being aware that we each represent the company and, as a citizen of our own community, also have a responsibility to society.
- (3) We will distinguish between right and wrong in all matters, and act according to proper judgment and personal conscience.

2. We will each take responsibility for our results and success, according to our individual role.

- (1) We will each obtain a clear understanding of our personal role and organizational mission, and perform our work accordingly.
- (2) We will always be responsible for our personal conduct, and will never abdicate our own responsibility or attempt to shift blame to another person.
- (3) We will each genuinely accept the consequences of our own conduct, and use such experiences as lessons for further improvement.

3. We will strive daily to improve everything we do.

- (1) We will do our best to improve ourselves, and will value self-reliance as we strive to improve the scope and level of our skills.
- (2) We will always exercise critical thinking, asking ourselves questions such as "why?" and "what caused this?" in order to find ways to improve.
- (3) We will not merely fulfill our own duties, but will also, as professionals, think about the good of the larger group and seek solutions for larger issues each day.

* 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.