

Environmentally Friendly Distribution and Packaging Materials

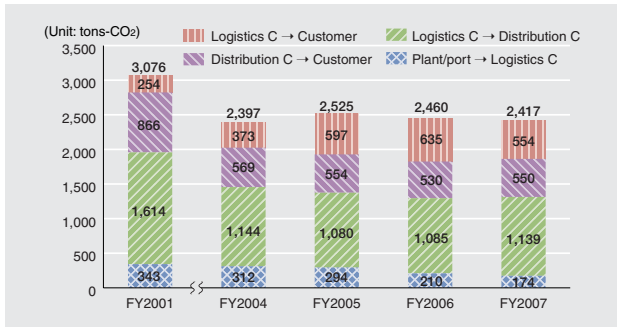
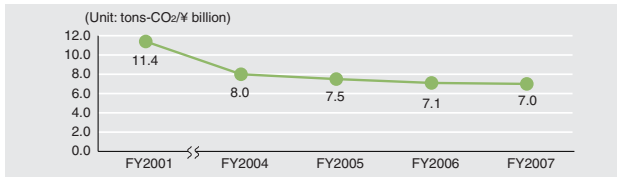
Casio is endeavoring to shift modes of transportation, improve packaging, and increase transportation efficiency in order to reduce CO₂ generated during product distribution.

Distribution

Distribution initiatives in Japan

Fiscal 2007 CO₂ reduction performance

Fiscal 2007 CO₂ emissions in Japan were 1.8% less than in of the previous fiscal year and down 2.1% on a per-unit-of-sales basis. *A 39% reduction compared to fiscal 2001.



*Finished products in Japan only, excluding the shipment of system products.

Initially, the target year was fiscal 2008, but it will be changed due to the influence of schedule changes for the integration of distribution bases in Japan.

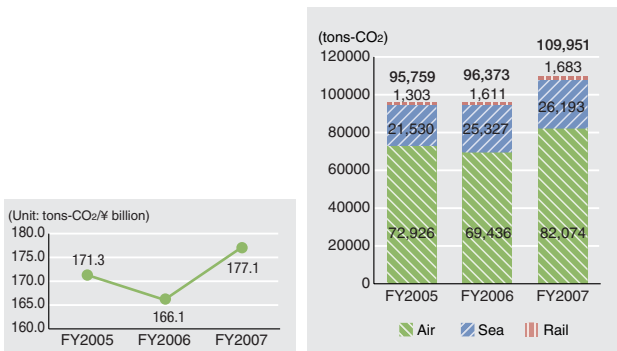
Distribution initiatives outside Japan

Fiscal 2007 CO₂ reduction performance

Fiscal 2007 CO₂ emissions outside Japan were 14.1% more than in the previous fiscal year and up 6.7% per unit of sales.

In the field of general merchandise, Casio reduced its CO₂ emissions by striving to reduce air transportation, but increased sales of digital cameras—which are mainly shipped by air—resulted in increased CO₂ emissions.

However, in fiscal 2008, Casio expects to reduce CO₂ emissions from the transportation of digital cameras by about 2,800 tons by further reducing packaging for all destinations.



*Finished products

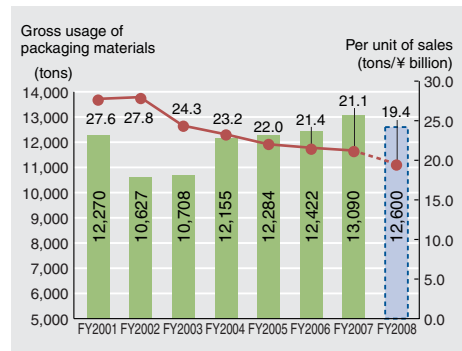
Packaging

Performance against fiscal 2007 targets and future initiatives

Casio is taking action to reduce the usage of packaging material per unit of sales by 30% by fiscal 2008 compared to fiscal 2001.

In fiscal 2007, the usage of packaging materials per unit of sales was 21.1 tons per billion yen, 1.1% lower than the previous fiscal year and down 23.7% compared to fiscal 2001.

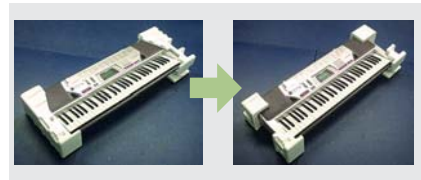
In an effort to achieve its fiscal 2008 goal, Casio will continue striving to use fewer packaging materials and to reduce CO₂ by decreasing the size of product boxes.



*The figures for gross usage of packaging materials are paper-based, cardboard, plastic materials and polystyrene foam.

Example effort to improve packaging in fiscal 2007

Casio reduced its usage of packaging materials by about 30% by using polystyrene foam on only the four corners of electronic instruments.



Further, an effort to decrease the size of boxes for all products generated a space savings equivalent to 14 40-foot containers, which increased transportation efficiency and contributed to CO₂ reduction.

Database of packaging-related information

As legal and regulatory controls of packaging waste spread worldwide, there is a need to make information relating to distribution and packaging more centralized, accurate, and accessible. For that reason, in fiscal 2007 Casio built a database of packaging-related information and started managing detailed information. Expanding this to include all products has increased the efficiency of internal work and, at the same time, enabled Casio to provide suppliers with information sooner.



Database of Packaging-related Information