

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

True to its founding corporate creed of "Creativity and Contribution," Casio seeks to contribute to society by providing products and services that give people joy and wonder.

Casio pursues social contribution initiatives in five key areas: (1) environmental conservation to protect the planet and all life on it; (2) education to foster the next generation of future leaders worldwide; (3) culture and arts to foster spiritual growth; (4) study and research that contribute to the sustainability of society; and (5) community activities befitting a responsible member of each local neighborhood.

The Charter of Creativity for Casio and Casio Common Commitment emphasize the concept of give and take. Casio believes it must first consider what it can do for others, and what kind of contribution it can best make to society.

Casio's awareness of what it must do as a good corporate citizen is also shaped by communication with all kinds of stakeholders. Casio's original creativity, combined with the good input of its stakeholders, has resulted in a unique range of social contribution initiatives, each of which plays a role in helping Casio fulfill its responsibilities to the world.

Activities of the Casio Science Promotion Foundation

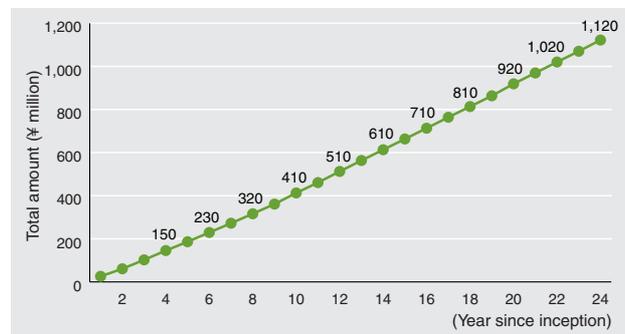
The Casio Science Promotion Foundation was established in 1982 by the four Kashio brothers, and the late former chairman, Shigeru Kashio. The foundation's main focus is on assisting cutting-edge, creative research in the early stages conducted by younger researchers. Every year, assistance is given to approximately 40 projects. In addition, approximately 10 grants are awarded to send Japanese researchers abroad and 10 more to host research meetings.

In fiscal 2007, 46 research projects received grants, totaling ¥51.99 million. The recipients included Professor Takayuki Sato of Kochi University, Professor Haruhiko Yamamoto of Yamaguchi University, and Research Assistant Kenta Miura of Gunma University. The grants were awarded to the recipients at the 24th presentation ceremony held on December 1, 2006. The foundation has awarded 880 grants since its inception, totaling ¥1.122 billion.



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

Total value of research grants awarded by Casio Science Promotion Foundation



◆ New Steps for the Foundation ◆

The environment in which assistance foundations operate is changing. To respond to this change, in fiscal 2007 we launched the two pilot projects described below in an effort to make the foundation's activities easier for the public to understand.



Iwao Tahara
Secretary General
Casio Science Promotion
Foundation

1. Implementing new assistance categories based on special themes

During the foundation's 23 years of operation, the number of categories in which assistance is granted has increased to 21. These categories have become the basis of the foundation's activities, so it is not easy to change them.

On the other hand, the research environment has been changing dramatically, even in the field of basic research. The privatization of Japan's national universities beginning from April 2004 is one example of these changes. Therefore, an important role of the foundation is to meet the needs of researchers applying for assistance, while flexibly adapting to the changing situation.

As a result, we have introduced a mechanism to enable the relatively easy establishment of new assistance categories, each fiscal year, or every three to five years.

2. Research presentations by grant recipients

In the past, the relationship between the foundation and the researcher was essentially ended one year after issuing the grant, at the point when the research report was submitted. To improve this situation, the secretariat now follows up on the results produced by the researchers, and provides them opportunities to visit and give lectures on topical subjects. I think these events will be welcoming for general participants and will assist them to discover the kind of results the foundation is helping to achieve.

Supporting the Sixth Dolphin & Whale Eco-Research Network Project

Ever since 1994 when the International Dolphin and Whale Conference was held in Japan, Casio's G-SHOCK and Baby-G watch brands have 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 2006, Casio participated in the Dolphin and Whale Watching Campaign 2006 at the Sixth Dolphin & Whale Eco-Research Network Project, and provided support for the realization of better dolphin and whale watching activities in Japan.

Special G-SHOCK models have been released printed with the message of "All as One" to express that the lives of dolphins, whales, people, and all other organisms exist in oneness on the Earth. These models feature Tough Solar technology that reduces the need for battery disposal, and the packaging contains paper recycled from Casio's corporate activities. A pamphlet is also included that outlines the activities of I.C.E.R.C., in order to promote awareness and understanding of its activities. Finally, a portion of the proceeds from sales of these models is contributed to I.C.E.R.C. Japan.



G-SHOCK models that support the Dolphin & Whale Eco-Research Network

I.C.E.R.C. Japan is pursuing environmental education activities based on the idea of helping people to appreciate the importance of the natural environment by learning about and encountering dolphins and whales.

I would like to thank the people of Casio Computer Co., Ltd., for supporting our activities for more than a decade.

Through the adoption of packaging made from recycled materials and Tough Solar technology, each year the special G-SHOCK models made for I.C.E.R.C. have become more and more environmentally friendly. By attracting the interest of many young people, the G-SHOCK and Casio's environmental initiatives are having a tremendous impact. I hope that Casio will always be a company that values the natural environment.



Hidekazu Ohshita
Director
International Cetacean Education Research Center (I.C.E.R.C.) of Japan

Casio's Educational Website

The Casio Worldwide Education Website (WEW) was established in 1998. Since the site's inception, it has been visited by many educators in the field of mathematics, and today, over 15,000 educators regularly utilize the site.

The purpose of the website is to educate as many people as possible about Casio's scientific calculators, and how to use them effectively in schools. In addition to product information on Casio's scientific calculators and software download services, the site describes and provides many lesson plans and textbooks prepared in various countries, to help instructors to utilize Casio scientific calculators effectively in the mathematics classroom.

In February 2007, site content was updated, and an online forum was held for educators. The forum provided an opportunity for the free exchange of opinions and discussions on Casio products and lesson plans prepared by educators.

This website has enabled Casio to provide lesson-planning expertise to a wide range of educators while obtaining a wide variety of opinions and useful feedback to apply to the development of future Casio products.



Casio Worldwide Education Website



Casio Worldwide Education Website
<http://edu.casio.com/>

Casio (Shanghai) Establishes Fund for Three Local Universities

On November 27 and 28, 2006, Casio (Shanghai) Co., Ltd., set up the Casio Education Fellowship in cooperation with Fudan University, Shanghai International Studies University, and East China University of Political Science and Law, all located in Shanghai. This fund follows the company's establishment of the Casio Monetary Fund Committee for Peking University Japan Study, in 2005.

Fudan University is one of the leading national universities under direct control of China's State Council; the Shanghai International Studies University is an authority on foreign language learning in China; and the East China University of Political Science and Law is a school specializing in legal studies. These universities have produced many high-profile alumni in and outside China, and they are all leading research institutions. Through the donation of educational grants to each of these universities over the next decade, Casio will contribute to higher education in China while actively promoting ongoing cooperation including the exchange of information and talented people.



Grant award ceremony