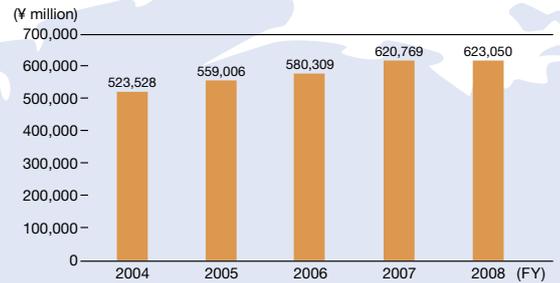


## Company Data



Headquarters: 1-6-2, Hon-machi, Shibuya-ku, Tokyo, Japan  
 Established: June 1, 1957  
 President & CEO: Kazuo Kashio  
 Employees: 3,162 (consolidated: 13,202)  
 Paid-in capital: ¥48,592 million  
 Net sales: ¥623,050 million  
 Operating income: ¥37,753 million  
 Net income: ¥12,188 million

### Net sales



\*Data shown here for fiscal 2008, ending March 31, 2008

The Casio booth at the international trade fair, BASELWORLD 2008



### Europe

Casio's businesses in Europe are tailored to the diverse national cultures of the region. Casio Europe GmbH (Germany) oversees all of Casio's European operations, working closely with subsidiaries in the United Kingdom, France, Norway, Spain, and the Netherlands. In recent years, Casio's effort to increase its share of the European market for digital cameras has met with steady success. The company also has an office in Russia.

A production line for electronic dictionaries



### Asia

Of Casio's products shipped worldwide, 80% are produced in China, Thailand, Indonesia and other Asian countries. In the Chinese market, where people in the growing middle class are enjoying more disposable income, Casio has sales companies in Shanghai and Guangzhou tasked with managing sales activities to meet the latest needs of each local market. Similarly, to serve India's massive, growing market, Casio has a sales company and system of more than 300 distributors covering the whole country. In addition, with the increasing economic influence of the Middle and Near East, Casio has an office in Dubai to undertake marketing in the region.

## Casio Group companies around the world

### Asia

1. Casio Taiwan Co., Ltd.
2. Casio Electronics (Shenzhen) Co., Ltd.
3. Casio Computer (Hong Kong) Ltd.
4. Casio (Guangzhou) Co., Ltd.
5. Casio Electronic Technology (Zhongshan) Co., Ltd.
6. Casio(Shanghai) Co., Ltd.
7. Casio India Co., Pvt. Ltd.
8. Casio Singapore Pte., Ltd.
9. Casio (Thailand) Co., Ltd.

### The Americas

1. Casio Canada Ltd.
2. Casio America, Inc.
3. Casio Latin America, Inc.
4. Casio Mexico Marketing, S. de R. L. de C.V.

### Europe

1. Casio Electronics Co., Ltd.
2. Casio Europe GmbH
3. Casio France S.A.
4. Casio Benelux B.V.
5. Casio Scandinavia AS
6. Casio Espana, S.L.

## Global Voices

### ■ Casio Europe GmbH to move to new business district

Casio Europe GmbH, Casio's base in Germany, will move to the new Nordport business district in the town of Norderstedt in January 2009. Bringing together the hitherto dispersed office, logistics, and service locations will improve the efficiency of the company's operations. Casio intends to leverage this newly integrated headquarters to further



strengthen its operations across Europe. The street fronting the building will be named Casio Platz.

Laying the foundation for Casio's new European headquarters

# Global Presence

The Casio Group reaches around the world, offering satisfaction and excitement for everyone.

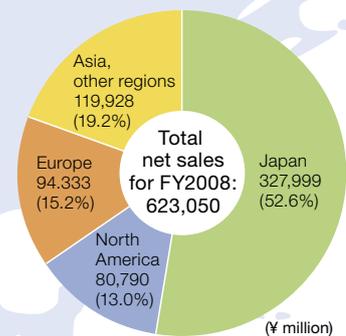
Hamura R&D Center



## Japan

Casio's headquarters is located in Shibuya, Tokyo. The company's R&D centers in Hamura and Hachioji, also in Tokyo, are responsible for most research and development. Casio Hitachi Mobile Communications Co., Ltd., a joint venture with Hitachi located in Higashiyamato, Tokyo, develops cellular phones. In addition, the manufacture and processing of products that require particularly advanced technologies is undertaken by subsidiaries in Ome in Tokyo, Higashine in Yamagata Prefecture, Chuo in Yamanashi Prefecture, and Nankoku in Kochi Prefecture.

Net sales by region



## The Americas

Casio established an overseas subsidiary in the United States in 1970, and since then it has built a sales and service network covering the entire country. At present, the sales companies Casio America, Inc., and Casio Canada Ltd. are responsible for the North American area. Casio Latin America, Inc., and Casio Mexico Marketing, S. de R. L. de C.V., were recently established in order to market Casio's products effectively in the South American region, which is now enjoying robust growth.

The Casio booth at CES 2008



### Contributing to the promotion of music and technological development in India

So many people use Casio products in India that "Casio" is becoming the byword for electronic keyboards. Not only that, around 90% of the scientific electronic calculators used in some 2,000 technical universities in India are made by Casio. We are proud of the role our products have played in the development of India's world-renowned IT talent. We are now introducing more precisely targeted sales and service strategies—for instance, opening concept shops specializing in Casio products.



**Akash Sapra**  
Consumer Sales Division,  
Casio India Co., Pvt. Ltd.

### The OCEANUS radio-controlled watch is making waves in China

In China, where broadcasts of radio waves bearing the standard time have just begun, Casio has introduced the OCEANUS to popularize the radio-controlled watch. Consumers in China favor leading-edge products that make the most of innovative technologies, and the sophistication and advanced technologies of the Oceanus line have a great deal of appeal. These Casio watches are becoming very popular.



**Lin Junhong**  
Sales & Marketing Division,  
Casio (Guangzhou) Co., Ltd.

### A high level of awareness at CES every year

Casio exhibits every year at the international Consumer Electronics Show (CES) held in Las Vegas in the United States. At the show, we announce cutting-edge Casio products, introduce people to our environmental initiatives, and attract a great deal of media attention. It seems like everyone is interested in what Casio is doing.



**John Garlette**  
Marketing and Communications,  
Casio America, Inc.