



By constantly focusing on “Creativity and Contribution,” Casio will continue to be an enterprise that meets social needs.

Since the autumn of 2008, the global economy has been mired in a “once-in-a-century recession.” Some of the biggest corporations in the world have collapsed, while others survive only because of government support.

What we used to take as a given, no longer holds true. What once counted as assets, has now become dead weight. Perhaps we have reached a turning point in history. Perhaps it is time for us to determine what to hold on to, and what to discard. I believe it is time for us to make a break with the management style of the 20th century.

We often say in Japanese that “in every pinch, there lies a chance.” This does not mean that anyone who just muddles through from day to day will come roaring back once the crisis has passed. Rather, only those who keep fighting through adversity will be ready to seize the chances that come their way.

“Creativity and Contribution” has been Casio’s corporate creed since the beginning.

Casio went into business in 1957 after we developed the world’s very first compact, fully electric calculator, the 14-A.

In 1972, we developed the Casio Mini. All calculators prior had been used for business, but this was the first that was easily affordable for ordinary consumers. The Casio Mini made the personal calculator a household item around the world.

The digital watch that Casio created in 1974 displayed the full range of information relating to “time,” including a calendar. In addition, the watch was built from a plastic material that was both lightweight and strong. The product was an instant worldwide success.

Casio then launched an electronic keyboard in 1980 that was capable of digitally synthesizing the sounds of all kinds of musical instruments and made it easy for people to play music. It represented the birth of a whole new genre of musical instrument.

In 1981, Casio came out with an electronic dictionary that incorporated many different types of dictionary functions all into a single palm-sized device. These are now found virtually everywhere, and schools, in particular, have come to see them as indispensable to their educational mission.

Casio introduced the first digital camera with a screen in 1995, enabling users to check images instantly after taking them, and to keep only the good ones.

Not letting up, in 2002 we launched the ultra-slim EXILIM series of “wearable card cameras” that users could carry anywhere and use anytime, so that no photo opportunity would ever get away. This trailblazing product marked the beginning of the compact digital cameras seen everywhere today.

Time and again over the years, Casio has developed products with value of a sort never seen before. We have created entirely new markets, giving birth to lifestyles and gems of culture that people today have come to take for granted, so total is their integration into modern life.

I say all this to explain what we mean by “Creativity and Contribution.” It’s been quite a story—and one of which we’re very proud.

Now we find ourselves in the midst of an economic recession that is impacting Casio’s business. But we have always stuck with our corporate creed through thick and thin, continuing to develop new products even in the worst of times. Today, we continue to devote every available resource to generate new demand and create new markets. We do it because I believe this is the way forward, and the only way to convert a “pinch into a chance.” We know what it takes to run our business stably, profitably, and sustainably, and that is exactly what we intend to do.

At the same time, however, we cannot ignore the fact that we conduct our business in a finite world. Limitless growth is not a possibility if we stick with the status quo. The task of protecting the global environment cannot be put off any longer, and it is imperative that we examine the role business must play in that undertaking.

It goes without saying that we must do our part in everyday environmental preservation activities, but in addition we have unique technological strengths that can help make a difference. Both our products and the manufacturing processes that we use to turn them out can be designed to minimize environmental impact. The global community is calling upon us to address other pressing problems, as well—human rights, poverty, and employment stability, to name a few. We are hard at work on all these fronts.

Going forward, Casio will seek through these activities to win trust and continue to be the kind of company that society needs.

This report has been prepared to help Casio’s stakeholders easily understand what the company is doing to fulfill its social responsibilities. We thank you for taking the time to read the report, and look forward to your feedback.

Kazuo Kashio
President & CEO