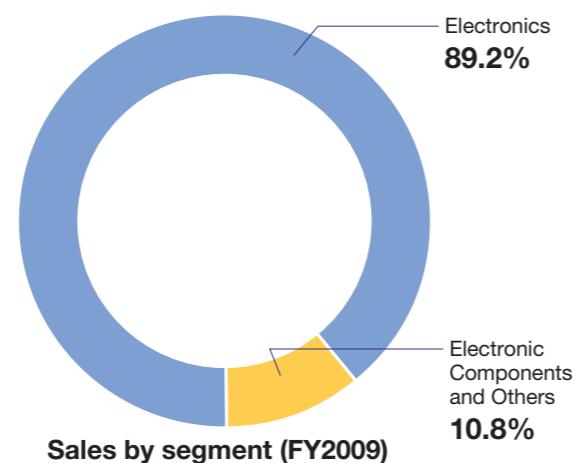


Casio Business Overview by Category

The Casio Group is comprised of Casio Computer Co., Ltd., 50 consolidated subsidiaries, and 3 equity-method affiliates (as of March 2009). Casio conducts its business in two main segments: Electronics, and Electronic Components and Others. The Electronics segment is divided into four categories: Consumer, Timepieces, Mobile Network Solutions (MNS), and System Equipment.



Electronics

■ Consumer category

Sales: ¥178.0 billion

Electronic calculators, label printers, electronic dictionaries, digital cameras, electronic musical instruments

Casio offers a wide array of products to make everyday life more convenient and enjoyable, including digital cameras, electronic dictionaries, calculators, label printers, and electronic musical instruments.



Digital camera



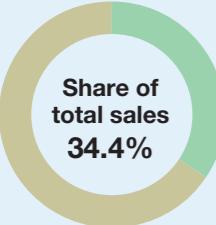
Electronic dictionary



Calculator



Electronic musical instrument



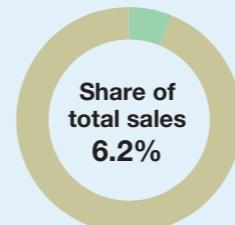
Electronic Components and Others

■ Electronic Components category

Sales: ¥32.5 billion

LCDs, BUMP processing consignments

The Electronic Components category mainly consists of small and medium-sized STN and TFT LCDs that are so indispensable to many different types of mobile devices. Casio Micronics conducts bump processing on consignment. BUMP is a technology that forms electrodes for liquid crystal driver chips.

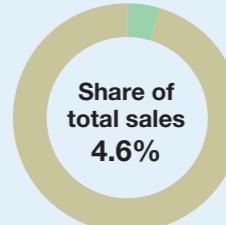


■ Others category

Sales: ¥23.7 billion

Factory automation, molds, etc.

Most products in this category are independently made by Casio group companies.



■ Timepieces category

Sales: ¥80.4 billion

Digital watches,
analog watches, clocks

Casio maintains a diverse range of high-quality brands, including G-SHOCK, Baby-G, and the OCEANUS line of solar-powered radio-controlled watches with a full metal case. Casio's leading-edge technology is driving the advance of the wristwatch toward becoming a wearable multi-purpose information terminal.



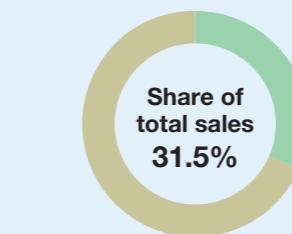
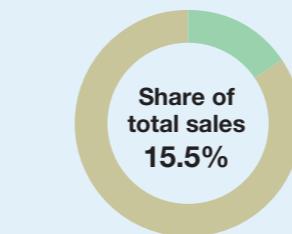
Solar-powered radio-controlled watch



Cellular phone



Handheld terminal



■ MNS category

Sales: ¥163.2 billion

Cellular phones,
handheld terminals

Casio offers cellular phones, handheld terminals, and other portable terminals that provide unique solutions and bring convenience to business and everyday living.

■ System Equipment category

Sales: ¥40.3 billion

Electronic cash registers
(including POS systems),
office computers, page printers,
data projectors

Casio supports businesses in a wide range of industries with ADPS, a strategic information system designed to support companies' human resource strategies. Other items include high-speed color page printers, electronic cash registers, and data projectors.



Page printer



Electronic cash register



Data projector

