

Delivering Casio Creativity to the World

Conveying the Casio brand through communication with customers

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Casio is developing products that provide happiness and joy to people in entirely new ways. The sales departments play a major role in informing consumers about the new value that Casio has created, and we always strive to carry out strategic sales promotions and campaigns under a unified business strategy.

Japanese consumers in particular tend to make purchase decisions based on information provided in retail stores. As the direct connection between customers and Casio, the sales team must make full use of the advanced functions in third-generation digital cameras and other products, in order to be able to demonstrate their convenience to retail staff and customers.

Our sales teams understand the latent needs of customers, and this gives us a strong capacity to propose new functions and products. It is our goal to come up with even more great ideas than before, especially for new, environmentally friendly products and innovative functionality.

Thanks to the worldwide sales of G-SHOCK watches, scientific calculators and other Casio products, the Casio brand has become a household name everywhere. With Germany and the UK our primary bases in Europe, in recent years we have also set up sales companies in other major European countries. Our sales and marketing efforts are always tailored to the specific region. From the perspective of future growth potential, we are also actively strengthening our sales networks in the emerging markets of Brazil, Russia, India, and China (the BRICs). We will continue to strive to build an integrated global system of sales and service, to ensure that customers will enjoy using their Casio products for years and years to come.

Sales Development in High-growth BRIC Markets

In order to deliver appealing products to as many people as possible, Casio is expanding its overseas sales bases.

Having already established sales companies in two of the fast-growing BRICs, China and India, Casio just recently set up sales companies in Russia and Brazil. These new companies are working to expand distribution mainly for digital cameras, which have good growth potential. They are focusing on sales promotions at retail, and expanding points of contact with customers.

In order to improve the value of Casio's unique brands such as EXILIM and G-SHOCK, the company is building close relationships with customers through more interactive communication, and is creating an environment that can provide even more customers with better products.

Handheld Terminals for International Logistics

With a distribution network of 300 locations worldwide, Dachser is a major international logistics company based in Germany. The company uses Casio's handheld terminals for delivery verification and cargo tracking. After first trying out the DT-X10 model, the firm decided to continue using Casio handheld terminals. It adopted the new DT-X30 model and made plans to increase the number of devices that it uses. Dachser appreciates not only the high level of support and the model's outstanding and convenient design, but also its superior performance scanning bar codes under natural lighting or in dimly lit locations.



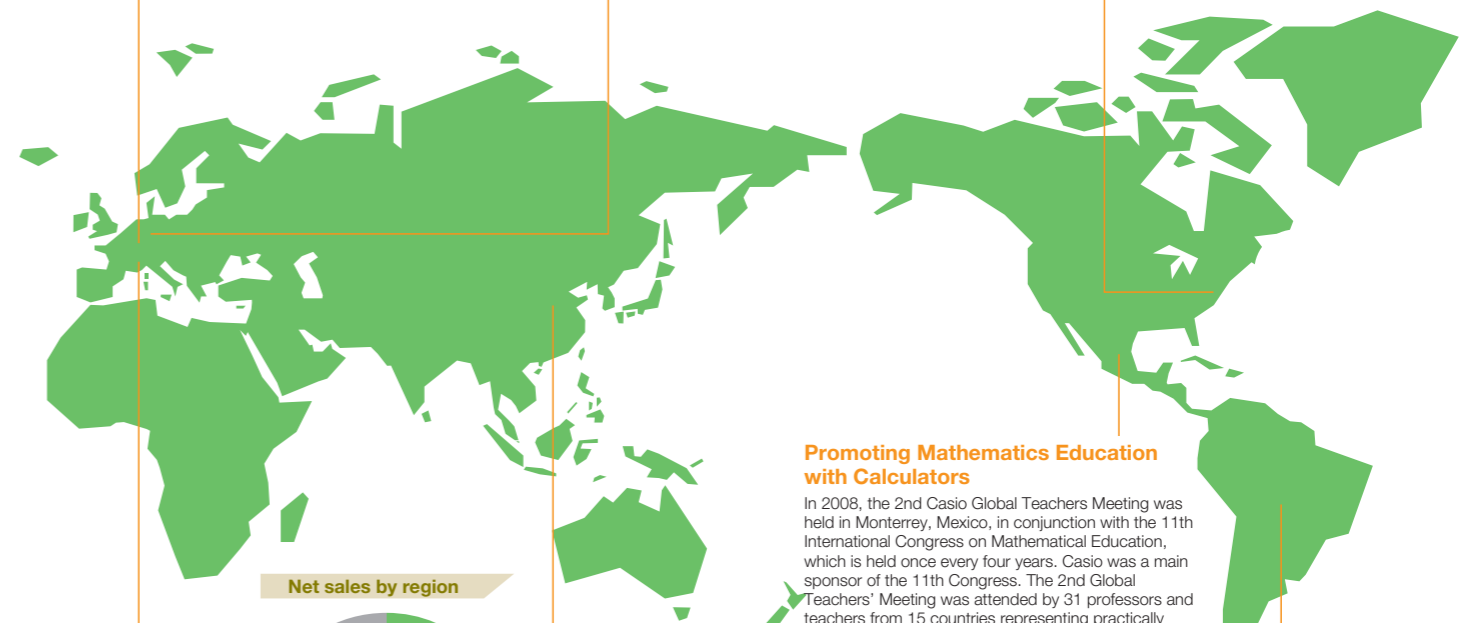
New Office Building for Casio Europe

In 2009, Casio Europe GmbH combined all its office, logistics, and service locations, previously scattered around Germany, into a newly constructed energy-efficient building. The structure features heating and cooling technology that uses geothermal exchange equipment that lies 130 meters below ground where the temperature remains a constant 16 °C year round and circulates water through pipes between the equipment and the building. This is expected to result in power savings of from 30% to 45% for the company, and to reduce Casio Europe's CO₂ emissions by about 1,000 tons per year.

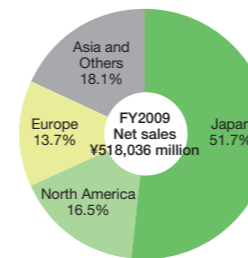


G-SHOCK Press Event in New York

To mark the 25th anniversary of our G-SHOCK brand of shock-resistant watch, in 2008 we held a press conference in New York and invited media outlets from all over the world. The event included live performances by top musicians, and G-SHOCK watches were on display in collaboration with street-fashion retailers, thereby conveying the global outlook that G-SHOCK represents.



Net sales by region



Promoting Mathematics Education with Calculators

In 2008, the 2nd Casio Global Teachers Meeting was held in Monterrey, Mexico, in conjunction with the 11th International Congress on Mathematical Education, which is held once every four years. Casio was a main sponsor of the 11th Congress. The 2nd Global Teachers' Meeting was attended by 31 professors and teachers from 15 countries representing practically every continent. In addition to showing how calculators have been used in various countries, the attendees exchanged ideas on how to make calculators a more enjoyable part of their classes, and discussed the functions that the ideal scientific calculator should offer. The event was a good opportunity for Casio to confirm its desire to contribute to mathematics education for students.



Presenting the Casio Watch Worldview at BASELWORLD

Held every year in the Swiss city of Basel, BASELWORLD is the world's biggest watch and jewellery show. Through displays and presentations that convey the concept and worldview of each of its brands, Casio uses this trade show to demonstrate the appeal of its watches to the world.

At BASELWORLD 2009, even European buyers with a tradition of purchasing mechanical watches recognized the value of Casio's watches, which make full use of electronic technologies, and numerous new sales agreements were made.



Flagship Store Opens in Hangzhou, China

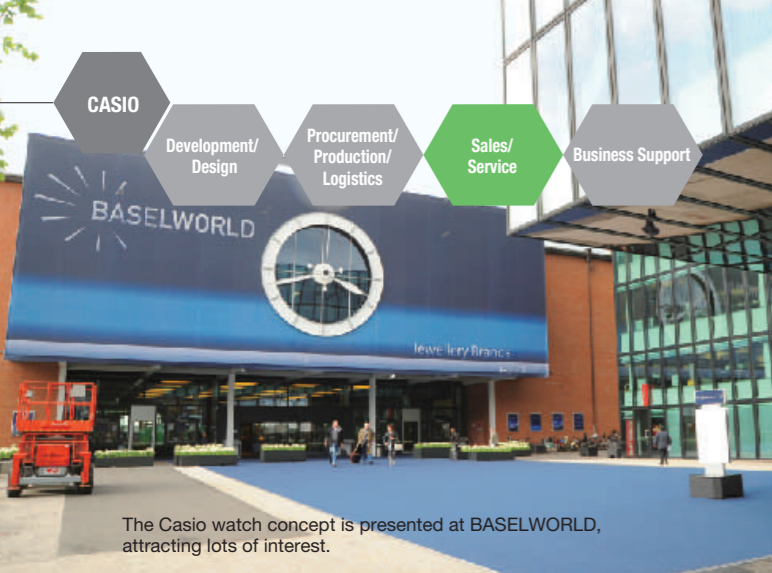
In 2007, China began broadcasting time information using standard radio waves, and since then the radio-controlled watch market has grown rapidly in that country. In order to strengthen sales of radio-controlled watches in China, in 2008 Casio opened its largest store in the world in terms of sales floor space in the city of Hangzhou, Zhejiang. In fiscal 2010, Casio will expand the lineup of radio-controlled watches that it sells in China. The company is now working to improve sales capacity at the store by offering better training and bringing on more staff.



New Sales Company Established in Brazil in 2009

Casio values Latin America as a growth market. In 2006, Casio Latin America was established in Miami in the US to serve as a sales company for the entire Central and South American region. Casio Mexico was then founded in 2008, and the following year Casio Brazil was set up in Sao Paulo, in order to expand sales in that country. As one of the BRICs, Brazil is experiencing remarkable growth, and has the largest geographical area, population, and GDP of any country in Latin America.





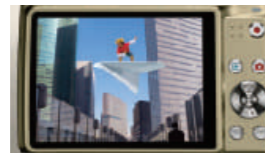
The Casio watch concept is presented at BASELWORLD, attracting lots of interest.



Cross Media Promotion for New Dynamic Photo Function

Dynamic Photo is the world's first digital camera function that allows users to make composite moving images, right on the camera. In order to show the world this exciting new technology, Casio has developed promotional activities using various media formats. TV commercials for Dynamic Photo show actual examples of these composite moving images in a way that is easy to understand. Booths have also been set up on street corners, in commercial areas, and in theme parks, enabling passersby to have fun actually trying out the camera.

A dedicated website has been created for Dynamic Photo to let users download fun moving subjects. Users can easily decorate their snapshots using these animated add-ins to create their own works of art.



Dynamic Photo: Expanding the imagination



Dynamic Photo website



Product experience booth on the street

G-SHOCK and Baby-G Models Support Dolphin & Whale Eco-Research

Casio has launched special watch models to support worldwide surveys, research and educational activities relating to dolphin and whale ecology by the International Dolphin & Whale Eco-Research Network project, which is led by the International Cetacean Education Research Center (ICERC) of Japan. 2008 models for this cause, a transparent G-SHOCK and Baby-G, evoke the image of a beautiful sparkling ocean. The G-SHOCK model features a whale illustration on the band and the EL backlight, while a dolphin image is used on the Baby-G. In addition, the back of each case is engraved with a symbolic graphic featuring the phrase "All As One," expressing the way that all of nature and life itself are woven together in a living symphony on the Earth. Part of the proceeds from the sale of these models was donated to ICERC.



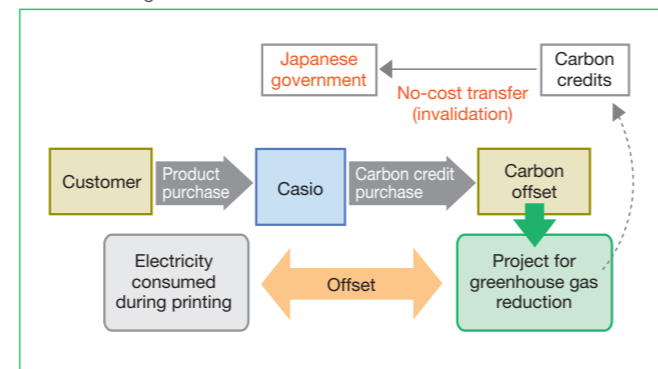
Activities to Prevent Misleading Representation

In order to ensure compliance with Japan's Act against Unjustifiable Premiums and Misleading Representations, Casio has prepared its own textbook for teaching employees how to use proper terminology in marketing. The text provides examples of how to stipulate appropriate comparative information when using expressions such as "No. 1," or "world's smallest." Using this textbook, a company instructor makes the rounds of Casio sales offices in Japan, providing as many as 10 training seminars per month.

Offsetting CO₂ Emissions for Page Printers

Since page printers indirectly contribute to CO₂ emissions through the electricity they use during printing, Casio calculated these emissions based on the amount of toner consumed. Using this information, the company came out with toner featuring a carbon offset. When a customer purchases this toner, Casio obtains carbon credits through a provider in order to offset the electricity used for printing. In this way, Casio is helping customers to simply and conveniently contribute to the fight against global warming whenever they purchase toner.

Toner featuring carbon offset: how it works



Color Page Printer SPEEDIA N3600

Improving Customer Satisfaction

In order to improve customer satisfaction (CS), in fiscal 2009, Casio began strengthening its initiatives for the three main CS activities listed below. The company is working to use customer feedback more than ever before in the creation of even better products.

1. After-sales CS: Working to earn the confidence of customers through service that is fast, accurate, polite, and sincere.
2. Functional CS: Striving to enhance product functionality that leads to customer satisfaction
3. Quality CS: Working to strengthen product quality to assure customer satisfaction

With these three main CS activities, Casio is working hard to ensure that customer feedback is always delivered to the relevant departments, so that ideas for improvement can be put forward, and product functions can be enhanced (functional CS). For example, the company analyzes inquiries and comments about initial setup received from customers who have just purchased a digital camera. It then submits ideas for improvement to the development departments, and these ideas are in turn used to make new models even easier to operate.

Skills Enhancement at the Casio Customer Support Center

In order to promote long-lasting relationships of trust with customers, the Customer Support Center is constantly improving the technical and communication skills of its staff.

To help staff acquire the knowledge necessary to accurately answer customer questions, seminars are given within the Center on topics such as newly released products. Operators also test their product knowledge through an e-learning website every six months, and efforts are made to ensure that all employees achieve a passing score.

The same e-learning program is also administered to staff at call centers outside Japan. Casio is carrying out training on a global level to ensure accurate customer service worldwide.

To ensure that customers receive pleasant customer service over the phone, managers provide guidance to staff based on a checklist of polite language. They also help them learn how to make sure the customer can clearly hear their voice. The operators use this feedback to make daily improvements.

Providing Support Information

In order to help customers use their products with confidence, a product support area has been set up on Casio websites for different countries around the world. The Support page provides information on the operation and repair of Casio products.

Answers to frequently asked questions are provided in writing along with illustrations to increase visual understanding. Site improvements are often made: for instance, the FAQ topics now appear in order of access popularity. The navigation of Casio websites is also continually enhanced, allowing visitors to find the information they want more easily. Casio strives to design its websites so that customers can resolve online any issues they might have.



FAQ page

Repair Service

The service departments provide repair service for Casio products. In order to improve the quality of this service, the departments are working to improve their repair technology, product knowledge, and customer service skills by offering technical training and running internal competitions. In fiscal 2009, Casio introduced online training courses for service technicians across Japan. The customer service manual was also completely revised, as part of efforts to improve staff skills.

Casio is always striving to improve customer convenience. To ensure that products are repaired and returned to customers as quickly as possible, Casio is working on the improvement of parts procurement, its repair system, and repair skills, all with the aim of shortening repair times. In Japan, an online repair site has been set up to enable customers to easily send in their digital cameras, electronic dictionaries, or watches for repair.



Online training course

How customer comments are utilized for products and services

