

# Casio's Corporate Creed and Approach to CSR

Making innovative products and contributing to social progress—these were the aspirations of Casio's founders, and they are summed up in the corporate creed, "Creativity and Contribution." Casio has carefully passed down this corporate creed to all of its employees today. By following the creed and practicing the Charter of Creativity for Casio and Casio Common Commitment, Casio is fulfilling its social responsibilities in all of its corporate activities.

## Working to build a more sustainable world

The world today is faced with complex economic, environmental and social problems of a very serious nature. Humanity as a whole needs to consider what a desirable society is, and then find ways to resolve these problems. If economic activities are to be maintained on this planet with limited resources, every member of society must try to help achieve sustainability. Accordingly, Casio's

aim is to contribute to society through the resolution of social and environmental issues related directly and indirectly to business management, while continuing to provide new value to society, based on its corporate creed of "Creativity and Contribution." Casio will steadily pursue specific initiatives while always thinking originally about the best ways to solve each issue.

### Keywords for a sustainable world and Casio's main initiatives

- **Resource recyclability (social and economic activities on a planet with limited resources)**  
Reducing daytime power consumption through the use of geothermal electricity and the installation of power storage equipment, etc.
- **Biodiversity (respecting the diversity of species including organisms other than humans)**  
Establishing an Environmental Action Plan, and evaluating the entire impact of the business, etc.
- **Fairness across generations (the current generation properly appreciating the legacy of previous generations and passing it on to future generations)**  
Setting medium and long-term CO2 reduction targets, and promoting next-generation development and education, etc.
- **Fairness across regions (fairly distributing wealth and assets across regions)**  
Being a member of the UN Global Compact, and conducting CSR activities globally, etc.

#### ■ Casio's CSR Platform



## Charter of Creativity for Casio and Casio Common Commitment

In 2003, Casio adopted the Charter of Creativity for Casio and Casio Common Commitment, a promise from everyone working at Casio. They are designed to ensure that Casio employees will be aware of the corporate creed at

all times, and act upon it. These promises cover the three key aspects of CSR—economy, environment, and society—as well as the company’s approach to compliance.

### Charter of Creativity for Casio

First Chapter We will value creativity, and ensure that our products meet universal needs\*.  
 Second Chapter We will strive to be of service to society, providing customers with delight, happiness, and pleasure.  
 Third Chapter We will back up our words and actions with trustworthiness and integrity, and work as professionals.

\* To create innovative products that everyone needs but no other company has ever produced. At Casio, this is the mission not only of product development, but of every other part of the business.

## Membership in the UN Global Compact

Casio products are made through cooperation not just within the Casio Group, but with many other parts and consignment manufacturers. Through global distribution, over 100 million Casio products are being sold each year in 140 countries around the world.

In order for consumers worldwide to purchase Casio products with confidence, the company believes that it must support and adhere to common global principles for sustainable growth for the international community,

beginning with Casio’s global supply chain.

This is why, in December 2010, Casio joined the United Nations Global Compact, and made Casio Group employees thoroughly aware of this. While pursuing specific initiatives for the realization of the Global Compact principles, Casio is also appropriately disclosing progress.



## Main stakeholders of the Casio Group

Through ongoing dialogue with various stakeholder groups, Casio is helping to resolve social issues in vari-

ous fields relating to its business activities.

Main Stakeholder Group	Main Casio Group Responsibilities	Main Dialogue Opportunities / Information Disclosure
Customers	Providing appealing, safe, and reliable products Ensuring stable product supply Providing the proper information regarding products Improving customer satisfaction Providing fast and accurate support to customers Properly managing customer information	Daily sales activities Customer Support Center Customer satisfaction surveys Casio’s official website
Suppliers	Fair and equitable transactions Requesting CSR implementation and providing support	Daily procurement activities Holding vendor conferences CSR questionnaires
Shareholders and investors	Timely and appropriate information disclosure Appropriate profit returns	General Meeting of Shareholders Briefings for investors Investor Relations website Issuing financial reports (shareholder newsletter) Responding to CSR questionnaires from socially responsible investors
Employees	Respecting human rights Promoting diversity and inclusion Promoting balance of work and family life Human resource recruitment and utilization Fair evaluation and treatment Industrial health and safety and employee health promotion	Casio intranet Group Workers’ Labor-Management Conference Occupational Safety and Health Committees Career challenge system Internal newsletter
Local communities	Respecting and preserving regional cultures Activities that contribute to local communities Preventing accidents and disasters at sites Providing support to disaster-stricken regions where sites are located	Factory and workplace tours School visit program Internships Employee participation in local community events
Global environment	Environmental consideration in product development Environmentally responsible production activities Complying with environmental laws Protecting biodiversity	