

Casio's Response to the Great East Japan Earthquake

Casio offers its heartfelt sympathies to everyone affected by the Great East Japan Earthquake of March 11, 2011. Casio would also like to take this opportunity to express gratitude for all the heartfelt support that the people of Japan have received from around the world.

Below is a report on the effects sustained by Casio and its response to the earthquake disaster (as of July 31, 2011).

Status at Casio

Although some of Casio's business sites were damaged, fortunately employees and their families were not harmed, and the group was able to recover quickly. Nevertheless, operations at production sites have slowed slightly as a result of delays in the procurement of parts due to the damage sustained by certain suppliers.

In response, Casio has decentralized suppliers, started manufacturing parts in-house, and taken other measures to get operations back up to speed as soon as possible.

Impact of the Great East Japan Earthquake on Quality

The Great East Japan Earthquake and the subsequent power interruptions have had no impact on the quality of Casio products. The radioactive contamination from the damaged Fukushima Daiichi Nuclear Power Station has had no impact on Casio's production facilities in Yamagata and Yamanashi prefectures. The radiation levels in both prefectures were surveyed by Japan's Ministry of Education, Culture, Sports, Science and Technology, and the readings were below levels harmful to the human body. Casio products are also regularly checked for radiation at production and logistics sites, and their safety has been confirmed.

Special support for customers affected by the disaster

As a support measure for people in areas stricken by the Great East Japan Earthquake, Casio offered to repair Casio brand consumer products at half the usual price for products damaged in municipalities where the Disaster Relief Act was applied. This offer was made available until September 30, 2011.

Relief efforts for the disaster-affected areas

Casio donated a total of 55 million yen in relief funds to Japan Platform in order to help the victims and assist in the recovery effort. The company also matched the donations of its employees with an equal or greater amount. Casio Group employees worldwide donated a total of about 10.57 million yen, which was matched by Casio Computer Co., Ltd., with an additional 22 million yen, for a total of 32.57 million yen. This money was donated to the Japanese Red Cross Society, local governments in the disaster-affected areas (through the Japanese Association of Metal, Machinery, and Manufacturing workers), and Japan Platform.

Casio is also making ongoing donations to the Ashinaga Donation Fund for Children Orphaned by the Great East Japan Earthquake and Tsunami operated by Ashinaga, a non-profit organization, in order to support children who lost their parents in the disaster. In fiscal 2012, Casio donated 5 million yen and will continue to donate 2 million yen per year over 10 years for a total amount of 25 million yen.

All told, donations of aid money from the Casio Group will total 102 million yen.

Additionally, Casio is providing ongoing non-monetary support, including the donation of clocks for temporary housing, digital cameras with hybrid GPS for disaster response headquarters in prefectures and municipalities affected by the disaster, and calculators for schools that lost teaching materials.

Casio is committed to continuing to provide as much support as it can to meet the needs of people in the disaster-affected areas.

Casio's efforts to save electricity

Since the earthquake disaster, Casio has undertaken a number of energy-saving measures such as turning off some lights in offices and billboards, changing air conditioning temperatures, stopping some elevators, and expanding the length of the summertime cool-biz campaign (which encourages people to dress more casually to save on air-conditioning).

In response to the power usage restrictions issued in the summer of 2011 based on Article 27 of Japan's Electricity Business Act, Casio is working to strengthen the above energy-saving measures and making other aggressive efforts to comply with the restrictions, including moving days off from Saturday to Wednesday.

In July, Casio established a system to monitor electricity use at principal sites during working hours via an internal portal, which will help raise the awareness of employees at each business site to remember to save electricity by letting them see how much energy is being used in real time.