

Message from the President



We will keep creating universal value in order to help build a more sustainable global society.

The Next Inventions That Will Change Society

Casio Computer Co., Ltd., has contributed to the development of society, from its first day to the present, by continually creating innovations and providing them to the world. As we move into the future, we will never waver from this corporate creed of “Creativity and Contribution.”

Our calculators, timepieces, and musical instruments—all powered by the digital technologies invented by the late chairperson emeritus Toshio Kashio—still drive Casio’s core business today. Why are these products so successful? Because they have universal value: everyone sees them as necessary. If people see a product as essential, demand for it will never disappear.

Many of the products we have created over the years demonstrate this: the Casio Mini, which was the world’s first personal calculator; the G-SHOCK brand of shock-resistant watches; and the QV-10, one of the very first consumer-grade LCD digital cameras. Good inventions like these bring new value to the world, create new markets and culture, and contribute to the development of society. As we look at the future of our business at Casio, we believe that our mission is to keep inventing new products and services that will provide new value—on a level that equals or surpasses our past achievements.



Addressing Social Issues with Creativity

The world today faces many challenging social and environmental issues. As Casio continues to expand as a global enterprise, we are determined to ensure that our core business contributes creative solutions to these issues.

Respect for human rights, which Casio has been focusing intently on for the last two years, is one example. In July 2014, we established and announced the Casio Group Basic Policy on Respect for Human Rights, which states our commitment to addressing human rights issues in and outside the group. We also created a tool for monitoring the status of human rights observance and used it to take stock of efforts to address human rights issues at all production and sales sites in and outside Japan. Going forward, we will use the results in the PDCA cycle to drive improvement at each site as we strengthen human rights due diligence group-wide.

We continue to deliver on our long-term commitment to tackling other pressing social and environmental issues. One of our priorities is education, where products like our electronic dictionaries and calculators make a difference around the world. We are also very concerned with “realizing a low-carbon society,” “building a recycling society,” and “living in harmony with nature,” the three commitments set out in the Casio Environmental Vision 2050.

Casio is determined to help build a sustainable global society not only by striving to resolve these social and environmental issues, but also by providing new value through its products. The key constructs of our vision of a sustainable global society are: resource recyclability, biodiversity, fairness across generations, and fairness across regions.

To help us achieve these commitments, in recent years we have been strengthening the non-financial factors of corporate value, such as governance, environmental performance, and CSR by responding proactively to heightened social expectations in these areas. We are enhancing our non-financial reporting based on the latest international standards for CSR reports, and actively disclosing information related to these initiatives.

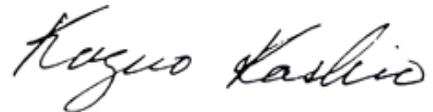
The Growth of Each and Every Employee Drives Casio Creativity

While helping to build a sustainable global society by realizing our social vision, improving corporate value, and delivering steady growth, it is also our mission at Casio to keep providing decidedly original products that have high added value for users. Products and services that are backed up by completely original ideas as well as technologies so unique that they can't be copied even by others who want to—these are the results of Casio creativity; this is what it means to go from “0” to “1,” making something from nothing. The secret to all this Casio creativity is the talent and energy of our employees.

That is why we are continuing to upgrade our human resources system. We are vigorously fostering diversity by hiring and encouraging women, seniors, persons with disabilities, and non-Japanese employees to play active roles. We are also working hard to promote work-life balance. Both of these efforts are designed to facilitate the further growth and success of each and every employee.

Let me say a word right here to all Casio employees: I ask that each of you think for yourself about the kind of society you want to create and the kind of company you want Casio to be, and then take action accordingly. I would also like you to think about how your work is connected to and benefits society, and to bring that awareness into your day-to-day tasks. I'm convinced that you are the source of the Casio creativity of the future.

This report presents the major CSR initiatives of the Casio group in fiscal 2014. I am confident that we can keep on making positive contributions in the future through our core business by sharing our vision for society with stakeholders and continuing to meet their expectations. I look forward to hearing your frank opinions of our efforts.



Kazuo Kashio
President and CEO