

In 1957, the four Kashio brothers pooled their talents and efforts to create the 14-A – the world’s first compact electric calculator. This achievement led to the establishment of Casio Computer Co., Ltd., which celebrated the 50th anniversary of its founding in June 2007.

From the start, the management of Casio has been guided by the principles encapsulated in the Company’s creed: “Creativity and Contribution.” Our mission — to create innovative products that contribute to society by enriching people’s lives — is always at the forefront of our minds. The concepts of creativity and contribution have been a constant guide for the staff of Casio: they have helped us develop and send out into the world a stream of original products.

From here on, as we enter the second half-century of our existence, we will firmly uphold the same business principles. We will continue to work to make a positive contribution to the well-being and prosperity of the society of which we are part, and to help make people’s lives easier and more enjoyable.



Corporate creed – “Creativity and Contribution”

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### Forward-looking Statements

Earnings estimates and expectations that are not historical fact included in this report are forward-looking statements.

Although such forward-looking statements reflect the judgment of management based on information currently available to it, various factors could cause actual results to differ materially.