

# Corporate Social Responsibility (CSR) Activities

Striving to be a model corporate citizen, Casio makes the most of its unique know-how and management resources to fulfill its various social responsibilities.

## Philosophy of Social Contribution

Aiming to help create a healthy, generous society, we are earnestly engaged in a variety of social contribution initiatives. We take good corporate citizenship seriously, so our process for determining the most useful things to do is guided by communication with various stakeholders. The five priority themes of our social contribution initiatives are outlined in the figure on the right. Leveraging our unique know-how and management resources as well as the wide range of knowledge and experience possessed by our employees, we fulfill our social responsibilities in our own unique way.

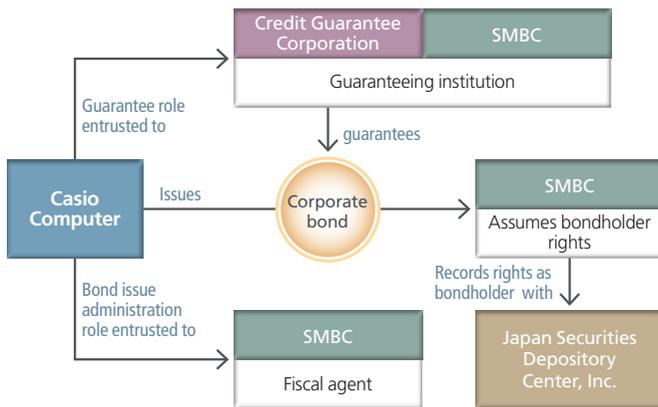


## Casio Ranked AAA in SMBC Environmental Assessment Private Placement Bond Program

Sumitomo Mitsui Banking Corporation (SMBC) launched the SMBC Environmental Assessment Loan in October 2008 and its Private Placement Bond in June 2009. So far, it has made available this loan and bond product to some 30 companies, in the total value of ¥100 billion.

In the program, the Japan Research Institute, Limited environmentally evaluates an applicant company using its own assessment standards, based on a survey response from the company being rated as well as a direct interview with its person in charge of environmental matters. SMBC then sets preferential interest rates in accordance with the results of the assessment.

### Privately-placed bonds: How the program works



Casio applied to issue a private placement bond in fiscal 2010 through SMBC. We received a top AAA rating from SMBC because of the excellent quality of our initiatives in terms of comprehensive management policies. But we need to work on environmental communication, as well as make good shortcomings in areas such as CO<sub>2</sub> emission reduction at overseas bases, disposal of waste, and biodiversity. We are determined to improve in these areas and raise our environmental management standards.

\* In contrast to publicly-offered bonds, which are offered for sale via a securities company for the general public, privately-placed bonds are corporate bonds sold to a small number of specifically chosen investors.

## Participation in Ecocap Movement

From fiscal 2008, Casio Techno Co., Ltd. and Casio Information Systems Co., Ltd. have been participating in Ecocap Movement activities to provide polio vaccines to children in developing countries through the collection and donation of plastic bottle caps.

These activities are being carried out by Ecocap Movement, a non-profit organization (NPO). The collection of 800 bottle caps can be

redeemed for ¥20, enough to fund one polio vaccination for a single child. Casio is promoting participation in this movement through the installation of collection boxes at key locations throughout the Company. With employees working together as a team, we will continue to make steady progress.

## Cleanup Volunteer Activities

The Casio Group carries out periodic cleanup campaigns conducted by employee volunteers around the business offices and plants at all of its companies in Japan. Casio will continue to carry out these periodic cleanup campaigns that contribute to local communities.



Casio Electronic Technology (Zhongshan) Co., Ltd.



Casio Computer Hamura R&D Center



Kofu Casio Co., Ltd.

## Support for "Dolphin & Whale Eco-Research Network"

In 1994, we began selling "G-SHOCK" and "Baby-G" watch models in co-sponsorship with the 4th International Dolphin & Whale Conference held in Japan. By donating a portion of the proceeds from sales of



"International Dolphin & Whale Eco-Research Network" model

these watches to I.C.E.R.C. (International Cetacean Education Research Centre) Japan\*1, we supported dolphin and whale-related education and research activities in various parts of the world.

In order to support both I.C.E.R.C. Japan, which it had already been supporting with dolphin and whale themed watches, and Earthwatch Institute\*2, an organization that promotes environmental conservation and research, in 2009, under the theme of "Love the Sea and

the Earth," we added four models of G-SHOCK and Baby-G decorated with images of the ocean and ocean-related plants and organisms to our product lineup and assisted these organizations by donating a portion of the watch sales proceeds to them.

- \*1. **I.C.E.R.C. (International Cetacean Education Research Centre) Japan**  
Established in 1991 to care for nature, dolphins and whales, I.C.E.R.C. is a nonprofit organization engaged in activities aimed at communicating the splendor of nature, dolphins and whales through the three steps of "knowledge," "communion" and "care."
- \*2. **Earthwatch Institute**  
Founded in 1971 in Boston, U.S.A., the Earthwatch Institute provides financial and manpower support for low-profile field work related to environmental conservation research on climate change, wildlife, ecosystems and other such areas that require time, financial support and manpower. It is the world's oldest and most trusted NGO in the area of dispatching volunteers to do field work.

## Supporting Disaster Victims

When enormous devastation caused by natural disaster strikes, Casio provides relief to victims and immediate reconstruction assistance to the disaster-stricken area.

### Support for the Earthquake victims in China

In April 2010, Casio donated the following to the victims of the earthquake hit Qinghai Province in China:

**Amount:** ¥150 million from Casio Computer Co., Ltd., and 100,000 Chinese yuan from local Casio sales subsidiaries in China

**Recipients:** Japan Red Cross and local Red Cross organizations

### Regarding the Great East Japan Earthquake

To help the victims of the earthquake and tsunami of March 11, 2011 and contribute to the reconstruction of the areas devastated by the disaster, the Casio Group has donated ¥50 million to relief efforts. The Group has also implemented a matching gifts program under which it donates an amount equal to or greater than the amount donated by its employees. The total amount donated by Group employees came

to approximately ¥10.57 million, against which the Group put up more than twice this amount, at ¥22 million. These funds were divided among a number of relief organizations.

We are also making contributions on an ongoing basis to help children orphaned by the earthquake and tsunami. We have made a one-time donation of ¥5 million, and intend to make further donations of ¥2 million each year for the next ten years, for a total of ¥25 million.

In addition to the above, we are donating table clocks and wall clocks for use in the temporary housing being constructed for the victims of the disaster, and are donating digital cameras with GPS functions to the various emergency disaster headquarters, and electronic calculators and other devices to educational institutions.

Our donations have been made to the following organizations:

**From Casio Group :** Japan Platform, a specified nonprofit organization; Ashinaga

**From employees of Casio Group :** The Japanese Red Cross Society; JAM (Japanese Association of Metal, Machinery, and Manufacturing workers)