

CASIO's Strength

Casio's Developmental and Technological Capabilities Create 1 From 0

Casio's corporate creed is "Creativity and Contribution." This phrase stands for our philosophy of creating new products and services that don't currently exist, in order to help people in their lives. This certainly doesn't mean just copying what other people are doing, but rather thinking from zero and then generating the new value of 1 from 0—this is Casio's coherent development philosophy in a nutshell. It means thinking through rigorously what it is that's really important to people, and then creating products with original functions that no one has thought of before and supplying them to users on a sustained basis.



TIMEPIECES G-SHOCK
Worldwide sales of **65 million**



ELECTRONIC DICTIONARIES
Top market share in Japan of over **50%**