

# Special Feature: 6 Timepiece Brands

## Strengthening *Global 6 Brand Strategy* to Grow Business

Casio seeks to further grow sales in its timepiece business through creative product development and a strengthened global brand strategy. We also aim to enhance profitability by increasing the sales weighting of our six core brands, all of which carry high margins.

Casio's product lineup focuses on six distinctive brands: G-SHOCK, which adds value through a completely new level of shock resistance and is one of the most established watch brands, having been around for 30 years; the Baby-G line of women's shock-resistant watches, which are popular for their rich color variations and enhanced functions; the metal analog watch EDIFICE, which is designed with a dynamic feel; the solar-powered radio-controlled watch OCEANUS, which combines advanced functionality with a European-style sporty design; the outdoor watch PRO TREK, which is equipped with various sensors including altimeter and compass; and the women's metal watch SHEEN.



**Absolute Toughness**

Built tough with a shock-resistant structure

**G-SHOCK**



**Tough & Cute**

A unique fusion of function with fashion

**Baby-G**



**Speed & Intelligence**

Advanced Technology Dynamic Design

**EDIFICE**

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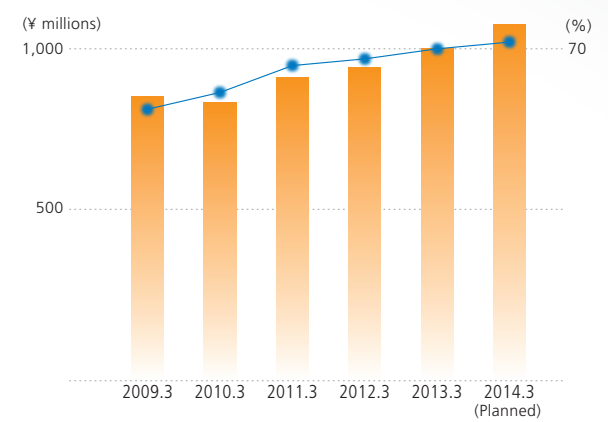
Casio aims to further increase sales and create high added value by enhancing its product offering based on these six brands, aggressively promoting them on a global basis.

In particular, we will undertake global promotion of G-SHOCK, to commemorate the brand's 30th anniversary. We now offer a Bluetooth® enabled G-SHOCK that opens up new possibilities in watches through connectivity with the world's major smartphones. Our goal in doing so is to further expand the market by creating new usage applications.

In the U.S. and Europe, we will pursue an increased presence in high-end stores, like department stores and jewelers, while in emerging markets our aim is to make deeper market inroads in South America and India, as well as in the ASEAN region and Middle East.

In this manner, we will seek further growth through global expansion of our timepiece business.

### Timepiece Business Sales and Sales Weighting of 6 Major Brands



**Elegance, Technology**

A stylish polished and slim metal design



**Feel the Field**

Ideal for those with a rugged lifestyle



**Elegant, Brilliant, Smart**

Metal watches for stylish women

