

CASIO'S Strength

Strength of the Overseas Business

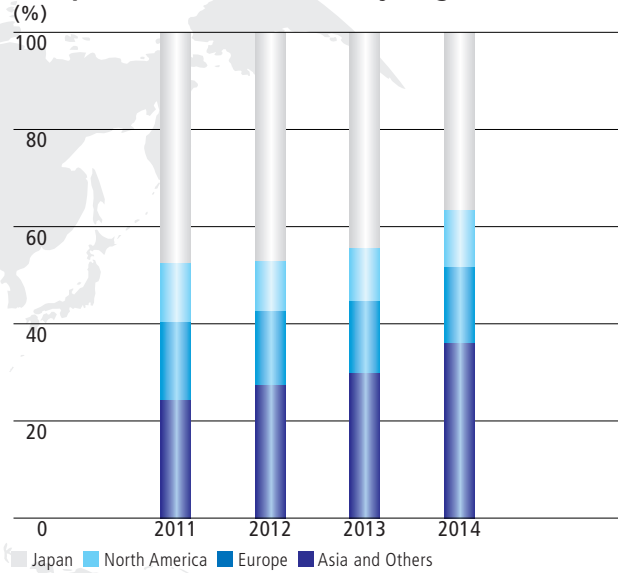
Overseas Sales Ratio

63%

(Performance in fiscal year ended March 31, 2014)

In the growth markets overseas where Casio aims to expand business, we are strategically building a network of sales companies in order to strengthen our sales and marketing activities. In 2013, we established Casio Middle East FZE in Dubai and started sales activities. Moreover, in 2014 we launched Casio Malaysia, Sdn Bhd. to expand business in the ASEAN region.

Component Ratio of Sales by Region

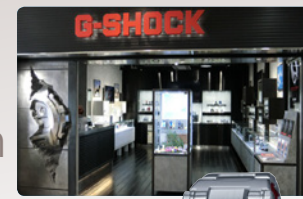


Brand Strength

Cumulative sales of the G-SHOCK

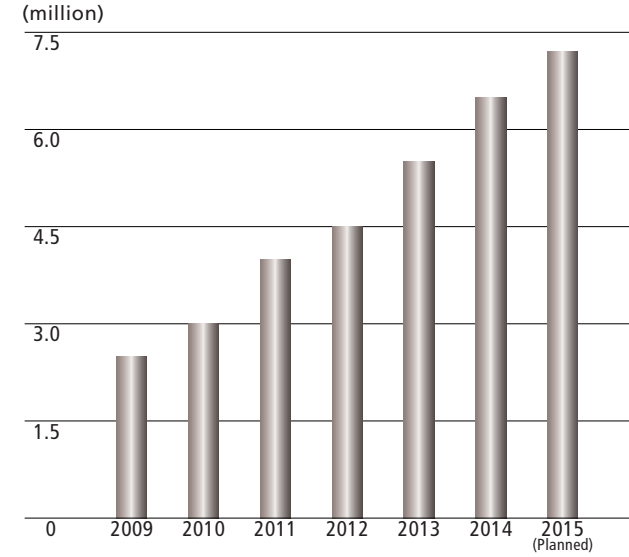
More than 70 million

(Fiscal 1984–2014)



The G-SHOCK was born in 1983, creating an entirely new category known as "toughness watches" in the watch industry. It is now one of the most established watch brands. The cumulative number of shipments worldwide of G-SHOCK is more than 70 million watches, and we are aiming to reach 7.2 million cumulative shipments during the fiscal year ending March 31, 2015.

Annual Sales of the G-SHOCK



Strengthening of Financial Base

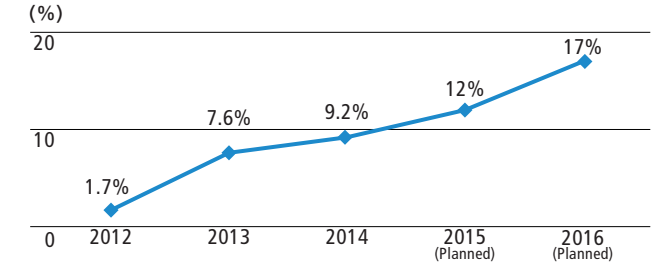
ROE

9.2%

(Performance in fiscal year ended March 31, 2014)

With the aim of strengthening the financial base that supports our growth, we are working to increase profitability and improve ROE. We implement a policy of returning profits to shareholders, and this policy includes payment of a stable dividend linked to performance and also share buybacks.

ROE



Dividend

