

## Special Feature: 6 Timepiece Brands

# Strengthening Global 6 Brand Strategy to Grow Timepiece Business

Casio seeks to further grow sales in its timepiece business through creative product development and a strengthened global brand strategy. As mid-term targets, we aim to achieve net sales of ¥200 billion and operating profit margin of 20%. 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; 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 wave-controlled watch OCEANUS, which combines advanced functionality with an European-style sporty design; the outdoor

watch PRO TREK, which is equipped with various sensors including altimeter and compass; and the women's metal analog watch SHEEN. 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 endeavor to expand sales and increase some unit prices by launching a new G-SHOCK model, a hybrid time-keeping system that receives both GPS signals and radio wave time-calibration signals, and a new EDIFICE model that can be connected to a smartphone. We will also conduct promotions to celebrate the 20th anniversaries of BABY-G and PRO TREK, together with the 10th anniversary of

the OCEANUS while globalizing marketing initiatives to increase brand penetration. Our retailing strategy will be to expand the number of G-FACTORY Casio watch stores to 1,000 around the world during the fiscal year ending March 31, 2016. We look to increase the number of shops handling our products in China's undeveloped interior and aim to boost the number of department stores and jewelers carrying our products in the United States. We will endeavor to build our brand and retail presence in ASEAN markets and the Middle East. In this manner, we will seek further growth through global expansion of our timepiece business.

Net Sales and Operating Profit Margin of Timepiece Business

