

Special Feature: Existing Businesses

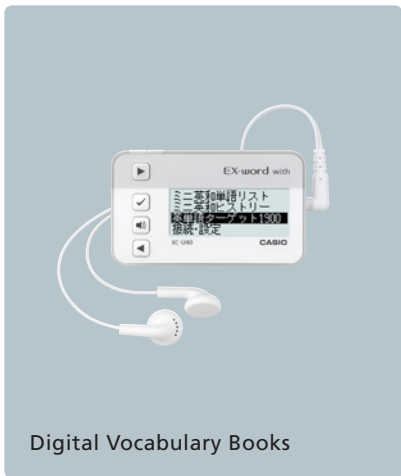
Market Expansion through Products in Various Genres

Casio seeks to grow in the global marketplace by supplying products offering growth potential in various genres. In the electronic dictionary business, we look to increase sales of the "EX-word with" digital vocabulary book. Japan's junior high school and high school students can take advantage of the book's pronunciation feature and English vocabulary contents to aid rote word learning. Moreover, users can connect a digital vocabulary book and an electronic dictionary to transfer a browsing record and other information of their English words, in order to conduct repeated study. In

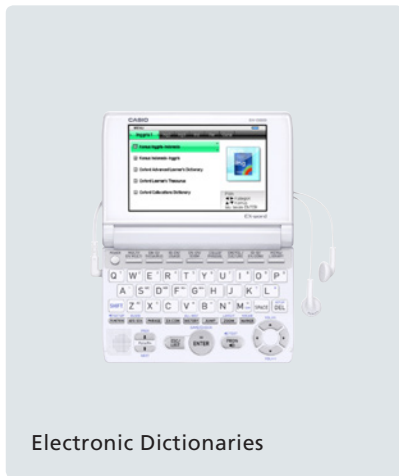
addition to junior high school and high school students, in the future Casio aims to expand the contents, targeting adult users. We will accelerate the overseas business development of our electronic dictionaries, cultivating sales in ASEAN markets as well as in China. We have already launched these products in Indonesia, where people are very enthusiastic about education. In the electronic calculator business, we will launch products overseas in English and local languages, broadening our lineup of scientific models. We will also localize general calculators that we will offer in cultivating

emerging markets. In the electronic musical instrument business, we enjoy favorable worldwide sales of digital pianos, and plan to introduce higher-end models. We also intend to commercialize products in new entertainment genres. In our projector business, we aim to differentiate our products in the field of ultra-short-focus models for the high-level needs in the education market. In addition to models that employ both laser and LED light sources to achieve a light source with an operating life of approximately 20,000 hours, we are proposing new styles of conducting lessons that

make use of projectors. By means of connecting a wide range of functions from a smart device, there are much less restrictions where the projector can be installed. Consequently, a lesson can be conducted while the projector is moved around the classroom. We aim to increase the number of projectors that will be introduced in the education field. Casio will bring out these and other unique products to expand sales and profitability.



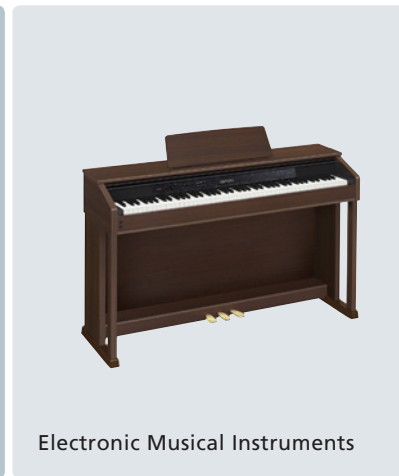
Digital Vocabulary Books



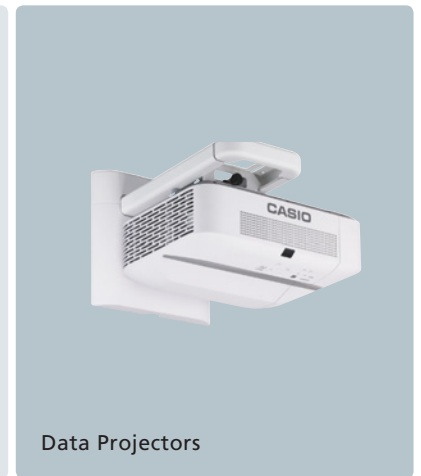
Electronic Dictionaries



Electronic Calculators



Electronic Musical Instruments



Data Projectors