

First Quarter Results Briefing for Year Ending March 31, 2008



CASIO COMPUTER CO., LTD.

August 1, 2007

Forward-looking Statements

Earnings estimates and expectations that are not historical fact included in this report are forward-looking statements.

Although such forward-looking statements reflect the judgment of management based on information currently available to it, various factors could cause actual results to differ materially.

Q1 Results and Forecasts for Fiscal 2008 Business Results

-1-

Billion yen

Consolidated	Fiscal 2008 (Mar/08)					
	Q1	Change	1st half	Change	Full year	Change
Net sales	119.1	-5.9%	310.0	+3.1%	650.0	+4.7%
Operating income % of Net sales	1.2 1.0%	-77.7%	24.5 7.9%	+5.6%	53.0 8.2%	+10.2%
Ordinary income % of Net sales	1.1 0.9%	-76.4%	22.5 7.3%	+10.8%	48.0 7.4%	+15.9%
Net income % of Net sales	2.1 1.8%	-20.0%	13.0 4.2%	+8.5%	28.0 4.3%	+11.3%

Net Sales and Operating Income Highlights

FY2007 Q1 FY2008 Q1

Net Sales: ¥126.5 bil → ¥119.1 bil (-7.5 bil yen)

Cell phones -17.0 bil yen

Others +9.5 bil yen

FY2007 Q1 FY2008 Q1

Operating income: ¥5.5 bil → ¥1.2 bil (-4.3 bil yen)

Cell phones -5.6 bil yen

Electronic components and others -0.9 bil yen

Electronics (excluding cell phones) +2.3 bil yen

Outlook for the Strategic Businesses - 1

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Digital cameras

Aim for 12% OPM with solid domestic sales and steady expansion to overseas markets

<1st quarter>

Unit sales in overseas → +25% yoy Sales at Best Buy did well

EX-Z1050 : Strong sales in domestic and overseas markets

EX-Z75, affordable model : Contributed to sales in overseas

<From 2nd quarter and onward>

EX-Z1200(12 megapixels, launched in June): Start to contribute to sales

New model launch: EX-S880 and EX-Z77 with YouTube Capture Mode to expand sales in overseas markets

Release of core model

Electronic dictionaries

Improve profitability by enhancing high value-added models

<1st quarter>

Top domestic market share of over 50% High OPM of 18%

Steady expansion into overseas markets: In line with full-year target of 16% overseas sales ratio

<From 2nd quarter and onward>

Domestic market : Enhance lineup by launching new models with “Hitsu-jun daijiten” (stroke order dictionary)

Overseas market : Sales to start in France

Outlook for the Strategic Businesses - 2

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Timepieces

**In line with company target for 50% radio-controlled sales ratio
Continue to strengthen G-SHOCK and OCEANUS brands**

<1st quarter>

OCEANUS Manta, world's thinnest solar-driven radio-controlled chronograph, launched.

G-SHOCK flagship MR-G model, with solar power and radio synchronization with all 5 radio wave transmitters in the world, launched.

<From 2nd quarter and onward>

Expand sales of high-end watches (full-metal analog, 5 bands compatible), focusing on OCEANUS.

China: start sales of radio-controlled watches.

Cell phones

**Product development and growth strategy based on
core technology**

<1st quarter>

Japan: sales and profits fell. W-CDMA development costs committed.

Overseas: 2nd model for Verizon Wireless, G'zOne TYPE-S water and shock-proof phone with Bluetooth, launched → will contribute to sales from Q2 and onward.

<From 2nd quarter and onward>

3 new handsets featuring Casio's superior "toughness, camera, and image processing" technologies will make substantial contributions to earnings

W52CA: "Enjoy-TV-in-shower" waterproof one-seg mobile phone

EXILIM phone W53CA: Stylish cell phone with 5.1 megapixel camera

W52H: One-seg phone with high image quality engine and IPS liquid crystal display

Casio Micronics

Expand the market with W-CSP

<1st quarter>

The company's revenue increased as COF orders are recovering, but posted net loss due to increased depreciation costs and falling COF unit prices.

<From 2nd quarter and onward>

BUMP business is in line with the company guidance, but the launch of a new COF production line (Y5) has been further delayed, pushing down full-year profit forecasts.

New business

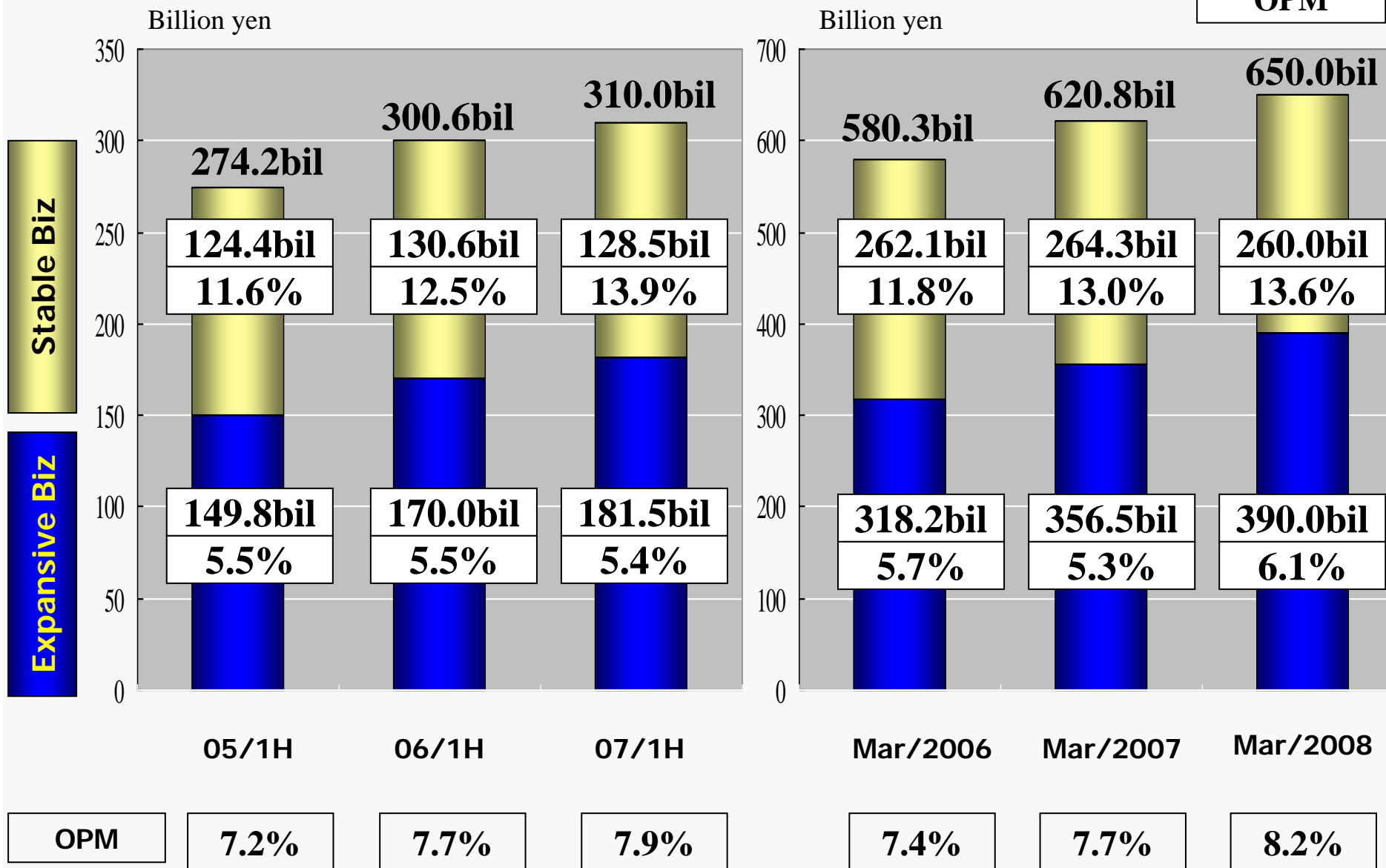
Formed CXD Next, a new joint venture with NTT DoCoMo (July, 2007)

→ New company provides digital payment systems and retail support services.

The combination of Casio's cash-register technologies and retail support know-how with DoCoMo's expertise in "iD" mobile credit-card platform makes it possible for the new company to create a new business tapping into increasingly popular mobile payment systems, also aiming to expand sales of Casio's cash registers.

Stable Businesses and Expansive Businesses

Net Sales
OPM



Net Sales and Operating Income by Segment

<FYI>

Billion yen

Consolidated	Fiscal Mar/08 (52th term)			
	Q1 Results	Q2	1st half	Full year
Net sales				
Consumer	48.1	66.9	115.0	245.0
Timepieces	18.3	21.7	40.0	80.0
MNS	19.1	65.9	85.0	175.0
System Equipment	8.7	16.3	25.0	50.0
Electronic Components	18.5	11.5	30.0	70.0
Others	6.3	8.7	15.0	30.0
TOTAL	119.1	191.0	310.0	650.0
Operating Income				
Electronics	3.5	25.0	28.5	59.0
Electronic Components & others	-0.9	-0.1	-1.0	0
Elimination	-1.4	-1.6	-3.0	-6.0
TOTAL	1.2	23.3	24.5	53.0

END