

First Half Results Briefing for Year Ending March 31, 2008



CASIO COMPUTER CO., LTD.

November 2, 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.

FY2008 First Half Results Highlights

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Billion yen

Consolidated	FY2007 (Mar/07)	FY2008 (Mar/08)	
	1H Results	1H Results	Change
Net sales	300.6	294.3	-2.1%
Operating income % of Net sales	23.2 7.7%	13.7 4.7%	-40.8%
Ordinary income % of Net sales	20.3 6.8%	10.5 3.6%	-48.1%
Net income % of Net sales	12.0 4.0%	5.5 1.9%	-54.3%

1st Half Net Sales and Operating Income Highlights

1H/FY2007

1H/FY2008

Sales: ¥300.6 billion → ¥294.3 billion (-6.3 billion yen)

Digital cameras +9.6 bil yen

Cell phones -20.0 bil yen

Timepieces +4.9 bil yen

System equipment -2.4 bil yen

1H/FY2007

1H/FY2008

Operating income : ¥23.2 billion → ¥13.7 billion (-9.5 billion yen)

Electronics -7.7 billion yen

Despite digital camera profit rise, overall OP income declined due to decreased revenue from cell phones and system equipment products.

Electronic components and others -1.6 billion yen

Unit prices for TFT LCDs continued to fall.

Forecasts for Fiscal 2008 Business Results

Billion yen

Consolidated	FY2007	FY2008 (Mar/08)			
	Results	1H results	2H forecasts	Full year	Change
Net sales	620.8	294.3	320.0	614.3	-1.0%
Operating income % of Net sales	48.1 7.7%	13.7 4.7%	23.5 7.3%	37.2 6.1%	-22.6%
Ordinary income % of Net sales	41.4 6.7%	10.5 3.6%	20.5 6.4%	31.0 5.0%	-25.2%
Net income % of Net sales	25.1 4.1%	5.5 1.9%	12.0 3.8%	17.5 2.8%	-30.4%

Outlook for 2H Sales and Operating Income

	<u>1st half</u>	<u>2nd half</u>
Sales:	¥294.3 billion	¥320.0 billion(+25.7 billion yen)

- Digital cameras +12 bil yen** → Expand sales in overseas markets
- E-dictionaries +6 bil yen** → Reap a rich harvest in Q4 back-to-school sales
- Cell phones +10 bil yen** → Secure a business with existing partners
- Calculators, musical instruments +4 bil yen** → Successful shopping seasons
- Electronic components -6 bil yen** → Stop unprofitable TFT-LCD sales to certain buyers

	<u>1st half</u>	<u>2nd half</u>
Operating income	¥13.7 billion	¥23.5 billion(+9.8 billion yen)

Expansive businesses OPM : 0.9% (1H) → 5.0% (2H)

Stable businesses OPM : 11.9% (1H) → 13.0% (2H)

OPM: Must improve OPM from 4.7% (1H) → 7.3% (2H), rebuilding momentum for the next fiscal year.

Cellular Phones

Strengthen existing business with KDDI's *au*,
Verizon and LG Telecom

For *au*, new launch of innovative handsets is planned in Q4 in addition to popular EXILIM phones and recently announced Fall/Winter new model

au Fall/Winter new model W53H boasts a 14.2mm slim-body, lets users watch "OneSeg" TV on a beautiful OEL display



Reexamine the cost structure (focus on reduction of software development costs in 2H)

Bolster product planning ability for the next fiscal year

System Equipment

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Divest and Concentrate

Concentrate resources on businesses that can bring profits

Notably, get CXD NEXT's new business off the ground as quickly as possible

What's CXD NEXT?

Offers digital payment system and related services such as payment, billing and settlement operations for payments using mobile credit card "iD" or conventional magnetic credit cards

Offers merchant support services

Sales data analysis and management service provides an automatic sales summary every 30 minutes, graphs out sales records on Web, delivers data to mobile phones, and more.

Electronic Components

Casio Micronics:

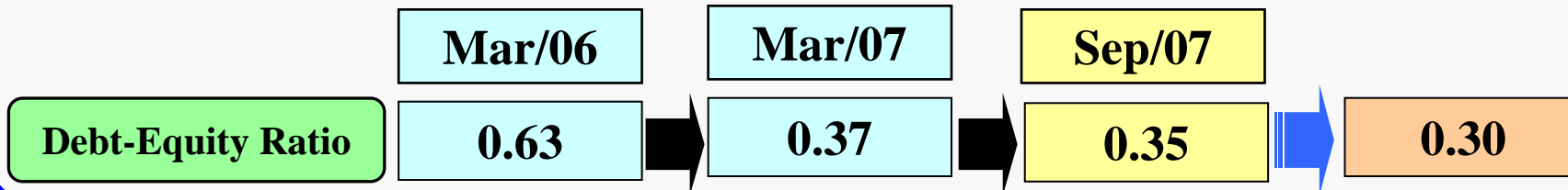
Drive reform and lay a foundation for being an asset to Casio Group's consolidated business performance within this fiscal year.

LCD business:

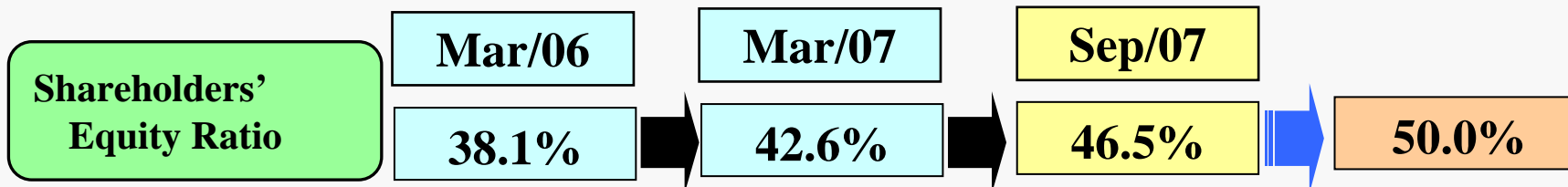
Regain earning power by transforming the business structure.

Strengthening Financial Structure and Dividends

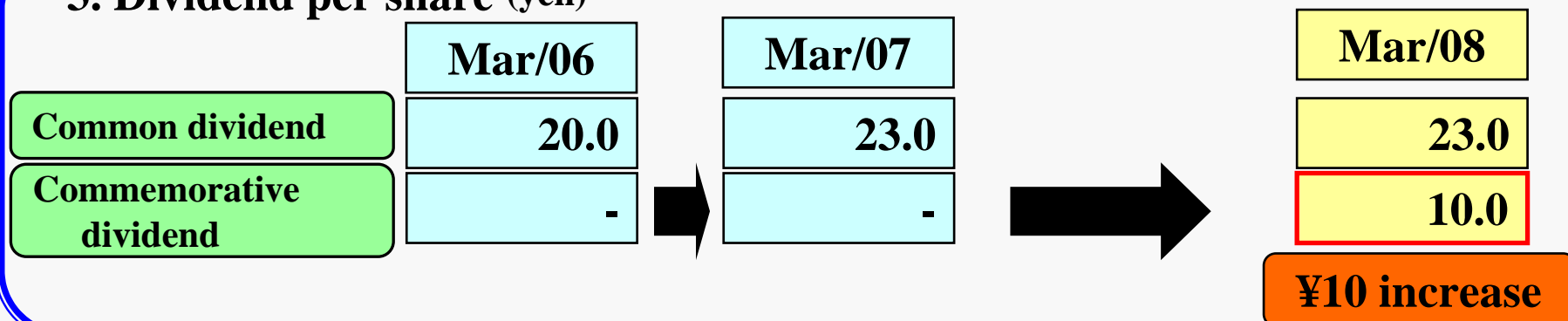
1. Improve financial ratio by decreasing interest-bearing debt



2. Enhance shareholders' equity



3. Dividend per share (yen)



Net Sales and Operating Income by Segment

<FYI>

Billion yen

Consolidated	Mar/2007 (51st term)	Mar/2008 (52nd term)		
	Results	Forecasts	1H results	Change
Net sales				
Consumer	229.4	246.3	112.4	+7.4%
Timepieces	77.9	83.0	42.6	+6.5%
MNS	171.3	140.0	65.5	-18.3%
System equipment	48.6	47.0	22.0	-3.3%
Electronic components	62.8	70.0	38.1	+11.5%
Others	30.8	28.0	13.7	-9.0%
TOTAL	620.8	614.3	294.3	-1.0%
Operating income				
Electronics	53.9	46.0	17.8	-14.6%
Electronic components & Others	-0.8	-2.8	-1.4	-
Elimination	-5.0	-6.0	-2.7	-
TOTAL	48.1	37.2	13.7	-22.6%

END