

2Q Results Briefing for Year Ending
March 31, 2009



CASIO COMPUTER CO., LTD.

November 7, 2008

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.

FY2009 First Half Results Highlights

Billion yen

Consolidated	FY2008	FY2009	
	1H Results	1H Results	Change
Net sales	294.3	272.4	-7.4%
Operating income % of Net sales	13.7 4.7%	18.2 6.7%	+32.5%
Ordinary income % of Net sales	10.5 3.6%	17.7 6.5%	+67.5%
Net income % of Net sales	5.5 1.9%	9.7 3.6%	+77.5%

1H Net Sales and Operating Income Highlights

<u>1H/FY2008</u>	<u>1H/FY2009</u>
Sales: ¥294.3billion	→ ¥272.4billion (- ¥21.9billion)

Decrease in sales of **Expansive businesses**
(Digital cameras and Electronic components)

	<u>1H/FY2008</u>	<u>1H/FY2009</u>
Operating Income:	¥13.7billion	→ ¥18.2billion(+ ¥4.5billion)

Stable businesses: + ¥2billion

Expansive businesses: +¥2.8billion

Forecasts for FY2009 Business Results

Billion yen

Consolidated	FY2008	FY2009			
	Results	1H Results	2H Forecasts	Full year	Change
Net sales	623.1	272.4	307.6	580.0	-6.9%
Operating income % of net sales	37.8 6.1%	18.2 6.7%	11.8 3.8%	30.0 5.2%	-20.5%
Ordinary income % of net sales	31.0 5.0%	17.7 6.5%	8.3 2.7%	26.0 4.5%	-16.2%
Net income % of net sales	12.2 2.0%	9.7 3.6%	3.8 1.2%	13.5 2.3%	+10.8%

Revision of Net Sales and Operating Income Forecasts for 2H

Net	<u>Original Forecast</u>	<u>Revised Forecast</u>
Sales:	¥345.0billion	→ ¥307.6billion(-¥37.4billion)

Expansive businesses: Digital cameras, Cell phones and Electronic components

Stable businesses: According to original forecasts excluding system equipments

Operating	<u>Original Forecast</u>	<u>Revised Forecast</u>
income	¥27.0billion	→ ¥11.8billion(-¥15.2billion)

- ¥7.0billion by the influence of weak euro
- ¥8.0billion (Digital cameras, Cell phones, Electronic components and System equipments)

2H Strategy toward FY2010

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Digital cameras

1. Expand High Speed camera genre

- Strengthen EX-FH20 sales promotion worldwide for the holiday season
- Enhance its product lineup

“Compete against SLR”



2. Create a new genre based on technical innovation following High Speed camera

- Unveil groundbreaking new cameras at the Consumer Electronics Show (CES)
- Concentrate management resources intensively on this area

2H Strategy toward FY2010

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Cell phones

1. Launch of the W-CDMA model
2. Reinforce differentiated model to KDDI's *au*
 - Cell phone with high-resolution wide organic EL display
 - Featuring 8.1 megapixel, the highest in Japan, camera
3. Expand models to Verizon Wireless in the United States
 - Expand toughness model lineup

2H Strategy toward FY2010

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Timepieces

1. Increase sales and improve profitability by further lifting added value of radio-controlled watches

- Enhance models featuring Tough Movement
 - Aim to mount Tough Movement to all analog radio-controlled models
- Strengthen 6 multi-band radio controlled model lineup
 - Expand to G-Shock and OCEANUS models

2. Increase overseas sales

- Strengthen radio-controlled model sales promotion in China

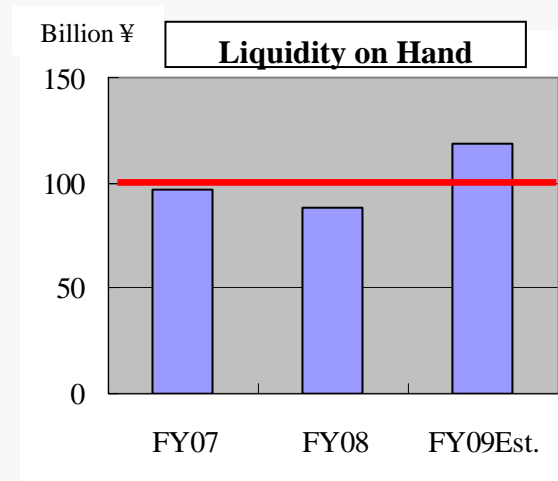
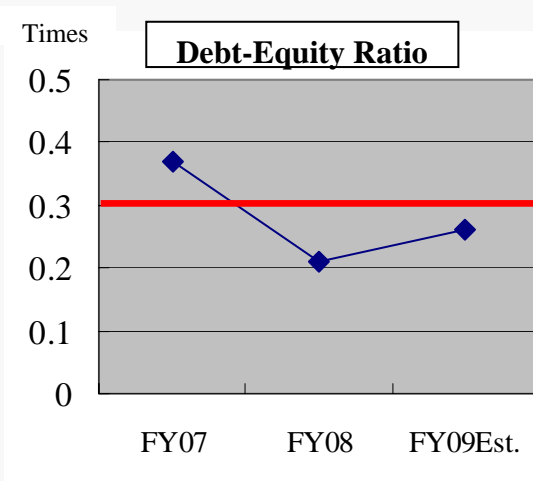
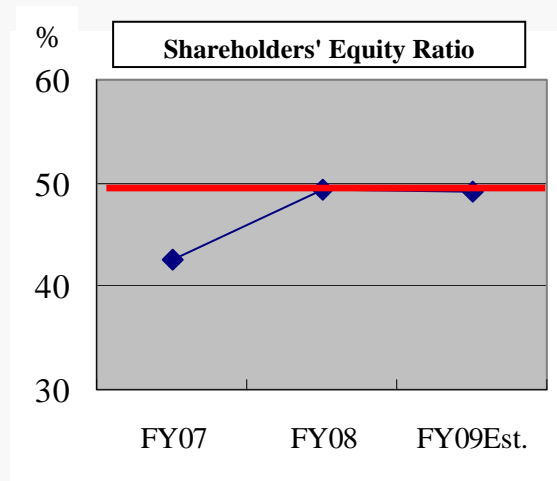
Electronic dictionaries

1. Increase overseas sales

- Reinforce high-value added product lineup
 - Launch of models with handwriting interface panel in China

Financial Strength

Taking in financial resources for growth while maintaining sound financial standing



Against in the worldwide business downturn, we are prepared to invest to increase the profit from FY2010.

Direction for FY2010

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Stable businesses

Changeover from low growth & stable profitability structure to high growth & high profitability structure

Aim to increase by over 10% in sales and over 15% in profitability

- **Expand sales of electronic dictionaries and timepieces and new genres in overseas market**
- **New system equipment product which can get double-digit profitability**
- **Improve profitability in electronic calculators and electronic music instruments**

Expansive businesses

Create competitive products by establishing original genre

Innovative new digital cameras and create new genre

Develop essential cell phones for wireless carriers

Reform structure in Electronic components business

Net Sales and Operating Income by Segment

<FYI>

Billion yen

Consolidated	FY2008 (52 nd term)	FY2009 (53 rd term)		
	Full year	Full year	1 st half	Change
Consumer	228.6	212.0	99.9	-7.3%
Timepieces	86.9	91.0	43.9	+4.7%
MNS	165.8	170.0	71.6	+2.5%
System Equipment	45.3	42.0	21.6	-7.3%
Electronic Components	68.4	37.0	22.7	-45.9%
Others	28.0	28.0	12.6	-0.1%
TOTAL	623.1	580.0	272.4	-6.9%
Operating income				
Electronics	46.5	38.9	21.1	-16.4%
Electronic Components & Others	-3.3	-2.9	0.1	-
Elimination	-5.5	-6.0	-3.0	-
TOTAL	37.8	30.0	18.2	-20.5%

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