

Third Quarter Results Briefing for Year Ending March 31, 2011



CASIO COMPUTER CO., LTD.

February 1, 2011

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.

FY2011 Third Quarter Results Highlight

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(billions of yen)

Consolidated	FY2010	FY2011 (ending March 2011)	
	Q1-Q3 (Apr.1 - Dec.31)	Q1-Q3 (Apr.1 - Dec.31)	Year-on- year change
Net sales	306.2	256.8	-49.4
Operating income	(20.5)	9.1	+29.5
Ordinary income	(17.5)	8.6	+26.1
Net income	(14.5)	4.6	+19.1

YOY change of current businesses: net sales +3.5 billion, operating income +9.1 billion

Year-on-Year Summary of Net Sales and Operating Income

Net sales: ¥306.2 billion → ¥256.8 billion (-49.4 billion)

- ◆ **Effect of exclusion of subsidiaries from consolidation (Cellular phones, TFT LCDs): -52.9 billion yen**
- ◆ **Current businesses: +3.5 billion yen**

Operating income: ¥-20.5 billion → ¥9.1 billion (+29.5 bil)

- ◆ **Effect of exclusion of subsidiaries from consolidation (Cellular phones, TFT LCDs): +19.5 billion yen**
- ◆ **Current businesses: +9.1 billion yen**
- ◆ **Adjustment: +0.9 billion yen**

FY2011 Financial Forecasts

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(billions of yen)

Consolidated	FY2011 (ending March 2011)		
	Q4 forecasts (Jan.1 - Mar.31)	Full year forecasts	Year-on- year change
Net sales	118.2	375.0	-52.9
Operating income	5.9	15.0	+44.3
Ordinary income	4.4	13.0	+38.1
Net income	2.4	7.0	+28.0

◆ Digital Cameras

- Sales of EX-ZR10 with HDR-ART function in full swing.
- TRYX, a whole new style digital camera to be launched
→ Sales to begin in North America

Freestyle shooting made possible by liberating form factor



Frame acts as a tripod

Rotating LCD screen



The camera's built-in motion sensor triggers the shutter to be released when it detects a body movement.



◆ Timepieces

- Expand sales of **G-SHOCK** and **EDIFICE** watches
- Expand sales of women's watches, notably **SHEEN** brand

◆ Electronic Dictionaries

- Launch of 15 new models
 - Industry's first with a color sub-screen, enabling richer expressions and better usability
 - Equipped with a new image search tool "electronic pictorial book" that searches for matching descriptions of things whose names are not known to users

◆ System Equipment

- Sales of mercury-free projectors in full swing
- Launch of new products
 - PA: Slim handheld terminal **IT-300** for efficient store management
 - SA: Cash registers **TK-6500/TE-6500** compatible with **PASMO** electronic money payment

◆ Contribution from new business

- Create new culture of digital art utilizing network server technology
 - Global launch of the online service 'CASIO IMAGING SQUARE'
 - Expand business into software service on top of existing hardware business to create a larger market

◆ Improve profitability of digital cameras

- Overhaul of cost structure
- Maintain ASP by expanding sales of high value-added models
- Secure SKU at major distributors in North America

◆ Upsize Timepiece and Electronic Dictionary businesses

- "Shock The World" campaign to expand sales of radio-controlled watches
- Expand sales of electronic dictionaries in China

◆ Improve System equipment's earnings

- Expand sales of mercury-free projectors
- Active offering of business solutions

New Business

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Launch of new online service that enables users to transform digital photos into pieces of artwork

CASIO Network Service
IMAGING SQUARE

Launched on January 11, 2011

- Online image conversion service to enjoy art
- Digital photos become impressive pieces of art with clicks of a button

Web-based Image Conversion Service

◆ HDR-Art Craft

A tool to produce artistic HDR art from a photo

◆ Virtual Painter: 12 artistic styles available for conversion

◆ Dynamic Photo: cut out a subject and create a composite picture

My Atelier

- ◆ Store photos and works

Gallery

- ◆ Publish and view works

Net Sales and Operating Income by Segment

<FYI>

(billions of yen)

Consolidated	FY2011 Forecasts (55th term)	
	Q1-Q3	Full year
Net Sales		
Consumer* (Digital cameras, Timepieces, Electronic dictionaries, Calculators, Electronic musical instruments)	194.0	272.0
System equipment	32.5	62.5
Others	30.3	40.5
TOTAL	256.8	375.0
Operating Income		
Consumer	13.0	20.7
System equipment	(1.9)	(1.7)
Others	0.6	0
Adjustment	(2.6)	(4.0)
TOTAL	9.1	15.0

*Full year sales break down for Consumer segment: Digital cameras ¥75bil., Timepieces ¥87bil., others ¥110bil.

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