

First Half Results Briefing for Year Ending March 31, 2012



CASIO COMPUTER CO., LTD.

November 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.

FY2012 First Half Results Highlights

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(billions of yen)

Consolidated	FY2011	FY2012 (ending March 2012)		
	Q1+Q2 (Apr.1 - Sep.30)	Q1+Q2 (Apr.1 - Sep.30)		
		Forecasts	Results	Difference
Net sales	176.4	150.0	150.2	+0.2
Operating income	5.3	2.0	3.2	+1.2
Ordinary income	5.1	1.5	2.5	+1.0
Net income	2.6	0.7	0.9	+0.2

First Half Summary

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Although the effects of the 3.11 Earthquake varied from business to business, the company achieved its plan

- ◆ **Consumer's profits better than expected**
- ◆ **Especially watch sales and profits increased significantly, thanks to sales boost overseas**

FY2012 Full Year Financial Forecasts

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(billions of yen)

Consolidated	FY2012 (ending March 31, 2012)			
	Q1+Q2	Q3+Q4	Full year	Year-on-year change
Net Sales	150.2	179.8	330.0	-11.7
Operating income	3.2	16.8	20.0	+8.0
Ordinary income	2.5	15.5	18.0	+6.3
Net income	0.9	9.1	10.0	+4.3

1. Existing Business

- ◆ Expand sales of watches and electronic dictionaries in foreign markets, and increase profit
- ◆ Expand sales of system equipment, and improve profitability
- ◆ Increase sales especially in Latin America and ASEAN countries

2. New Business

- ◆ Realize early contribution from online service and digital art business

Timepieces

◆ Launch of new G-SHOCK that can communicate with smartphones

→ World's first with Bluetooth® V4.0, realizing two-year battery life



- The watch notifies the wearer calls and email messages arriving on a smartphone via alarm and vibration functions of the watch, even displaying the caller's name on the timepiece.

- Accurate GPS time information can be transmitted from a smartphone to the watch to ensure correct time anywhere in the world

◆ Enhanced lineup of women's metal analog watches

- New products from the brand "SHEEN"; watches that can receive standard time signals from all 6 transmitters in the world (also uses Casio's proprietary smallest movement)



1. Online Service “Imaging Square”

- ◆ Increase membership registration by targeting smartphone users worldwide
- ◆ Offer attractive services such as animation dance one after another

2. Digital Art Business

- ◆ Utilize Imaging Square’s “basic technology” and “3D printing technology” to offer new way of expressing art and excitement
- ◆ Develop new distribution networks for global expansion

Net Sales and Operating Income by Segment

<FYI>

(billions of yen)

Consolidated	FY2012 Forecasts	
	Q1+Q2	Full year
Net Sales		
Consumer* (Digital cameras, Timepieces, Electronic dictionaries, Calculators, Electronic musical instruments)	105.7	230.0
System equipment	21.1	60.0
Others	23.4	40.0
TOTAL	150.2	330.0
Operating Income		
Consumer	5.9	23.0
System equipment	(1.1)	1.5
Others	0.2	(0.5)
Adjustment	(1.8)	(4.0)
TOTAL	3.2	20.0

*Full year sales break down for Consumer segment: Digital cameras ¥50bil., Timepieces ¥95bil., others ¥85bil.

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