

First Quarter Results Briefing for
Year Ending March 31, 2013



CASIO COMPUTER CO., LTD.

July 31, 2012

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.

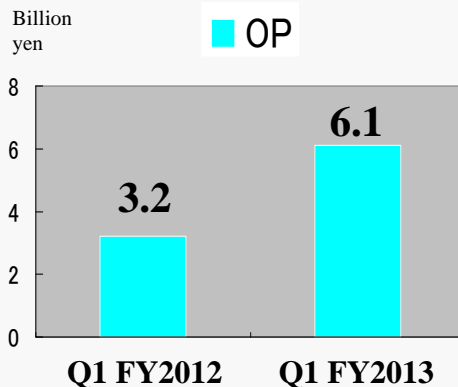
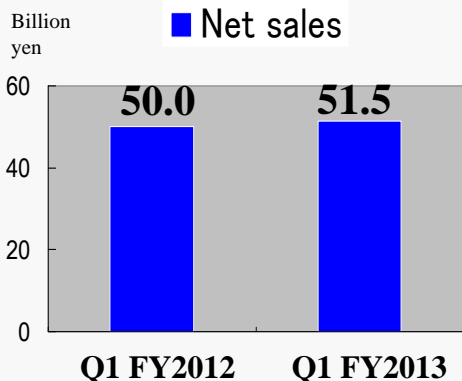
FY2013 First Quarter Results Highlight

(billions of yen)

Consolidated	FY2012	FY2013	
	Q1	Q1	Year-on-year change
Net sales	69.2	69.1	-0
Operating income	0.7	3.7	+2.9
Ordinary income	0.6	2.8	+2.2
Net income	0.2	1.6	+1.5

First Quarter Summary by Segment

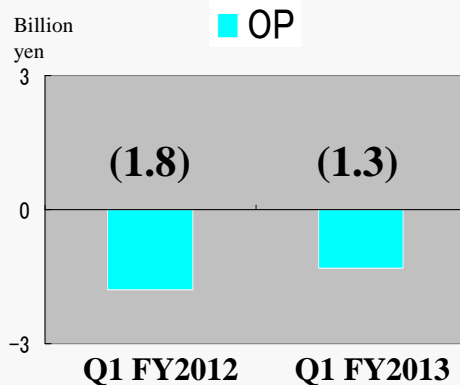
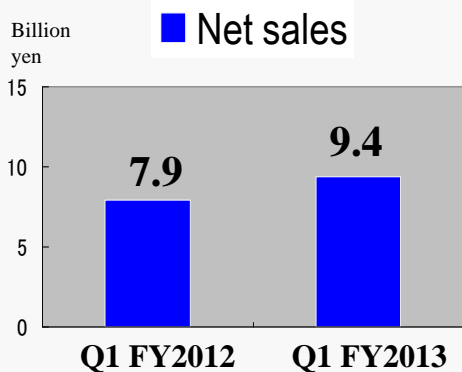
Consumer



◆ OP increased significantly
(3.2 billion → 6.1 billion)

- Profitability of digital cameras improved
- Ratio of brand watch sales expanded, leading to earnings growth
- Electronic dictionary business saw higher sales and profits

System equipment



◆ All product categories saw higher sales and improved profits

FY2013 Full Year Financial Forecasts

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(billions of yen)

Consolidated	FY2013		
	First half	Full year	Year-on-year change
Net sales	155.0	320.0	+18.3
Operating income	8.0	20.0	+10.9
Ordinary income	7.0	17.0	+10.0
Net income	4.0	10.0	+7.4

Business Outlook from Q2 Onwards

◆ Timepieces

- Increase the ratio of brand watch sales to total sales
→ Various promotional events celebrating the 30th anniversary of G-SHOCK watches (starting August in New York)
- Expand sales channels in emerging countries

◆ Electronic dictionaries

- Maintain a high share of the Japan market
- Increase sales in China by boosting sales of the models targeting high-school students

◆ System equipment

- Expand sales of projectors by promoting sales outside Japan
- Expand sales of industrial handheld terminals with launch of new tablets

◆ New business

Net Sales and Operating Income by Segment

<FYI>

(billions of yen)

Consolidated	FY2013		
	Q1 results	First half forecasts	Full year forecasts
Net Sales			
Consumer* (Digital cameras, Timepieces, Electronic dictionaries, Calculators, Electronic musical instruments)	51.5	110.0	233.0
System equipment	9.4	24.0	48.0
Others	8.3	21.0	39.0
TOTAL	69.1	155.0	320.0
Operating Income			
Consumer	6.1	12.3	28.5
System equipment	(1.3)	(1.8)	(3.0)
Others	(0.1)	0	0
Adjustment	(1.0)	(2.5)	(5.5)
TOTAL	3.7	8.0	20.0

*Full year sales break down for Consumer segment: Digital cameras ¥40bil., Timepieces ¥100bil., others ¥93bil.

END