

First Half Results Briefing for Year Ending March 31, 2015



CASIO COMPUTER CO., LTD.

October 30, 2014

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.

FY2015 First Half Results Highlight

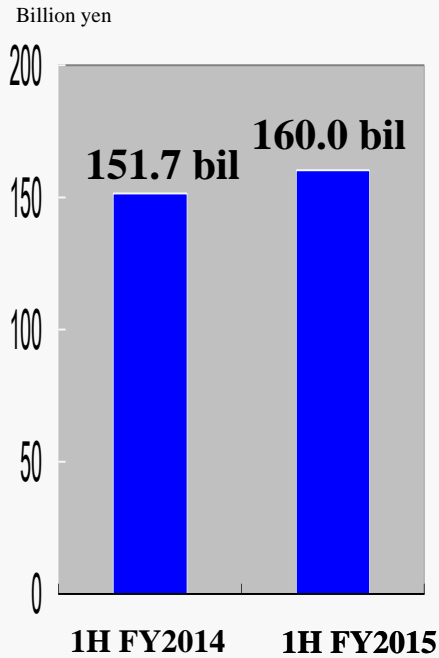
-1-

(billions of yen)

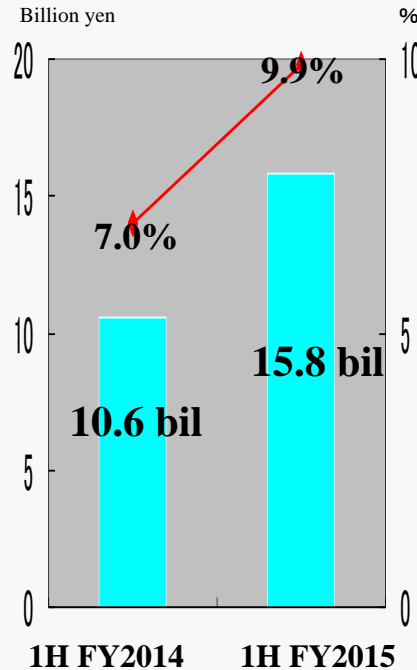
Consolidated	FY2014	FY2015	
	1 st Half	1 st Half	Year-on-year change
Net sales	151.7	160.0	+8.3
Operating income	10.6	15.8	+5.2
OPM	7.0%	9.9%	+2.9(%)
Ordinary income	9.8	16.4	+6.6
Net income	5.7	10.4	+4.7

Main Contributor to 1H Solid Results

Net sales



OP + OPM



◆ Net sales up

¥151.7 bil → ¥160.0 bil

- Brand watch sales increased
→ Sales of G-SHOCK GPS hybrid wave ceptor has been steadily expanding since its launch in July
- Increased sales of electronic dictionaries and calculators

◆ OP up ¥10.6 bil → ¥15.8 bil

→ OPM up from 7.0% to 9.9%

- High-priced models (mainly G-SHOCK) increased its share in total watch sales
- Profit increase as a result of expanded sales of electronic dictionaries and calculators
- Profit increase due to expanded lineup of unique high-end cameras such as TR series of selfie camera

FY2015 Financial Forecasts

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(billions of yen)

Consolidated	FY2015			
	1H	2H forecasts	Full year forecasts	YOY change
Net sales	160.0	190.0	350.0	+28.2
Operating income	15.8	19.2	35.0	+8.4
OPM	9.9%	10.1%	10.0%	+1.7(%)
Ordinary income	16.4	16.6	33.0	+7.3
Net income	10.4	12.6	23.0	+7.0

System Equipment Segment

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<Major Reason for Missing 1H Forecasts>

- **Deteriorated earnings due to delay in progress of new business and increased development costs of projectors.**

<Reform Measures for 2H>

- **Selection and concentration; redistribute human resources to new business.**
- **Strengthen new product development and expand sales.**

Projectors, Internet-connected Cash Registers, Printers,
Human Resource Management System

- **Improve profitability by booking of impairment loss in 1H.**

Timepiece Business

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- **Expand sales of the world's first GPS hybrid wave ceptor solar-powered watch**

→ Launch of OCEANUS OCW-G1000 full metal watch

→ Expand sales of G-SHOCK GPW-1000 globally



- **Expand sales of Bluetooth watch that connects to smartphones**

→ EDIFICE EQB-500, G-SHOCK, PHYS running watch STB-1000



Digital Camera Business

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- **Launch of new genre product EX-FR10**

“Split camera” that enables all-new ways of shooting photos

→ Take selfies, group photos, and back shots all with one camera.
Shoot in a variety of outdoor situations.



The camera unit and controller detach and dock at the press of a button

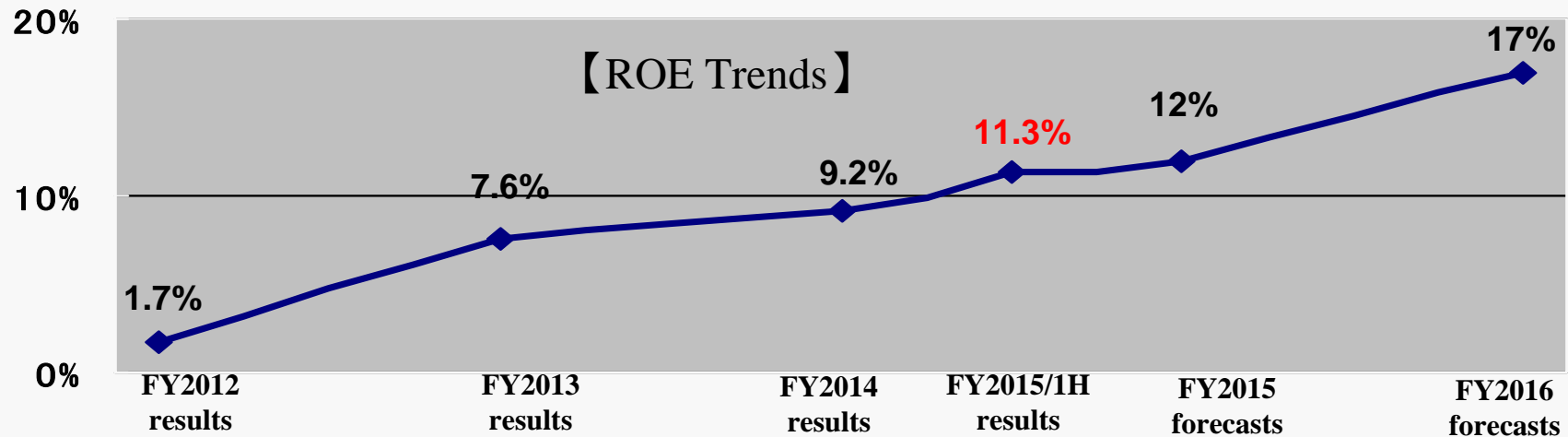
- **Strengthen unique genre products**

→ Launch of new TR series of selfie camera EX-TR500

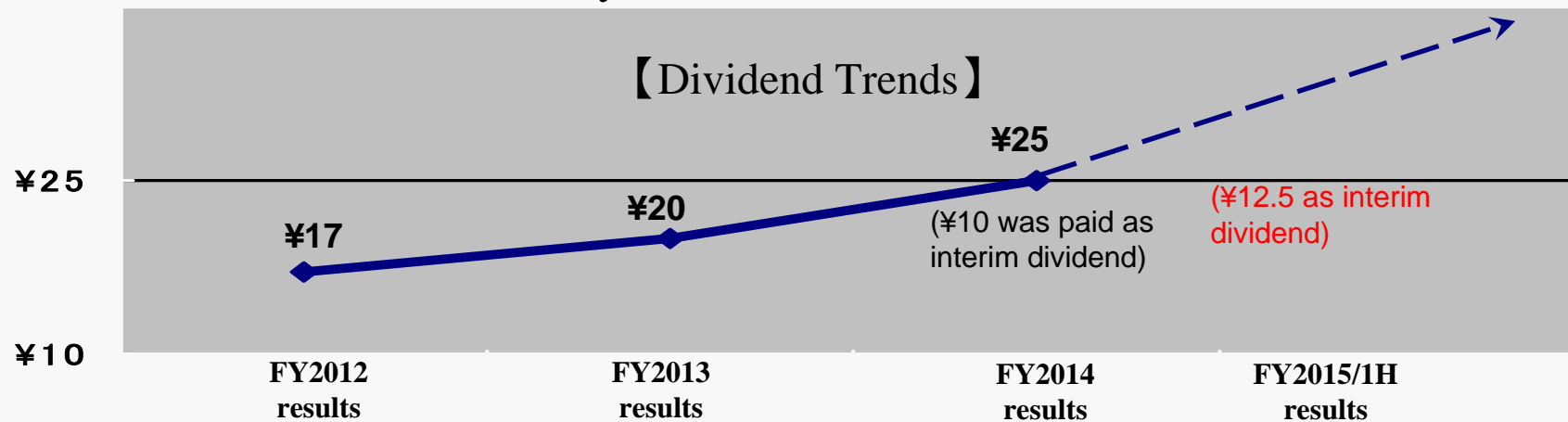
Shareholder Return

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◆ Improved profitability and ROE; 11.3% as of September 30th



◆ Emphasis on shareholder return centering on dividend
Interim dividend of 12.5 yen for the current fiscal term



Net Sales and Operating Income by Segment

<FYI>

(billions of yen)

Consolidated	FY2015	
	1 st Half	Full year
Net Sales		
Consumer	134.9	289.0
System equipment	19.9	48.5
Others	5.3	12.5
TOTAL	160.0	350.0
Operating Income		
Consumer	22.6	44.8
System equipment	(4.8)	(4.8)
Others	(0.1)	0
Adjustment	(1.9)	(5.0)
TOTAL	15.8	35.0

END