

Results Briefing for Year  
Ended March 31, 2015



**CASIO COMPUTER CO., LTD.**

**May 12, 2015**

## **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 Consolidated Financial Summary

-1-

(billions of yen)

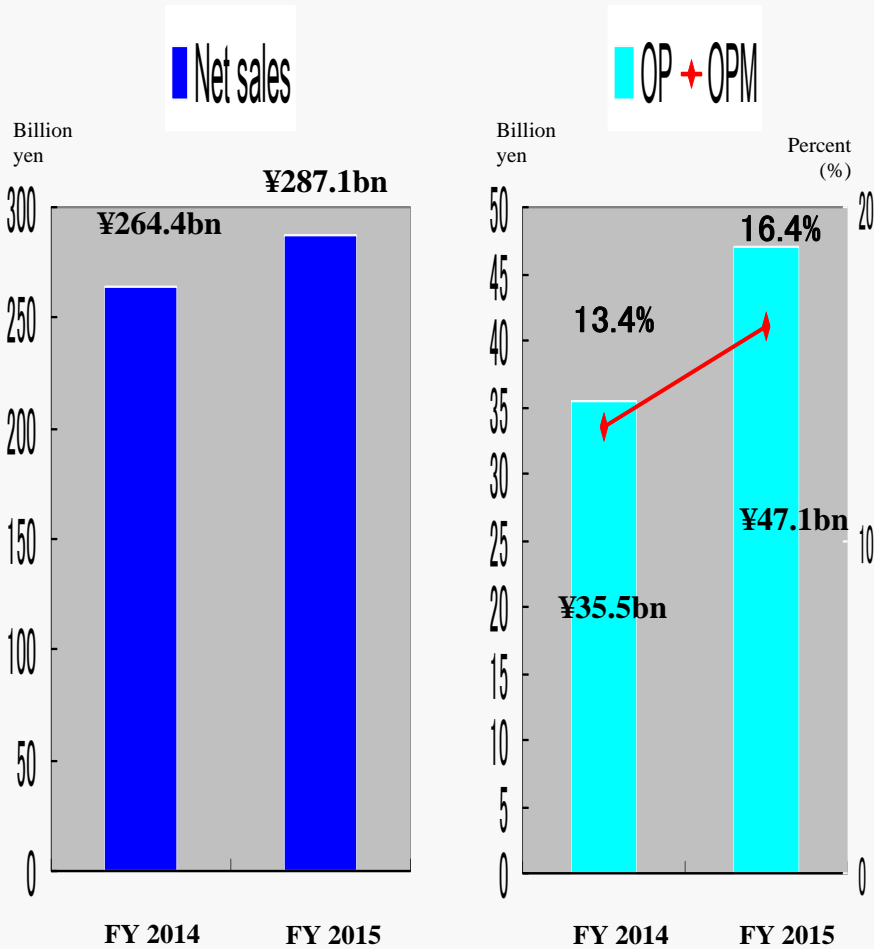
Consolidated	FY2014		FY2015 (ended March 2015)			
	Q4 (Jan-Mar)	Full Year	Q4 (Jan-Mar)	YOY Change	Full Year	YOY Change
Net sales	89.7	321.8	93.3	+3.7	338.4	+16.6
Operating income	9.2	26.6	10.7	+1.5	36.8	+10.2
<b>OPM</b>	<b>10.3%</b>	<b>8.3%</b>	<b>11.5%</b>	-	<b>10.9%</b>	-
Ordinary income	8.8	25.7	10.6	+1.8	37.9	+12.1
Net income	5.6	16.0	8.7	+3.1	26.4	+10.4

A record net income and earnings per share (¥100)

# Main Factor of Full-Year Positive Earnings

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## OPM Improvement in Consumer Segment (13.4% → 16.4%)



### ◆ Improved brand mix of watches

- Strong sales of GPS hybrid wave ceptor watches from G-SHOCK and OCEANUS lines.
- Strong sales of Bluetooth-enabled smartphone-link watch from EDIFICE line.

### ◆ Surge in profit thanks to expanded lineup of original high-end digital cameras such as TR series, EX-FR10 and EX-ZR50.

### ◆ Surge in profit and sales thanks to expanded lineup of localized calculator products.

- China: voice function; India: Indian digit separator, check function
- Scientific calculators equipped with high-resolution LCD enable to display local languages (Japanese, Chinese and Arabic)

# FY2016 Financial Forecasts

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(billions of yen)

Consolidated	FY2015	FY2016 (ending March 2016)			
	Full year results	1H forecasts	2H forecasts	Full year forecasts	YOY Change
Net sales	338.4	170.0	200.0	370.0	+31.6
Operating income	36.8	20.0	30.0	50.0	+13.2
<b>OPM</b>	<b>10.9%</b>	<b>11.8%</b>	<b>15.0%</b>	<b>13.5%</b>	-
Ordinary income	37.9	19.0	29.0	48.0	+10.1
Net income	26.4	13.0	20.0	33.0	+6.6

Targeting a record operating income, ordinary income and net income (2 consecutive terms)

# FY2016 Business Strategies

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## 1. Timepieces

- ◆ Expand sales of GPS hybrid wave ceptor watches (G-SHOCK and OCEANUS) and Bluetooth-enabled smartphone-link watches (EDIFICE).

Promoting watches globally at international airports, Casio aims to increase its fans worldwide and sales accordingly, including those from visitors to Japan

Airport billboards



+

In-flight magazines



+

Duty free shops etc.



- ◆ Utilize Signage to boost sales of Casio watches

- A storefront innovation tool to reliably arouse interest in the watches and to induce to buy.



## 2. Digital Cameras

- ◆ Expand sales with the launch of Casio's unique genre products (TR series, EX-FR10, ZR series).
- ◆ Utilize Signage to boost sales.

## 3. Calculators

- ◆ Expand lineup of products tailored to overseas markets.
  - Expand lineup of scientific calculators that can display local languages thanks to its high-resolution LCD screen.

## 4. Electronic Musical Instrument

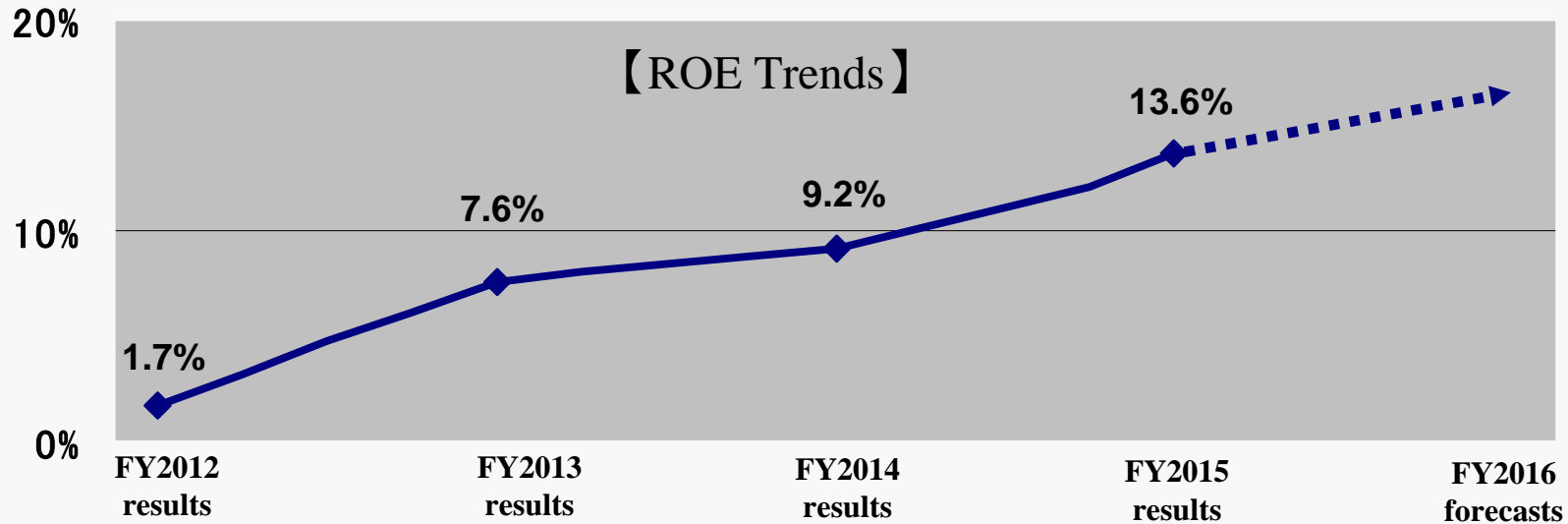
- ◆ Expand sales by product mix improvement with the launch of high-priced electronic pianos.
- ◆ Expand sales by cultivating youth market with the launch of DJ equipment "Trackformer."

## 5. Projectors

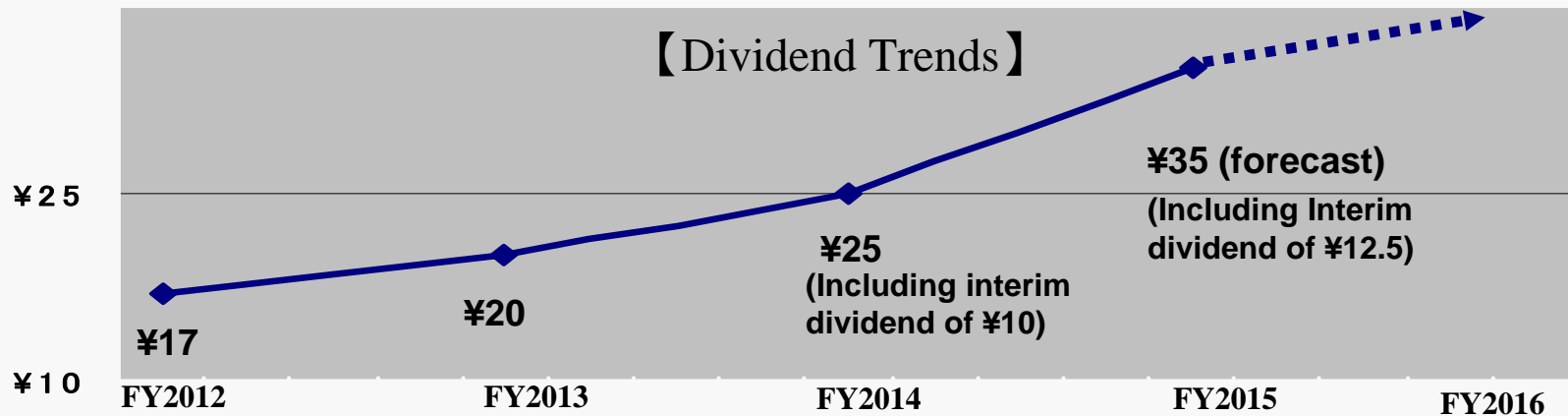
- ◆ Expand sales with the launch of competitively-priced innovative new projector XJ-V1. (Mercury-free, light source life of 20,000 hours, minimum 5 seconds quick startup, low power consumption)

# Shareholder Return

◆ Improve profitability and enhance ROE



◆ Emphasis on shareholder return centering on dividend





# Net Sales and Operating Income by Segment

FYI

(billions of yen)

Consolidated	FY2015	FY2016 Forecasts		
Net Sales	Full year results	1 <sup>st</sup> Half	Full year	YOY change
Consumer*	287.1	142.0	310.5	+23.4
System equipment	40.8	23.0	49.0	+8.2
Others	10.4	5.0	10.5	+0.1
<b>TOTAL</b>	<b>338.4</b>	<b>170.0</b>	<b>370.0</b>	<b>+31.6</b>
<b>Operating Income</b>				
Consumer	47.1	22.6	53.5	+6.4
System equipment	(5.7)	0.0	1.0	+6.7
Others	(0.2)	0.0	0.0	+0.2
Adjustment	(4.5)	(2.6)	(4.5)	0
<b>TOTAL</b>	<b>36.8</b>	<b>20.0</b>	<b>50.0</b>	<b>+13.2</b>

END