

A Quick Look at CASIO



1. Where we stand now

Our Mission: **Creativity and Contribution**

Casio's corporate creed is "creativity and contribution." It expresses the company's commitment to contributing to society by offering the kind of original, useful products that only Casio can.

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Consolidated Financial Highlights

- Net sales rose 18.8% year-on-year, to ¥523,528 million
- Operating income grew 53.5% year-on-year, to ¥27,491 million
- Net income surged 151.0% year-on-year, to a record ¥14,176 million

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Kazuo Kashio,
President and CEO

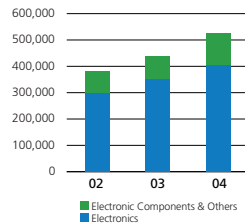
Message from the President

"Casio aims to develop attractive and distinctive products, create new value, improve earnings capabilities and strengthen its management capabilities."

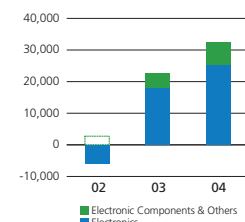
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2. How we did in fiscal 2004

Sales by Business Segment
(Millions of yen)

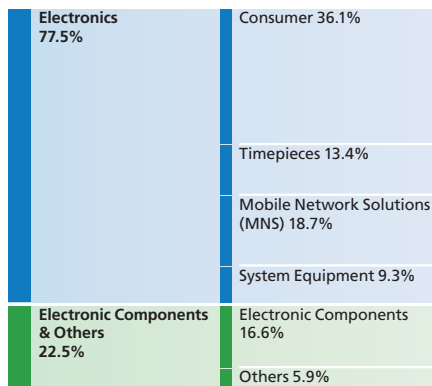


Operating Income by Business Segment
(Millions of yen)



This graph shows figures before elimination or unallocated amount.

Sales Breakdown



Electronics

The Company is aggressively promoting sales of its electronics products, including the digital camera EX-Z3, the No.1 model in Japan in 2003, solar-powered radio-controlled watches such as The G, electronic dictionaries and cellular phones.

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Electronic Components & Others

Casio holds the top share of the market for TFT LCDs for use as the monitors in digital cameras. Our group company Casio Micronics increased sales, due primarily to strong sales for its COF products.

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3. What we aim to achieve

- Reinforcement of earnings capacity
- Reinforcement of management strengths

To achieve the goal of strengthening our business structure, we will work continuously to bolster our financial position and reduce the ratio of material costs to sales. At the same time, we will place more emphasis on our five strategic businesses, described below.

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Digital Cameras



- Further strengthening our branding image and overseas sales

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Electronic Dictionaries



- Working to boost sales both in domestic and overseas markets

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Solar-Powered Radio-Controlled Watches



- Focusing on solar-powered radio-controlled watches with the aim of making inroads into the total watch market

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Cellular Phones



- Developing joint venture's potential with Hitachi, Ltd.

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TFT LCDs



- Leveraging our strengths in mobile devices such as cellular phones and digital cameras

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Corporate Social Responsibility (CSR) Activities

Casio established a Corporate Social Responsibility (CSR) section, reporting directly to the President, that spearheads various activities, including legal compliance, environmental conservation, customer satisfaction, human rights and employee satisfaction, contributions to society and so on.

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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.

For more IR information, see our website:

<http://world.casio.com/ir/>