

Special Feature

# Timepieces 1 CASIO's Global Watch Brand Strategy

In the timepiece category, we aim to grow sales and secure healthy earnings globally by leveraging our advanced proprietary technological capabilities and further strengthening our global brand strategy.

## 6 Brands

Casio aims to achieve further expansion and enhanced profitability in its timepiece business through creative product development and a strengthened global brand strategy.

Taking an approach which differs from that of Swiss watches, we continue to develop analog watches based on our Multi-Mission Drive concept in which a variety of functions are expressed by the watch's hands, supported by Casio's unique electronics technology.

Casio's product lineup focuses on six distinctive brands: G-SHOCK, which adds value through a completely new level of shock resistance and is one of the most established watch brands; the solar-powered radio-controlled watch OCEANUS, which combines advanced

functionality with an European-style sporty design; the metal analog watch EDIFICE, which is designed with a dynamic feel; the outdoor watch PRO TREK, which is equipped with various sensors including altimeter and compass; the Baby-G line of women's shock-resistant watches, which are popular for their rich color variations and enhanced functions; and the women's metal watch SHEEN. Casio aims to further increase sales and create high added value by enhancing its product offering based on these six brands, aggressively promoting them on a global basis.

Going forward, we also aim to expand our sales channels in emerging markets such as South America and India.

