

Special Feature: 6 Timepiece Brands

Strengthening *Global 6 Brand Strategy* to Grow Business

Casio seeks to further grow sales in its timepiece business through creative product development and a strengthened global brand strategy. We also aim to enhance profitability by increasing the sales weighting of our six core brands, all of which carry high margins.

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, having been around for 30 years; the Baby-G line of women's shock-resistant watches, which are popular for their rich color variations and enhanced functions; the metal analog watch EDIFICE, which is designed with a dynamic feel; the solar-powered radio-controlled watch OCEANUS, which combines advanced functionality with a European-style sporty design; the outdoor watch PRO TREK, which is equipped with various sensors including altimeter and compass; and the women's metal watch SHEEN.



Absolute Toughness

Built tough with a shock-resistant structure

G-SHOCK



Tough & Cute

A unique fusion of function with fashion

Baby-G



Speed & Intelligence

Advanced Technology Dynamic Design

EDIFICE

Special Feature: 6 Timepiece Brands

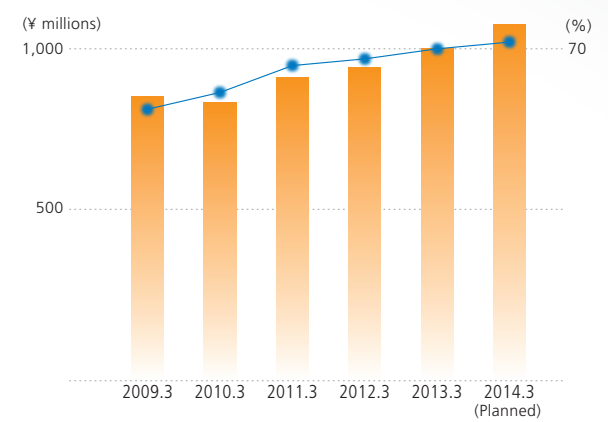
Casio aims to further increase sales and create high added value by enhancing its product offering based on these six brands, aggressively promoting them on a global basis.

In particular, we will undertake global promotion of G-SHOCK, to commemorate the brand's 30th anniversary. We now offer a Bluetooth® enabled G-SHOCK that opens up new possibilities in watches through connectivity with the world's major smartphones. Our goal in doing so is to further expand the market by creating new usage applications.

In the U.S. and Europe, we will pursue an increased presence in high-end stores, like department stores and jewelers, while in emerging markets our aim is to make deeper market inroads in South America and India, as well as in the ASEAN region and Middle East.

In this manner, we will seek further growth through global expansion of our timepiece business.

Timepiece Business Sales and Sales Weighting of 6 Major Brands



Elegance, Technology

A stylish polished and slim metal design



Feel the Field

Ideal for those with a rugged lifestyle



Elegant, Brilliant, Smart

Metal watches for stylish women



Special Feature: G-SHOCK

G-SHOCK Celebrates 30 Years

April 2013 marked 30 years since the launch of Casio's shock-resistant G-SHOCK watch.

The G-SHOCK was born from a developer's dream of "creating a watch that never breaks," and the first shock-resistant model came on the market in 1983. The G-SHOCK overturned the conventional wisdom that wristwatches are susceptible to shock and easy to break, creating an entirely new category known as "toughness watches."

Since then, Casio has been unstinting in pursuing further advances in functionality, performance, and design, all with a view to making the G-SHOCK tougher still.

The highly fashionable G-SHOCK brand has become a much-loved possession of those in the street scene, including action sports athletes, singers, and celebrities.

More recently, Casio has debuted a Bluetooth® v4.0 enabled next-generation G-SHOCK that realizes communication with minimal power consumption. By linking it up to the user's smartphone, this new watch enables the use of a host of features and functions driven by cutting-edge technology, including alerts for incoming smartphone calls and emails, in addition to Phone Finder, Link Loss Alert, and Auto Time Update.

Casio is celebrating the brand's 30th anniversary this year with a global "SHOCK THE WORLD" tour. The tour is proving highly successful in giving expression to the G-SHOCK world view, with large numbers of media and distributor representatives attending exhibitions, press conferences and live events.

Going forward, we will leverage to the maximum the talents of our technical staff to achieve further G-SHOCK advances.

Bluetooth® v4.0 Enabled G-SHOCK



Powerful Mobile Link capabilities packed into a watch designed and engineered to stand up today's active lifestyle.

Bluetooth® v4.0 enabled for the latest in low-power near field communication. A host of versatile functions made possible by linking with your smartphone.

Mobile Link

- Incoming Call Alert
- Incoming Mail Alert
- SNS New Message Alerts
- Calendar event notification
- Phone Finder
- Link Loss Alert
- Time Adjustment
- Auto Reconnection

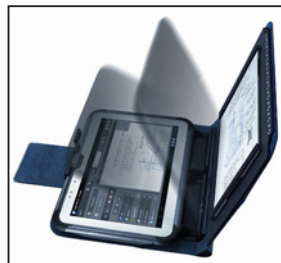
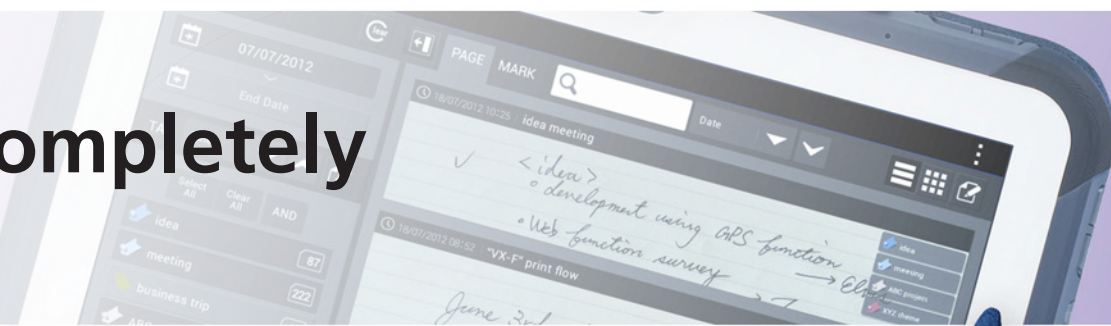
Bluetooth SMART

Special Feature: Paper Writer

Paper Writer, a Completely New Business Tool

Based on the "Smart and Tough" product concept, Casio has released a completely new business tool, "Paper Writer," that combines the ease of hand-writing with the convenience of digital communication. Based on an entirely novel and out-of-the-box concept, Paper Writer is an Android™ powered business-use tablet device utilizing the sophisticated design and energy-saving technologies Casio has developed over the years for handy terminals and other commercial-use mobile devices.

Paper Writer can be used to digitize all manner of handwritten business documents—including meeting minutes, business reports, and memoranda—without any need for a troublesome photographic arrangement or similar. It is then a simple matter to retrieve digitized data through the scheduler application. This tablet device offers business users both toughness and functionality, combining superior shock-resistance and dust- and splash-proof performance with features including 5.0-megapixel digital cameras on the front and rear, the ability to recognize non-contact IC cards and RFID tags, and a large-capacity rechargeable battery pack. We aim to grow sales by promoting Paper Writer as a highly customizable business tool suited to a wide range of solutions—for example, as an aid for on-site presentations to customers, as an electronic handbook supporting in-store customer service, or as a means of referencing maintenance-related data and then reporting this data to administrative departments.



Close-to-shoot

The contents written in the notebook are automatically photographed when the system case is closed. Visual data such as a memo about business negotiations or the agenda of a meeting can be easily digitized.

