

First Quarter Results Briefing for Year Ending March 31, 2016

CASIO COMPUTER CO., LTD.

July 29, 2015

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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.

FY2016 First Quarter Results Highlight

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(billions of yen)

Consolidated	FY2015 Q1	FY2016 Q1	YOY change
Net sales	72.2	79.5	+7.2
Operating income	7.0	9.1	+2.0
OPM	9.7%	11.4%	-
Ordinary income	6.6	9.5	+2.9
Net income	4.6	6.6	+2.0

Consumer Segment

	<Q1 FY2015>	<Q1 FY2016>
Net Sales	¥61.4 bn	¥68.3 bn
OP	¥9.8 bn	¥11.5 bn
OPM	16.0%	16.8%

◆ Increased sales of high-performance analog watches by effective promotions at international airports

- Strong sales of GPS hybrid waveceptor solar G-SHOCK and OCEANUS watches.
- Strong sales of Bluetooth-enabled smartphone-link EDIFICE watches.

◆ Secured stable profits by expanding lineup of unique high-end digital cameras

- Continued strong sales of TR series “selfie” camera
- Strong sales of EX-ZR1600 that automatically sends captured images to smartphones

◆ Increased sales and profits due to expanded lineup of localized calculator products

- India: calculators with Indian digit separator, steps check function
- Scientific calculator with high-resolution screen to display native languages (Japanese, Chinese and Arabic)

System Equipment

◆ Projector: increased sales (140% yoy) and improved profitability thanks to the launch of new product XJ-V1

FY2016 Financial Forecasts

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(billions of yen)

Consolidated	FY2016 ending March 31, 2016			
	1H forecasts	2H forecasts	Full year forecasts	YOY Change
Net sales	170.0	200.0	370.0	+31.6
Operating income	20.0	30.0	50.0	+13.2
OPM	11.8%	15.0%	13.5%	—
Ordinary income	19.0	29.0	48.0	+10.1
Net income	13.0	20.0	33.0	+6.6

Net Sales and Operating Income by Segment

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(billions of yen)

Consolidated	FY2016 Forecasts			
	Q1	1st Half	Full year	YOY change
Net Sales				
Consumer	68.3	142.0	310.5	+23.4
System equipment	9.1	23.0	49.0	+8.2
Others	2.0	5.0	10.5	+0.1
TOTAL	79.5	170.0	370.0	+31.6
Operating Income				
Consumer	11.5	22.6	53.5	+6.4
System equipment	(1.4)	0	1.0	+6.7
Others	0	0	0	+0.2
Adjustment	(1.0)	(2.6)	(4.5)	0
TOTAL	9.1	20.0	50.0	+13.2

◆ Revitalization of System Equipment Business

1. Focus on new projector XJ-V1
2. Management Policy Innovation System making contributions in second half
3. Launch of Casio's original 2.5D printer in the next fiscal year

1. Timepiece

Global expansion of high-performance analog watch

GPS hybrid waveceptor solar watch

Bluetooth smartphone-link watch

G-SHOCK

OCEANUS

EDIFICE

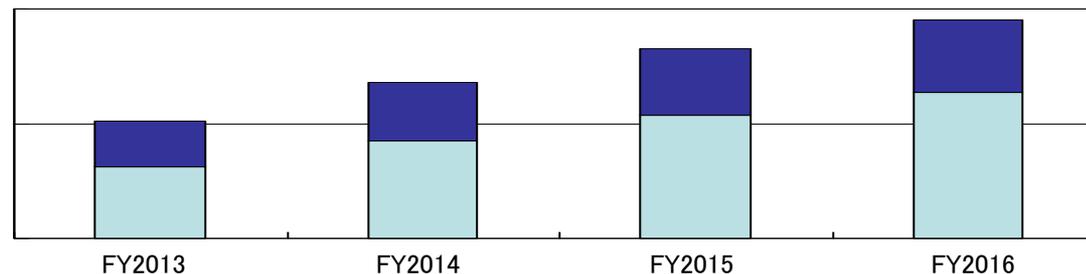


◆ Compete against other GPS watch makers with GPS hybrid waveceptor

• Casio has GPS hybrid G-SHOCK and OCEANUS, and smartphone-link Bluetooth EDIFICE

<Worldwide sales>

■ G-SHOCK ■ OCEANUS+EDIFICE



1. Timepiece

Sales expansion in China, ASEAN and Middle East

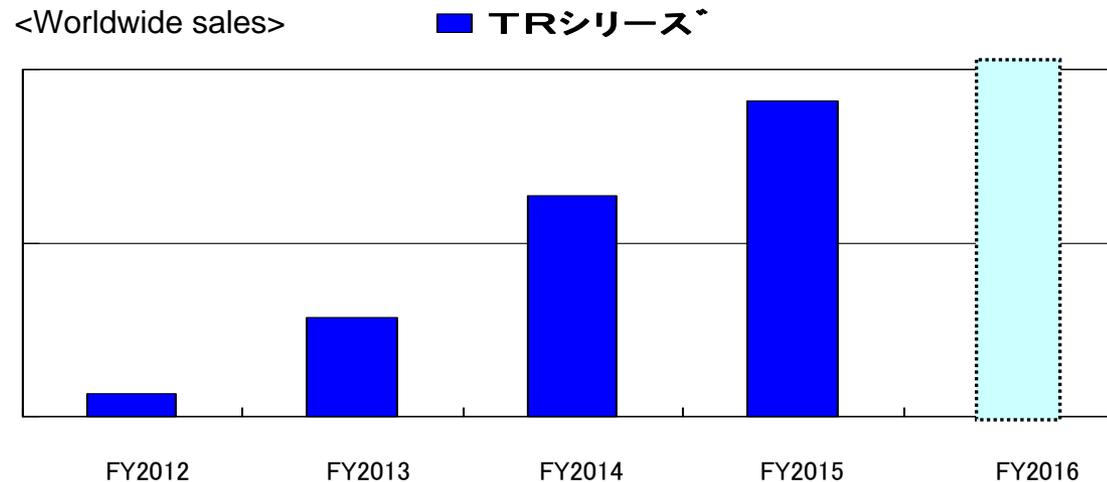
- ◆ Further expand G-SHOCK sales with the June opening of the world's largest G-SHOCK STORE in Shanghai



- ◆ Increase G-SHOCK sales by holding SHOCK THE WORLD events

2. Digital Camera

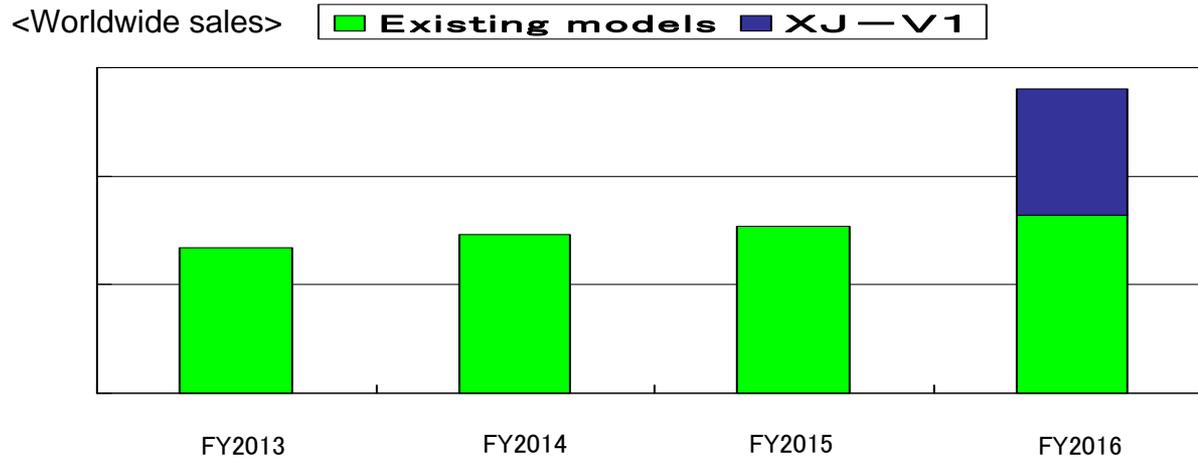
- ◆ Boost sales of TR series cameras in China and expand into Southeast Asia



- ◆ Establish market position for cameras (EX-ZR3000, ZR60) with EXILIM Auto Transfer function, which automatically sends captured images to smartphone.
- ◆ Establish a new genre for the free-style camera EX-FR series, which has a lens unit that is detachable from its monitor.

3. Projector

◆ Expand sales globally with new price competitive projector XJ-V1.



XJ-V1

Highest level cost performance

- Mercury-free light source
- Light source life of 20,000 hours
- Startup in minimum 5 seconds
- Low power consumption

◆ ROE

- Aims to improve ROE as an important indicator of the management by significantly improving the performance, expanding profits and thus enhancing asset efficiency.

◆ Shareholder Return Measures

- Dividends
- Share repurchase

END