

Third Quarter Results Briefing for Year Ending March 31, 2016

CASIO COMPUTER CO., LTD.

February 2, 2016

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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 Third Quarter Results Highlights

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(billions of yen)

Consolidated	FY2015		FY2016 (ending March 2016)			
	Q3 (Oct-Dec)	Cumulative Total	Q3 (Oct-Dec)	YOY Change	Cumulative Total	YOY Change
Net sales	85.1	245.1	87.8	+2.8	261.8	+16.8
Operating income	10.2	26.0	11.8	+1.6	33.5	+7.4
OPM	12.0%	10.6%	13.5%	—	12.8%	—
Ordinary income	10.9	27.3	11.6	+0.7	33.3	+6.0
Net income	7.3	17.7	9.4	+2.1	24.8	+7.2

Record-high incomes (operating, ordinary, net) for Q1-Q3

Timepieces

■ Introduction to exclusive retailers and sales expansion of high-priced analog watches thanks to promotions at airports etc. improved profitability

- Strong sales of GPS hybrid wave ceptor watches
 - G-SHOCK: GPW-1000 and metal analog MTG-G1000
 - OCEANUS: Strengthen customer appeal of “Oceanus Blue” with OCW-G1000 and OCW-G1100.
- Strong sales of Bluetooth-enabled smartphone-link watches (EDIFICE EQB-510 etc.)

Digital Cameras

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

- Maintained high prices for TR series selfie cameras.
- Strong sales of EX-ZR1600/3000/60 that automatically send captured images to smartphones

Projectors

■ Improved profitability thanks to launch of new XJ-V1/V2 models

FY2016 Financial Forecasts

CASIO.

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(billions of yen)

Consolidated	FY2015	FY2016 (ending March 2016)		
	Full Year	Q1-Q3	Full Year Forecasts	YOY Change
Net sales	338.4	261.8	370.0	+31.6
Operating income	36.8	33.5	50.0	+13.2
OPM	10.9%	12.8%	13.5%	—
Ordinary income	37.9	33.3	48.0	+10.1
Net income	26.4	24.8	33.0	+6.6

Q4 Priority - Timepieces

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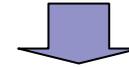
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Continue to expand sales of high-performance, high-ASP metal analog watches



Expand sales of Global Time Sync watches that receive accurate time anywhere in the world

- GPS hybrid wave ceptor G-SHOCK, OCEANUS
- Smartphone-link EDIFICE



Targeting global business persons to expand sales

Promote Introduction to upscale retailers



■ Dedicated floor space

Strengthen promotions at major airports



■ Pop-up stores

E Musical Instruments - Shift focus to authentic digital pianos and keyboards

■ **Expand CELVIANO Grand Hybrid series of digital pianos equipped with sound source developed in collaboration with C. Bechstein**



■ **Launch of new keyboards equipped with rich tones and rhythms, targeting high-end keyboard markets (over \$500) in emerging countries**

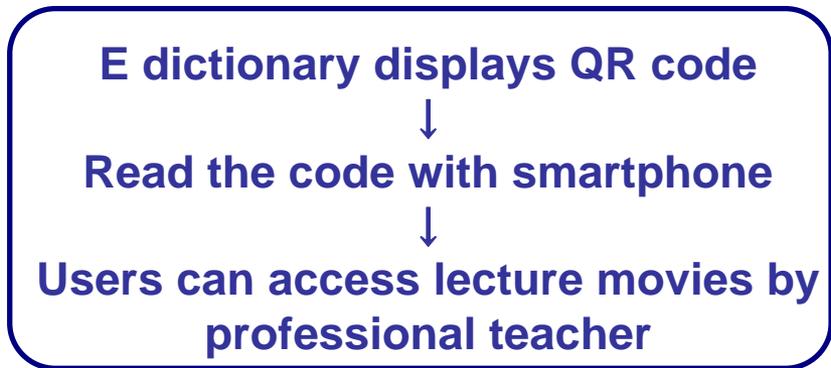


Expand lineup of E dictionaries and dedicated learning devices for enhanced English study

■ New E dictionary displaying study progress

- New function lets users verify progress of their English study including vocabulary-building, listening and speaking
- Launching industry's first smartphone/tablet link service

Level	Progress	Score
キクタンEntry	520/520	2016 3.19
キクタンBasic	1120/1120	2016 4.30
キクタンAdvanced	784/1120	2016 5.21
キクタンSuper	0/1120	---
キクタンリーディングEntry	0/512	---
キクタンリーディングBasic	0/720	---



■ Launch of dedicated English learning device for adults

Maintain profitability by expanding sales of unique high-end products

■ TR series

Strengthen TR brand as an ultimate selfie camera



Tan +6



+0



Fair +6

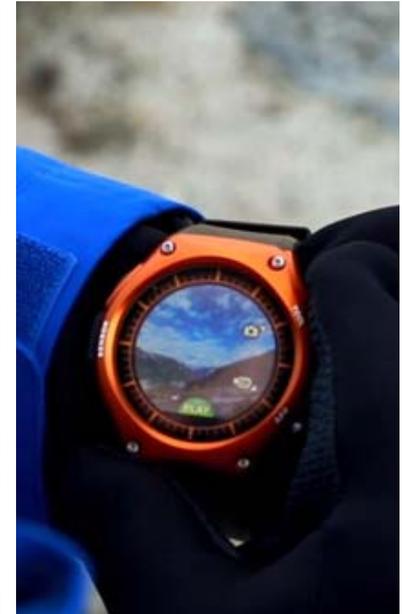
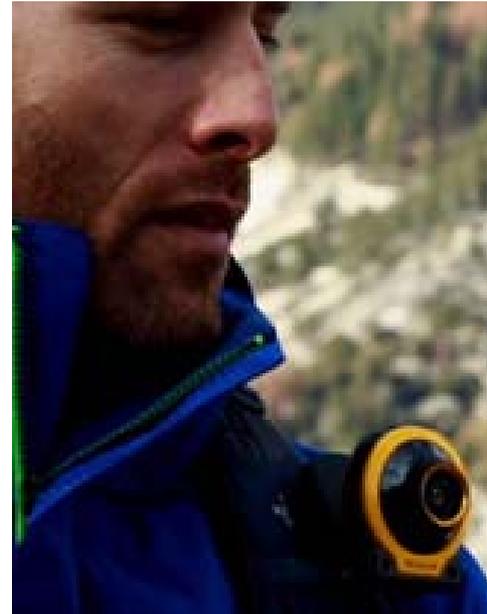
Unique feature to smooth skin tones and textures

■ FR series

- Offering new shooting styles for outdoor recreational activities



- Links to Smart Outdoor Watch WSD-F10 to take pictures from the wrist



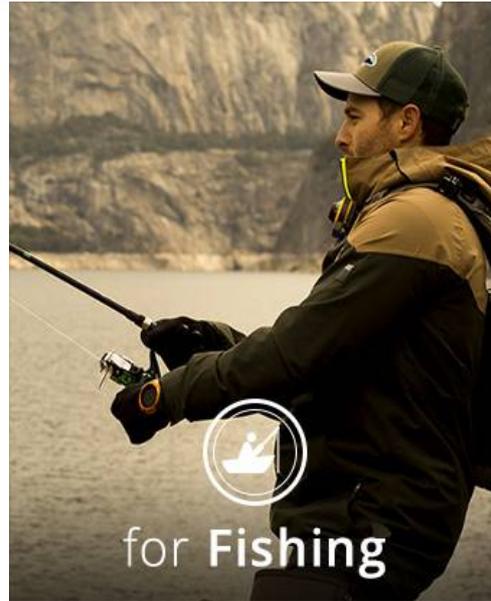
Launch of new products with new functions at competitive price points, as additions to previously launched XJ-V1/V2 models.

Vastly expand the projector lineups, leading the market of semiconductor light source projectors.

Foster launch of new businesses by focusing investment

- Smart Outdoor Watch
- Innovation system
 - Internet learning business
- 2.5D printer

WSD-F10



■ **Android Wear™** wrist device that is optimal for the outdoors

Create new value for clear usage scenes

- Fishing
- Trekking
- Cycling

Main features

50M water resistant

First for smartwatch with microphone

Dual-layer display (Monochrome and color)

Display time in monochrome; display info in colors only when necessary

Built to MIL specs

Perform in the rugged outdoors

■ Divers apps available for use with links to smartphones



Fishing



Cycling



Trekking

Access needed information at wrist during fishing, trekking and cycling

Net Sales and Operating Income by Segment

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(billions of yen)

Consolidated	FY 2016		
	Q 1-Q 3	Full year	YOY Change
Net sales			
Consumer	225.8	310.5	+23.4
System equipment	29.6	49.0	+8.2
Others	6.4	10.5	+0.1
TOTAL	261.8	370.0	+31.6
Operating income			
Consumer	38.9	53.5	+6.4
System equipment	(2.1)	1.0	+6.7
Others	(0.1)	0	+0.2
Adjustment	(3.2)	(4.5)	0
TOTAL	33.5	50.0	+13.2

END