



First-half Results Briefing

for Fiscal Year Ending March 31, 2024

November 8, 2023

CASIO COMPUTER CO., LTD.

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Consolidated Results for 2Q of FY March 2024



Billions of yen

	Q2(Jul-Sep)		
	FY March 2023 Results	FY March 2024 Results	YoY Change
Net sales	72.0	70.9	98%
Operating profit	5.2	3.9	73%
OPM	7.3%	5.4%	
Ordinary profit	5.9	4.5	76%
Net income	4.1	3.8	93%
EPS (yen)	17.04	16.31	

Average exchange rate(yen)	U.S. Dollar	138.4	144.6
	Euro	139.3	157.3
	Chinese Yuan	20.2	19.9

Billions of yen

		Q2(Jul-Sep)		
		FY March 2023 Results	FY March 2024 Results	YoY Change
Timepieces	Net sales	43.0	43.3	101%
	Operating profit	7.2	5.1	-2.1
	OPM	16.8%	11.7%	
Consumer	Net sales	22.9	23.0	100%
	Operating profit	0.9	0.9	-0.0
	OPM	3.9%	3.8%	
System equipment	Net sales	4.8	3.2	67%
	Operating profit	-0.8	- 0.5	0.2
	OPM	-	-	
Others	Net sales	1.4	1.3	97%
	Operating profit	0.1	0.0	-0.0
	OPM	6.2%	3.6%	
Adjustment	Operating profit	-2.2	- 1.6	0.6
Total	Net sales	72.0	70.9	98%
	Operating profit	5.2	3.9	-1.4
	OPM	7.3%	5.4%	

Consolidated Results for 1H of FY March 2024



Billions of yen

	1H(Apr-Sep)		
	FY March 2023 Results	FY March 2024 Results	YoY Change
Net sales	133.3	133.5	100%
Operating profit	10.1	8.2	81%
OPM	7.6%	6.1%	
Ordinary profit	11.6	10.5	91%
Net income	8.3	7.3	88%
EPS (yen)	34.64	30.79	

Average exchange rate(yen)	U.S. Dollar	134.0	141.0
	Euro	138.7	153.4
	Chinese Yuan	19.9	19.8

Billions of yen

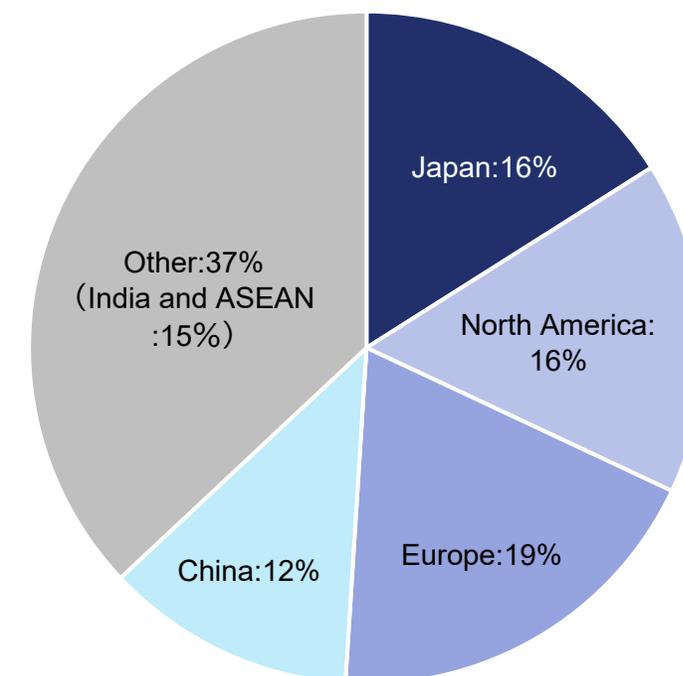
		1H(Apr-Sep)		
		FY March 2023 Results	FY March 2024 Results	YoY Change
Timepieces	Net sales	79.8	81.8	103%
	Operating profit	12.8	10.7	-2.1
	OPM	16.0%	13.1%	
Consumer	Net sales	43.5	43.8	101%
	Operating profit	2.7	1.9	-0.9
	OPM	6.3%	4.2%	
System equipment	Net sales	7.5	5.4	73%
	Operating profit	-1.6	- 1.4	0.2
	OPM	-	-	
Others	Net sales	2.6	2.6	100%
	Operating profit	0.2	0.1	-0.1
	OPM	7.4%	5.3%	
Adjustment	Operating profit	-4.1	- 3.1	0.9
Total	Net sales	133.3	133.5	100%
	Operating profit	10.1	8.2	-1.9
	OPM	7.6%	6.1%	

Timepiece Business: Second Quarter Results

	Q2 (Jul-Sep)		1H (Apr-Sep)		1H (Initial plan)
	FY March 2023 Results	FY March 2024 Results	FY March 2023 Results	FY March 2024 Results	
Net sales	43.0	43.3	79.8	81.8	76.0
Operating profit	7.2	5.1	12.8	10.7	9.5
OPM	16.8%	11.7%	16.0%	13.1%	12.5%

Billions of yen

Sales by Region



※2Q Results

- Sales outperformed the initial plan despite regional variations.
- Although G-SHOCK brand sales volume declined, unit prices continued to rise.

G-SHOCK percentage (including BABY-G): Approx. 55% (of which, metal models: 15%; resin models: 40%)

G-SHOCK unit sales: Approx. 2.2 million units, of which approx. 200,000 units were BABY-G *Approx. 2.4 million units in 2Q of previous year, of which approx. 300,000 units were BABY-G

G-SHOCK (metal, MR-G, MT-G)

- MRG-BF1000E, a limited-edition model commemorating the G-SHOCK 40th anniversary and the FROGMAN 30th anniversary was popular.
- Sales of the GMW-B5000D, which applies the original design of the first model to a full-metal model, remained strong.



G-SHOCK
MRG-BF1000E



G-SHOCK
GMW-B5000D

G-SHOCK (sports)

- Sales of G-SQUAD, a lightweight sports line that includes GBD-200 for running, DW-H5600 with an octagonal design, and GBD-H2000 compatible with multiple sports, were strong on a global basis.



G-SHOCK
GBD-200



G-SHOCK
DW-H5600



G-SHOCK
GBD-H2000

G-SHOCK (resin)

- The roll out of the octagonal 2100 line variations, such as GA-2100 and GA-B2100, remained strong, particularly in Europe.
- The GW-9500, a new, slimmer MUDMAN model with improved wearability, was popular.



G-SHOCK
GA-2100



G-SHOCK
GW-9500

Other

- The EDIFICE ECB-40MU, a collaboration model with MUGEN, which manufactures and sells after-sales parts for Honda cars and develops and manufactures engines for motorsports racing, was popular.
- Sales of the Vintage series remained strong in Europe.



EDIFICE
ECB-40MU



Vintage series
A100

YoY (in local currencies) Overall: -3%

Japan: -3%

- The recovery in inbound demand continued.
- Sales remained rather weak outside of urban areas.

North America: +1%

- Impacted by inflation and the continuing reduction in the number of physical stores.
- Continued initiatives to strengthen e-commerce, including the introduction of an e-commerce direct sales model.

Europe: +7%

- Sales remained strong in all countries.
- Casio brand sales were also strong.

China: -31%

- Sales decreased compared to the consumption boom that followed lockdown in the previous fiscal year. Sales were flat compared to 1Q.
- Continues to monitor changes in consumption trends.
- Inventory optimization progressed following 1Q.

Other: +4%

- Sales volume of G-SHOCK entry-level models decreased, impacted in part by inflation in some ASEAN countries.
- Sales remained strong in India.

*YoY adjustments of the impact due to changes in commercial distribution in China and Other

Percentage of sales by region
(based on yen figures)

Japan 16%, North America 16%, Europe 19%, China 12%, Other 37% (India and ASEAN 15%)

E-commerce sales percentage

Overall: 20% range, Japan: 30% range, North America: 30% range, Europe: about 30%, China: About 50%

Direct e-commerce sales

YoY in 2Q: Japan 1.0 times higher, North America 1.2 times higher, Europe 1.3 times higher

■ EdTech (Education)

	Q2(Jul-Sep)		1H(Apr-Sep)		Billions of yen 1H (Initial plan)
	FY March 2023 Results	FY March 2024 Results	FY March 2023 Results	FY March 2024 Results	
Net sales	16.1	16.8	31.1	33.3	30.0
OPM	9.5%	10.2%	11.4%	12.1%	10.0%

- Sales outperformed the initial plan accompanying normalization of classrooms after the pandemic.
- Sales of electronic dictionaries remained low.

*2Q breakdown:

Net sales: Scientific and standard calculators approx. 88%,
electronic dictionaries, etc. approx. 12%

OPM: Scientific and standard calculators approx. 16%

Operating profit: Electronic dictionaries, etc. approx. - ¥0.7 billion

*1H breakdown:

Net sales: Scientific and standard calculators approx. 89%,
electronic dictionaries, etc. approx. 11%

OPM: Scientific and standard calculators approx. 19%

Operating profit: Electronic dictionaries, etc. approx. - ¥1.5 billion

■ Sound (Electronic Musical Instrument)

	Q2(Jul-Sep)		1H(Apr-Sep)		Billions of yen 1H (Initial plan)
	FY March 2023 Results	FY March 2024 Results	FY March 2023 Results	FY March 2024 Results	
Net sales	6.8	6.1	12.4	10.5	11.5
Operating profit	-0.6	-0.9	-0.8	-2.2	-1.5

- The impact of the rebound from stay-at-home demand continued, and inventory adjustment requires time.
- Sales in Europe experienced a recovery, mainly in sales of Privia.

Billions of yen

	Q2(Jul-Sep)		1H(Apr-Sep)		1H (Initial plan)
	FY March 2023 Results	FY March 2024 Results	FY March 2023 Results	FY March 2024 Results	
Net sales	4.8	3.2	7.5	5.4	5.0
Operating profit	-0.8	-0.5	-1.6	-1.4	-1.5

HR Solution Business (CHS)

- Continued to support customer replacement of the ADPS HR integration system.

Cash Registers (SA)

- Sales of Bluetooth cash registers were strong due to Japan's invoicing system demand.

Handheld Terminals (PA)

- Responded to orders with consideration for profitability.

- Continued proposal activities in association with invoicing system support leveraging IT introduction subsidies.
- Test operation of ordering system for small business made a strong start.

II . Forecasts for Fiscal Year Ending March 2024

FY March 2024 Forecasts



Based on the results for the first half, the results forecast for fiscal 2024 has been upwardly revised.

	Billions of yen			
	1H (Results)	FY March 2024 Full year (plan)	Extent of revision	FY March 2024 Full year (Initial plan)
Net sales	133.5	275.0	+10.0	265.0
Operating profit	8.2	18.0	+2.0	16.0
OPM	6.1%	6.5%		6.0%
Ordinary profit	10.5	20.0	+5.0	15.0
Net income	7.3	14.0	+3.5	10.5
EPS (yen)	30.79	59.84		44.62

		Billions of yen			
		1H (Results)	FY March 2024 Full year (plan)	Extent of revision	FY March 2024 Full year (Initial plan)
Timepieces	Net sales	81.8	172.0	+10.0	162.0
	Operating profit	10.7	23.5	+1.5	22.0
	OPM	13.1%	13.7%		13.6%
Consumer	Net sales	43.8	86.0		86.0
	Operating profit	1.9	3.5		3.5
	OPM	4.2%	4.1%		4.1%
System equipment	Net sales	5.4	12.0		12.0
	Operating profit	-1.4	-2.5		-2.5
	OPM	-	-		-
Others	Net sales	2.6	5.0		5.0
	Operating profit	0.1	0.0		0.0
	OPM	5.3%	0%		0%
Adjustment	Operating profit	-3.1	-6.5	+0.5	-7.0
Total	Net sales	133.5	275.0	+10.0	265.0
	Operating profit	8.2	18.0	+2.0	16.0
	OPM	6.1%	6.5%		6.0%

Assumed exchange rate 2H(yen)	
U.S. Dollar	145
Euro	153
Chinese Yuan	19.8

Resumption of live marketing

- Holding new product launch events for the first time in about three and a half years and live Shock the World events for the first time in about four years. Leverage real marketing and promotion know-how cultivated to date to increase brand recognition and expand sales.



**Organize events
in seven global cities**
Tokyo / London / New York
Berlin / Shanghai / Bari / Mumbai

- As a region-specific measure, open pop up stores in five ASEAN countries starting with Singapore on September 16. Promote the G-SHOCK brand directly to users.



Increase recognition of metal G-SHOCK brand

- Continuously roll out active advertising activities on a global basis. Continue initiatives to increase recognition of metal G-SHOCK brand
- Strengthen initiatives to increase direct e-commerce sales percentage through acquisition of user IDs, digital advertising, and social media advertising



G-SHOCK with smart functionality

- With increasing awareness about exercise and health, leverage the strengths of the G-SHOCK brand to continue initiatives to expand G-SQUAD with smart functionality



GBD-H2000
 •GPS
 •Heart Rate Monitor, Step Tracker, Accelerometer, Gyroscope, Altimeter/Barometer, Thermometer, Compass



DW-H5600
 •Heart Rate Monitor, Step Tracker, Accelerometer



GBD-200
 •Step Tracker, Accelerometer

GBD-100
 •Step Tracker, Accelerometer

Product development that helps to reduce environmental impact

- Continue to develop products for the G-SHOCK brand based on the concept of “tough,” using biomass resin and plastic-free packaging, inspired by the keywords of “reduce” to curb plastic usage, “protect the seas,” which has a high affinity with G-SHOCK, and “long life” , “solar charge”to increase durability and enable long-term use.



- Key resin components of the case, bezel, and band are made with bio-based resins.
- Using renewable organic resources helps reduce the ecological footprint. Recycled materials are used for the packaging



Established a virtual G-SHOCK community



Casio launched the VIRTUAL G-SHOCK project for the G-SHOCK brand of shock-resistant watches to expand contact with new users, opening a community for interacting with users. The G-SHOCK CREATOR PASS, a non-fungible token (NFT), grants right of membership in the community. The initial worldwide distribution of 15,000 limited-edition passes free of charge using Polygon chain*¹ started on September 23, and all the passes were claimed in just six hours.

*¹ A blockchain for distributing NFTs

		Overview
Timepiece		<ul style="list-style-type: none"> • Sales in China have bottomed out and are expected to remain steady on a quarterly basis, although Casio will monitor consumption trends. • Since the beginning of the fiscal year, Casio has been strengthening marketing in the focus areas of India and the ASEAN region, and expansion in sales is expected. • Casio expects the impact of the reduction in the number of physical stores to continue in North America.
Consumer		<ul style="list-style-type: none"> • The strong EdTech business will offset the Sound business, where the electronic musical instrument market is sluggish, and Casio expects to achieve the plan for the segment.
	EdTech	<ul style="list-style-type: none"> • Sales in the northern hemisphere back-to-school sales campaign remained strong due to normalization of classrooms after the pandemic, and Casio expects sales in the second half back-to-school sales campaign will also remain strong. • In electronic dictionaries, Casio is focusing on GAKUHAN activities in Japan, which are essentially normal after the pandemic. • In the online application business, Casio updated Classpad.net with active learning functions. Casio has been strengthening proposal activities under the new sales system since the beginning of the fiscal year.
	Sound	<ul style="list-style-type: none"> • Casio expects inventory adjustments to continue until the end of the year, with the impact of sluggish demand after stay-at-home demand. • Casio plans to strengthen the high-price-range product lineup.
System Equipment		<ul style="list-style-type: none"> • Casio is considering addressing the business structure although progress is in line with the plan.
Adjustment		<ul style="list-style-type: none"> • Casio will implement investment based on rigorous management.

Appendices

G-SHOCK 40th Anniversary SHOCK THE WORLD LIVE 2023 ~REPRESENT TOKYO~



On September 12, 2023, Casio held G-SHOCK 40th Anniversary SHOCK THE WORLD LIVE 2023 ~ REPRESENT TOKYO ~ , a live event commemorating the 40th anniversary of G-SHOCK, at Odaiba's Zepp Diver City TOKYO. 2,000 people selected by lottery from around 8,000 applicants and 150 media personnel and influencers were invited to the event, which focused on powerful rock music from music culture which is highly compatible with G-SHOCK and featured SUPER BEAVER, a rock band currently in the spotlight.

Concluded first “Nissay Positive Impact Finance” agreement implemented by Nippon Life Insurance Company



Examples of Casio products that give consideration to environmental impact

“Casio Super Green Star Product”
Lateco label printer's refill tape that reduces plastic waste due to cartridge disposal

“Casio Green Star Product”
PRO TREK PRG-340 watch using biomass resin

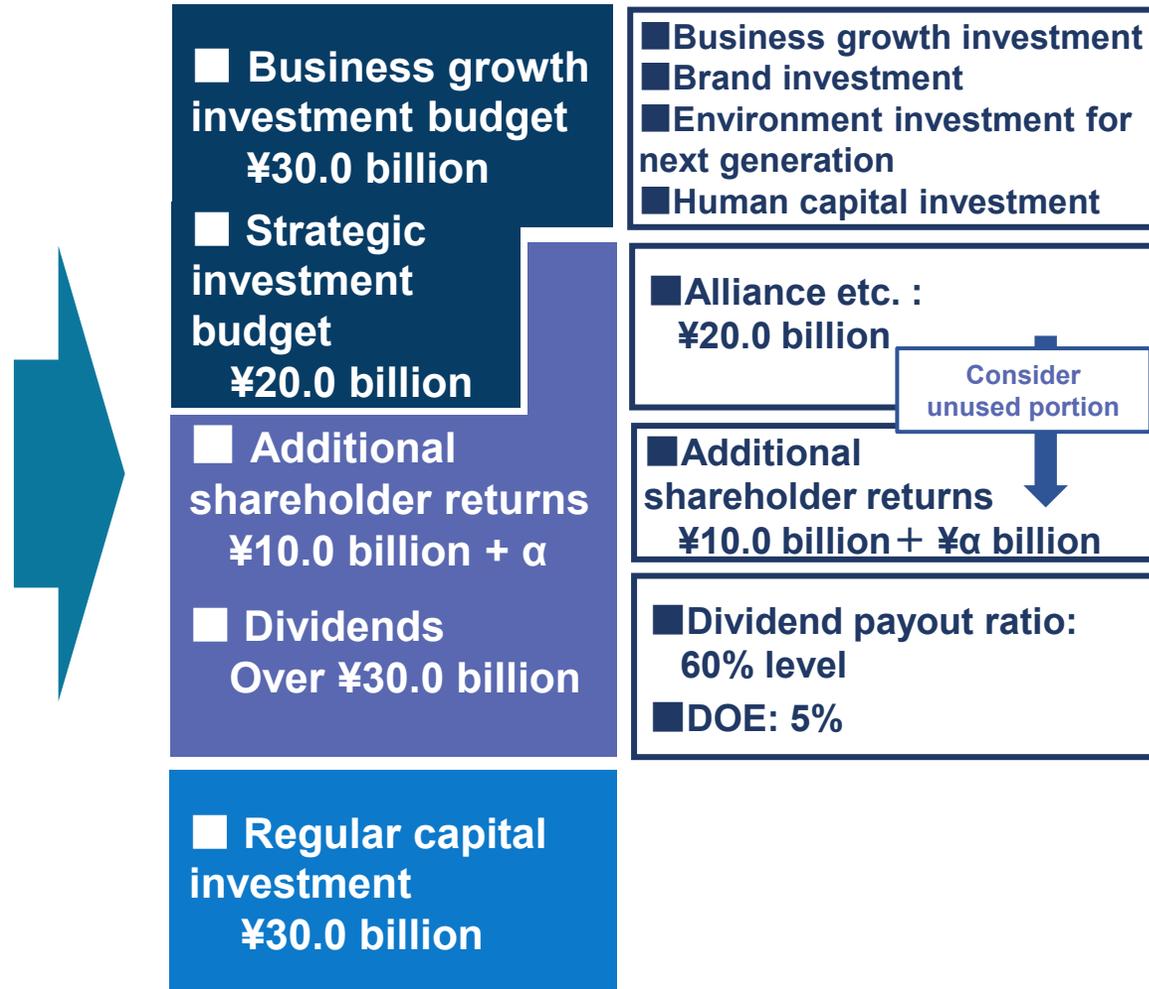
The first finance project in which Nippon Life Insurance Company specified and evaluated the impacts which a company's overall business activities have on the environment, society, and the economy.

A third-party opinion was obtained from Rating and Investment Information, Inc. to verify compatibility with the Principles for Positive Impact Finance set out by the United Nations Environment Program Finance Initiative.

Cash allocation resources (3-year cumulative)



Capital allocation (3 years)



• As the component treated as expenses constitutes net profit, it is returned as cash and allocated to the growth investment budget in and after the next fiscal year

• Strategic investment budget to realize discontinuous growth

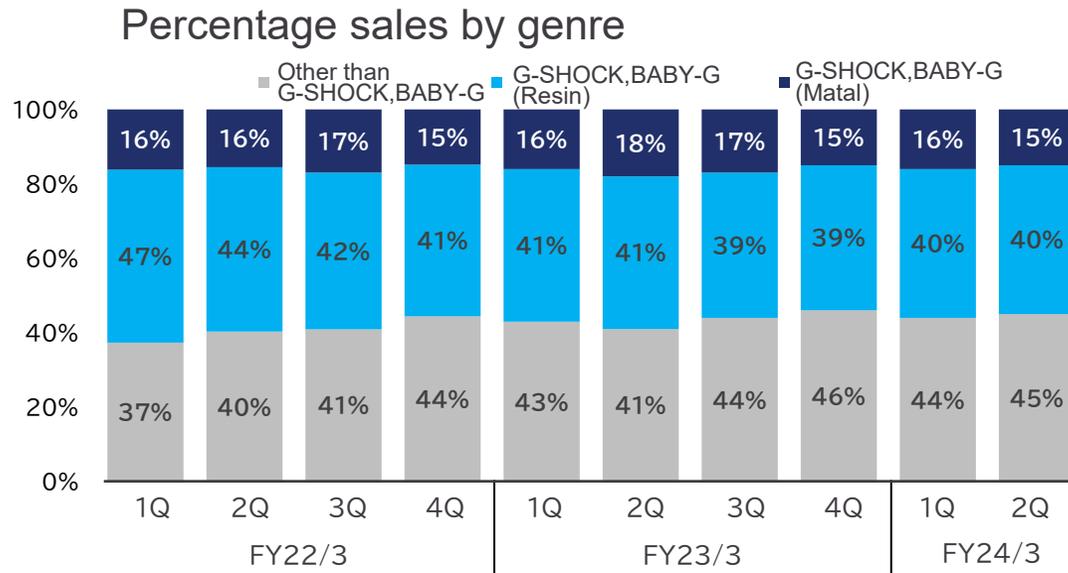
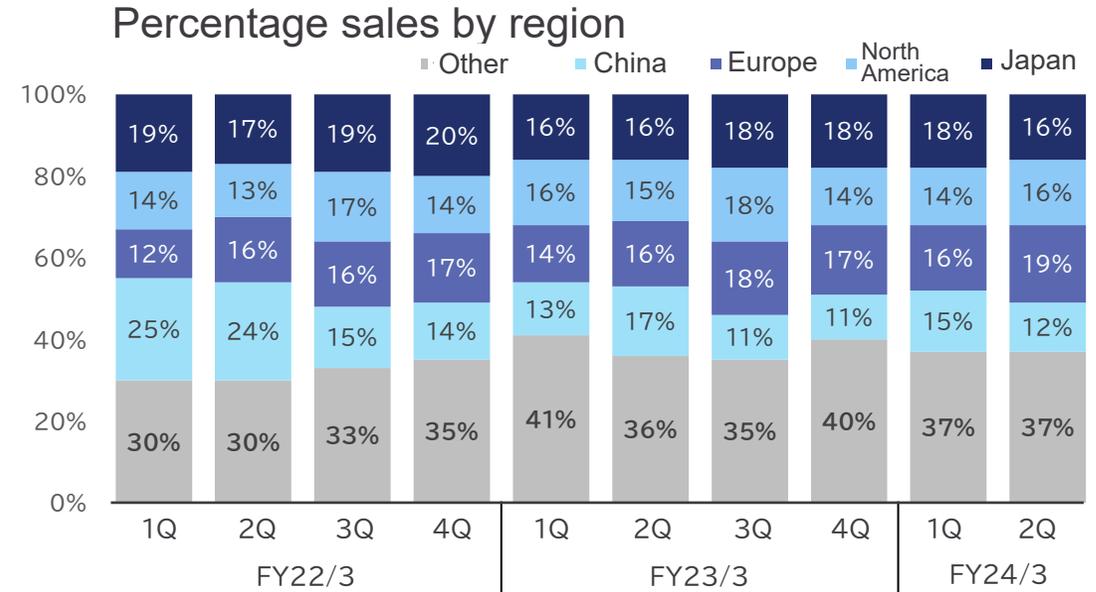
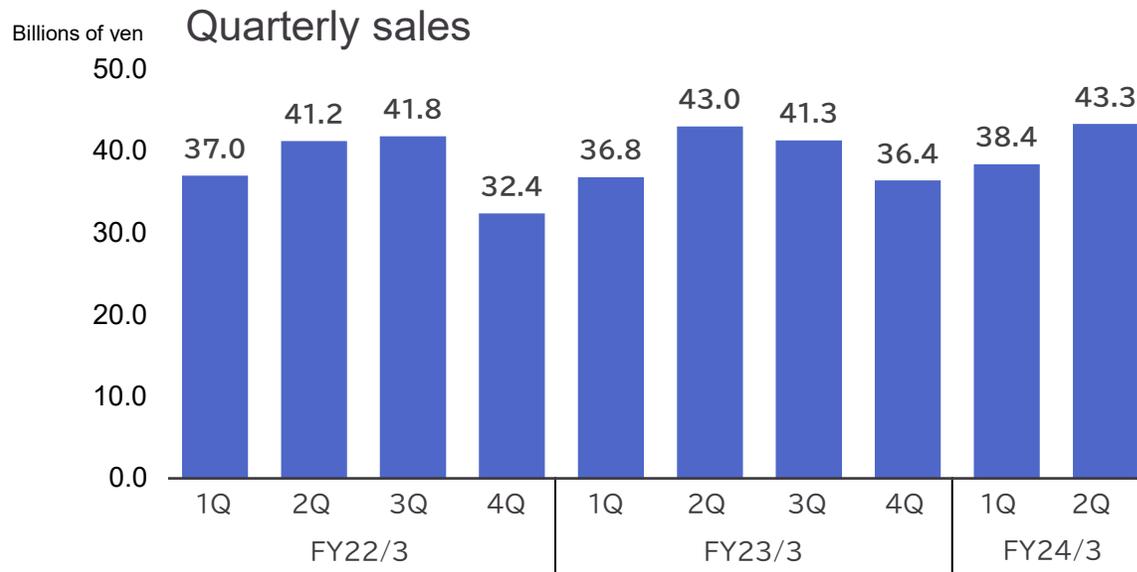
• Consider additional shareholder returns for unused portion

	FY March 2023 (Previous FY)		FY March 2026 (In 3 years time)	Policies
ROE	5.9%	➔	Over 10%	<ul style="list-style-type: none"> • Ensure return on capital that exceeds the cost of capital • Consider streamlining invested capital if there are no suitable strategic investment projects
ROIC	4.7%	➔	Over 8%	
<p>ROIC = operating profit after tax ÷ average invested capital at the beginning and end of the period (interest-bearing liabilities + net assets)</p>				
Liquid cash reserves	¥130.7 billion	➔	¥ 100.0 billion level	<ul style="list-style-type: none"> • Effectively use surplus cash after ensuring financial security
Equity ratio	66%	➔	Just over 60%	
<p>(Average over next 3 years)</p>				
Dividend payout ratio	82.3%	➔	60% level	<ul style="list-style-type: none"> • Dividend policy : business performance-linked and stable dividends • Enhance shareholder returns by financing the business growth investment budget and strategic investment budget with surplus cash reserves
DOE	4.9%	➔	5% level	
Total payout ratio	99.4%	➔	80%~120%	

Assumed exchange rate 2H(yen)		FOREX Sensitivity RMB impact of ¥0.1 move	
		Net sales	Operating profit
U.S. Dollar	¥145	¥1.0 billion	-¥0.05 billion
Euro	¥153	¥0.30 billion	¥0.20 billion
Chinese Yuan	¥19.8	¥0.16 billion	¥0.08 billion

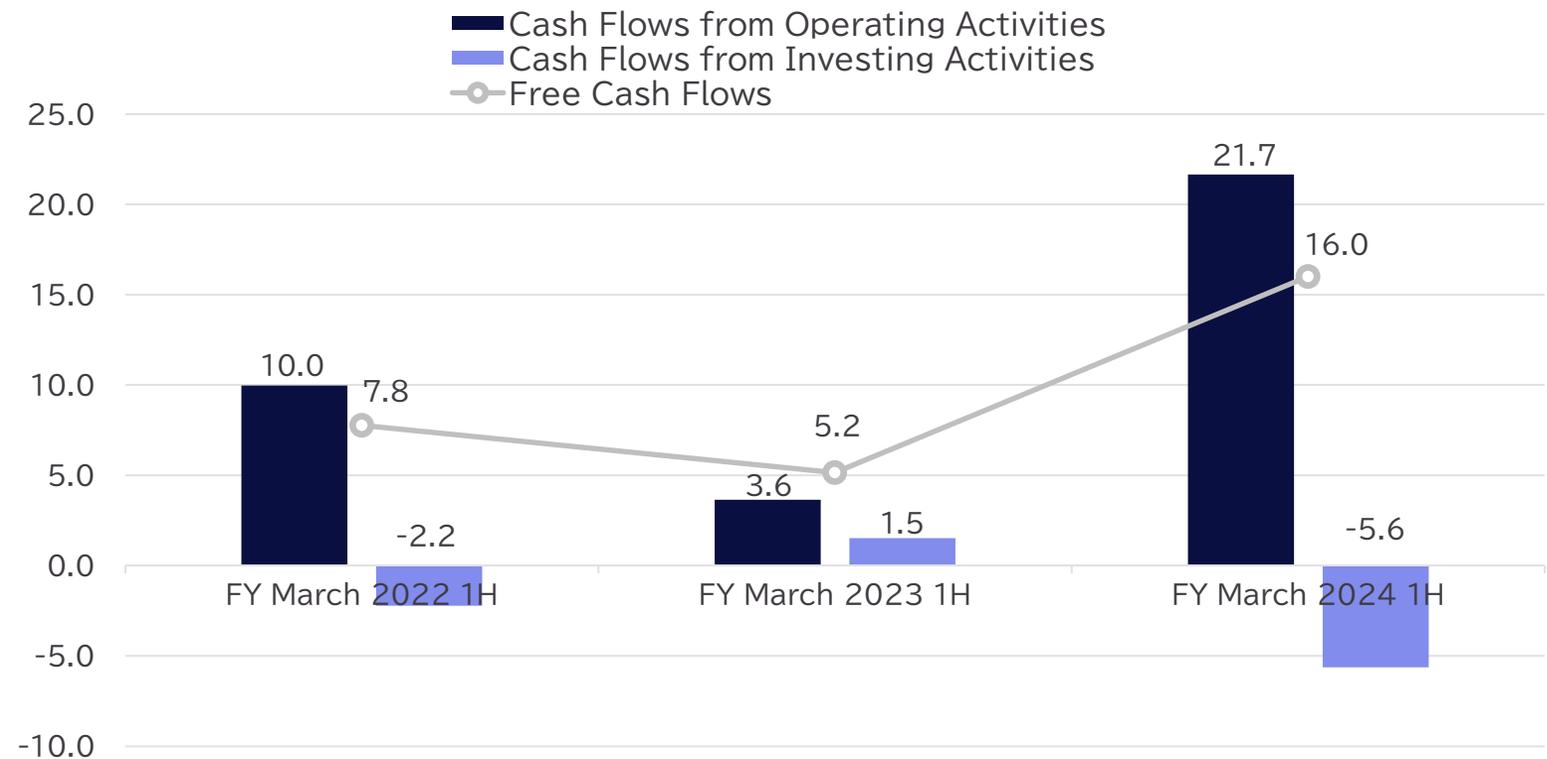
Actual Exchange Rate	Q2	1H
U.S. Dollar	144.6	141.0
Euro	157.3	153.4
Chinese Yuan	19.9	19.8

Timepiece Business: Supplemental Data



Billions of yen

	FY March 2022 1H	FY March 2023 1H	FY March 2024 1H
Cash Flows from Operating Activities	10.0	3.6	21.7
Cash Flows from Investing Activities	-2.2	1.5	-5.6
Free Cash Flows	7.8	5.2	16.0
Cash Flows from Financing Activities	-6.4	-8.8	-15.6

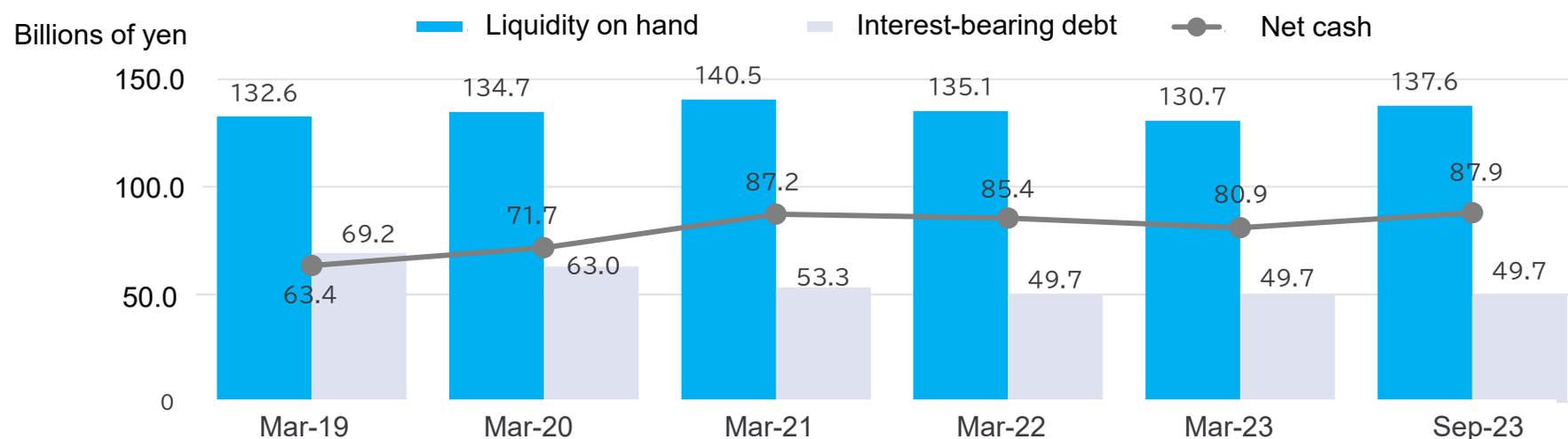


Consolidated balance sheets



Billions of yen

	March-end, 2019	March-end, 2020	March-end, 2021	March-end, 2022	March-end, 2023	September-end, 2023
Total asset	357.5	334.1	332.0	337.3	335.2	343.4
Total liabilities	145.9	131.6	120.1	118.4	113.6	120.7
Equity ratio	59.2%	60.6%	63.8%	64.9%	66.1%	64.9%
D/E ratio	0.33	0.31	0.25	0.23	0.22	0.22
Cash and cash equivalents	132.6	134.7	140.5	135.1	130.7	137.6
interest-bearing debt	69.2	63.0	53.3	49.7	49.7	49.7
Net cash	63.4	71.7	87.2	85.4	80.9	87.9



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.

(Note) This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.

CASIO