



What does Casio represent?

What are the values that only Casio can create?

In today's world, and in the years to come,  
what kind of "Creativity and Contribution" must we provide?

Under the slogan, "Becoming a New Casio for the New Era,"  
we are returning to the essence of what makes Casio great,  
to put us on our path to the future.

# Renewed Focus in Our Shared Creed of Creativity and Contribution

Casio's corporate creed is "Creativity and Contribution." This creed means we will contribute to society by providing never-before-seen products with novel functionality.

Such new products will help the lives of many people and aid the advancement of society.

These can also bring enjoyment to many people and serve as a source of new culture.

The spread of a new product leads to new markets, with a range of peripheral industries that follow.

In this way, Casio hopes to contribute to society from many different aspects through the provision of its products and services.