

1 Developing high-quality products and services and continuing to serve society

1. By developing high-quality products and services beneficial to society, we help to solve social issues and contribute to economic growth and a sustainable society.

- We develop and provide products and services beneficial to society based on our philosophy of creating new value from nothing.
- We ensure a level of product and service quality that impresses and delights customers. We do this by building a robust quality assurance system based on employee awareness that quality is paramount and forms the basis of all operations. This promotes the development of the company while contributing to society. We strive to increase customers' trust and favor.
- We respond to our customers' requests and inquiries with sincerity and speed, and reflect their valuable comments in our products and services.
- In all our business processes, we determine our actions based on the five concepts of "on site," "actual goods," "reality," "principle" and "fundamental rule" and adhere to the basics of business operations.

2. We provide customer-oriented and accurate information that is easy for customers to understand.

- We clearly describe and display product functions and usage from the customer's perspective.
- If a product description or display is found to be misleading or improper, we promptly take corrective action.
- In the event of a product incident or the discovery of a product safety risk, we promptly investigate the cause, quickly release accurate information, and take appropriate measures to prevent recurrence.

3. We provide accurate and sensible advertising and publicity designed from the customer's perspective.

- We ensure that our advertising and publicity activities do not violate any applicable laws or infringe the rights of others.
- We continually strive to deliver fair and appropriate messages based on facts. We describe the features of our products in ways that are easy for customers to understand, thereby avoiding misunderstandings. Moreover, we not denigrate other companies or their products, and we avoid making statements that may inflame social discrimination.
- We ensure that our advertising media never contravenes public order and morality, or has a negative impact on society. If any problems are discovered, we rectify such problems promptly.
- We use the Casio logo and other symbols according to the Casio Design System Manual. In addition, when using Casio brand names, we comply with applicable laws and company rules.

