

# First Half Results Briefing for Year Ending March 31, 2013



**CASIO COMPUTER CO., LTD.**

**November 1, 2012**

## **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.**

# FY2013 First Half Results Highlight

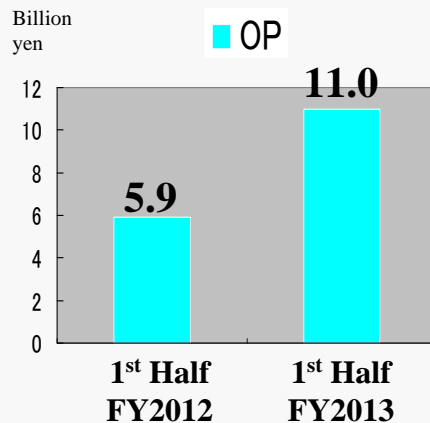
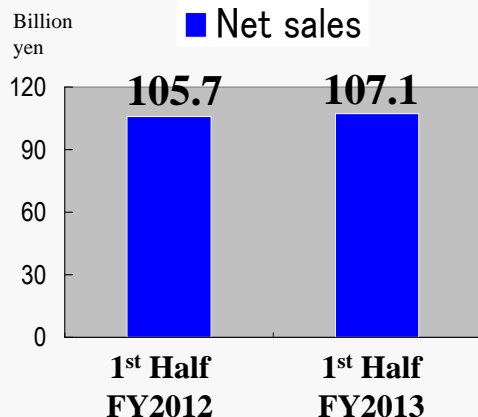
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(billions of yen)

Consolidated	FY2012	FY2013	
	1 <sup>st</sup> Half	1 <sup>st</sup> Half	Year-on-year change
Net sales	150.2	144.5	-5.7
Operating income	3.2	8.1	+4.9
Ordinary income	2.5	7.3	+4.9
Net income	0.9	4.4	+3.5

# First Half Summary by Segment

## Consumer



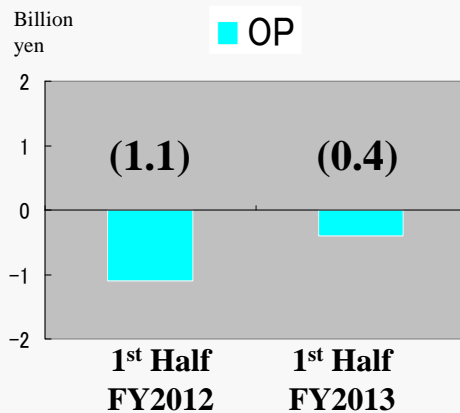
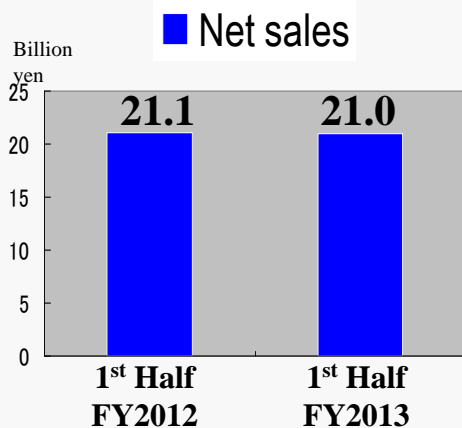
◆ Sales up (105.7 → 107.1 billion)

- Ratio of brand watches to sales expanded
- Electronic dictionary kept high domestic market share

◆ Profit up (5.9 → 11.0 billion)

- Profitability of digital cameras improved
- Electronic dictionary maintained high profitability

## System equipment



◆ Sales almost stable (21.1 → 21.0 billion)

◆ Profit up (-1.1 → -0.4 billion)

- All product category except projector posted higher profit

# FY2013 Full Year Financial Forecasts

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(billions of yen)

Consolidated	FY2013 (ending March 31, 2013)			
	1 <sup>st</sup> Half	2 <sup>nd</sup> Half	Full year	Year-on-year change
Net Sales	144.5	175.5	320.0	+18.3
Operating income	8.1	11.9	20.0	+10.9
Ordinary income	7.3	9.7	17.0	+10.0
Net income	4.4	5.6	10.0	+7.4

## 1. Existing Businesses

- ◆ Further enforce profitable watch business by increasing the ratio of brand watch to total sales.
- ◆ Launch of high-end, high-value digital cameras such as EX-ZR1000, and implement further cost improvement.
- ◆ Explore new category by marketing tablets.

## 2. New Businesses

- ◆ Early commercialization of Casio signage technology and 3D digital art technology.
- ◆ Development of commercial “wrist device”.

# Net Sales and Operating Income by Segment

<FYI>

(billions of yen)

Consolidated	FY2013 Forecasts	
	1 <sup>st</sup> Half	Full year
<b>Net Sales</b>		
<b>Consumer*</b> (Digital cameras, Timepieces, Electronic dictionaries, Calculators, Electronic musical instruments)	107.1	233.0
<b>System equipment</b>	21.0	48.0
<b>Others</b>	16.4	39.0
<b>TOTAL</b>	<b>144.5</b>	<b>320.0</b>
<b>Operating Income</b>		
<b>Consumer</b>	11.0	28.5
<b>System equipment</b>	(0.4)	(3.0)
<b>Others</b>	(0.1)	0.0
<b>Adjustment</b>	(2.5)	(5.5)
<b>TOTAL</b>	<b>8.1</b>	<b>20.0</b>

\*Full year sales break down for Consumer segment: Digital cameras ¥40bil., Timepieces ¥100bil., others ¥93bil.

END