
**Results Briefing for First Quarter of Year Ending
March 31, 2020**

Business Outlook for Year Ending March 31, 2020

August 1, 2019

CASIO COMPUTER CO., LTD.

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.

Consolidated Results for 1Q of FY March 2020

Billions of Yen

Consolidated Results	FY March 2019 1Q	FY March 2020 1Q	YOY Change
Net sales	66.8	66.1	99%
Operating profit	6.6	7.5	114%
OPM	9.9%	11.4%	
Ordinary profit	6.1	7.0	115%
Net income	4.8	4.9	102%
EPS (Yen)	19.54	19.97	

Net Sales and Operating Profit by Segment

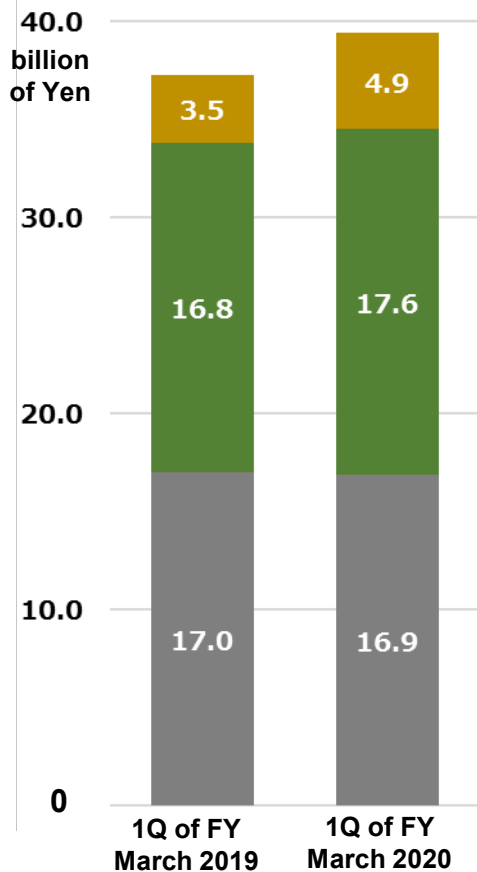
Billions of Yen

	Consolidated Results	FY March 2019 1Q	FY March 2020 1Q	YOY Change
Net Sales	Consumer	57.1	58.1	102%
	System equipment	8.1	6.7	83%
	Others	1.6	1.4	83%
	TOTAL	66.8	66.1	99%
Operating Profit	Consumer	9.0	10.1	113%
	System equipment	(0.4)	(0.9)	-
	Others	0	0	-
	Adjustment	(2.0)	(1.8)	-
	TOTAL	6.6	7.5	114%

Overview of Results by Business (Growth Expansion Business)

Timepiece Business

- G-SHOCK and BABY-G(metal)
- G-SHOCK and BABY-G(plastic)
- Other than G-SHOCK and BABY-G



■ Net sales: ¥39.4 billion, OPM: 23%
(up 6% YoY/up 7% in local currencies)

- Sales volume, average unit prices
 - Timepieces total: volume +2%, average unit price +4%
 - G metal: volume +30%, average unit price +6%

■ Dramatic expansion for G-SHOCK (strong sales of G metal models)

- | | |
|---|--|
| 1Q of March 2019
(full year) | 1Q of March 2020
(full year forecast) |
| • G metal sales: ¥3.5 bil. (¥18.0 bil.) | → ¥4.9 bil. (¥24.4 bil.) |
| | +40% YoY (+36%) |

- Further expansion due to launch of GM5600, new metal model
- Strong sales of GRAVITYMASTER GWR-B1000, carbon core guard structure × solar-powered radio-controlled model with Bluetooth®

• Pure gold-plated (18K) G-D5000-9JR full reserved (limited to 35 units, ¥7.7 million, excluding tax)

■ Sales for timepieces excluding G largely flat YoY in line with forecasts

- Strong sales of OCW-S5000, new OCEANUS super slim model (June)
- EQB-1000YD, powerful new EDIFICE super slim model (August)



G-SHOCK metal GM-5600 G-SHOCK full metal GMW-B5000



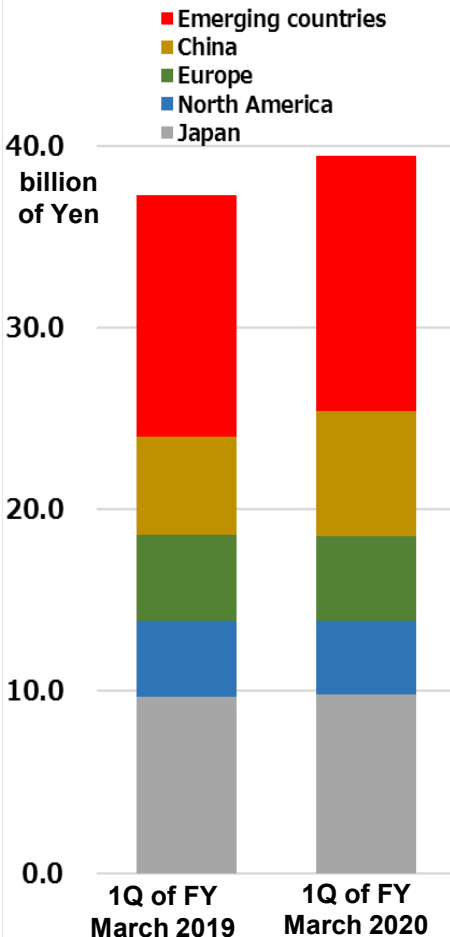
GRAVITYMASTER GWR-B1000 Pure gold-plated (18K) G-D5000-9JR



EDIFICE super slim EQB-1000YD Launch in August OCEANUS super slim OCW-S5000 Launch in June

Overview of Results by Business (Growth Expansion Business)

Timepiece Business



Overview of Results by Region

■ Japan (+1% YoY)

Strong sales of G-SHOCK full-metal models continued

■ China (+36% YoY)

Expansion continued, mainly for G-SHOCK, unaffected by impact of Chinese economic slowdown

Sales to 2 major e-commerce companies expanded around 1.5 times YoY (e-commerce sales ratio exceeded 50%)

■ Emerging countries (+5% YoY)

Strong sales in ASEAN and Hong Kong (especially Thailand, Vietnam, and Cambodia)
Going forward, expand e-commerce sales ratio (e-commerce infrastructure expanding rapidly in ASEAN)

■ North America (Flat YoY)

Change in strategy from increase in volume to increase in unit price

■ Europe (+2% YoY)

Expand sales of mid-price models led by GMW-B5000 of metal G-SHOCK

Digital Marketing

- G-SHOCK maintained top number of Facebook followers
- Promoting effective utilization, including analysis of G-FACTORY customer data (analysis of customer attributes and proposal of value to match the person)

E-commerce Sales Ratio Results

- Japan 24%, China over 50% (previous fiscal year 45%), total over 20%
- Establishing and promoting optimum e-commerce ratio targets for each region

Overview of Results by Business (Growth Expansion Business)

Timepiece Business

- 1H: Forecast OPM of 21% and sales growth rate (in local currencies) of 8%
- OPM is expected to increase 1% due to improved product mix, but the forecast for the full year is unchanged.

Unit: billions of yen

				Full year
	1Q results	2Q forecasts	1H	
Net sales	39.4	47.1	86.5	178.0
OPM	23%	19%	21%	20%
Sales growth rate (in local currencies)	+6% (+7%)	+6% (+8%)	+6% (+8%)	+4%

Overview of Results by Business (Growth Expansion Business)

Educational Scientific Calculator Business

Unit: billions of yen

			1H	Full year
	1Q results	2Q forecasts		
Net sales	10.4	14.6	25.0	46.5
OPM	14%	14%	14%	15%

Scientific Calculators

1Q net sales results down 9% YoY (down 7% in local currencies)

Demand peak in 2Q with new school enrolment season outside Japan (July results +10% YoY)

- Expand sales in 13 GAKUHAN focus countries (Asia and other regions)
- Strengthen collaboration between overseas sales sites and head office (head office centralized control)
- Expand new business field in web application business in North America



Overview of Results by Business (Business Needing Better Profitability)

Business Needing Better Profitability

(Electronic dictionaries, electronic musical instruments, projectors, other system equipment, etc.)

Unit: Billions of yen

			1H	2H	Full year
	1Q results	2Q forecasts			
Net sales (previous year's results)	14.6 (16.4)	18.9 (17.6)	33.5 (33.9)	46.0 (40.8)	79.5 (74.7)
Operating profit (previous year's results)	-0.9 (-1.1)	+0.2 (+0.1)	-0.7 (-1.0)	+1.5 (-0.3)	+0.8 (-1.3)

*1Q breakdown

Net sales: electronic dictionaries approx. 20%, electronic musical instruments approx. 30%, system equipment approx. 46% (of which projectors approx. 30%), other electronic stationary

Operating profit: system equipment -¥0.9 billion (of which projectors -¥0.4 billion)

Measures for Improving Profitability

Early retirement incentive program	+0.6
Company-wide cost cutting (TV, advertising signs, etc.)	+0.4
Effect of Business structure improvement expenses	+0.8
Total	+1.8

Overview of Results by Business (Business Needing Better Profitability)

Sales Expansion Strategies for Business Needing Better Profitability

Electronic dictionaries

- Plan to launch powerful new models in 4Q



Electronic musical instruments

- Electronic pianos: dramatic sales growth (+over 20% YoY) due to success of Slim & Smart products in 1Q
- Further expansion due to competitive, new Slim & Smart products



System equipment

Projectors

Decline in sales due to delay in penetration of Educational Solution (ES) series (previous 1Q ¥2.6 billion → current 1Q ¥1.9 billion)

Recognition of convenience of ES series required time, but number of projects is on upward trend as examples of use appeared

⇒ turned to positive YoY growth in June

Other system equipment

Decline in sales in 1Q owing to deferment of French mandatory cash register introduction (previous 1Q ¥5.5 billion → current 1Q ¥4.8 billion)

⇒ normalization expected in 2H

Japan: increase in demand due to reduced tax rate subsidy program (July net sales double compared with same month in previous year)



FY March 2020 Financial Forecasts

Billions of Yen

Consolidated	FY March 2020 Financial Forecasts					
	2Q	YOY Change	1H	YOY Change	Full Year	YOY Change
Net sales	83.9	107%	150.0	103%	315.0	106%
Operating profit	7.5	91%	15.0	101%	31.5	104%
OPM	8.9%		10.0%		10.0%	
Ordinary profit	7.8	94%	14.8	103%	31.0	104%
Net income	6.1	97%	11.0	99%	22.5	102%
EPS (Yen)	25.12		45.03		92.41	

FY March 2020 Financial Forecasts Net Sales and Operating Profit by Segment

Billions of Yen

		FY March 2020 Financial Forecasts					
		2Q	YOY Change	1H	YOY Change	Full Year	YOY Change
Net Sales	Consolidated						
	Consumer	71.4	107%	129.5	105%	272.0	106%
	System equipment	9.8	101%	16.5	93%	35.0	103%
	Others	2.6	133%	4.0	110%	8.0	115%
	TOTAL	83.9	107%	150.0	103%	315.0	106%
Operating Profit	Consumer	10.4	111%	20.5	112%	42.0	110%
	System equipment	0.4	77%	(0.5)	-	0.5	-
	Others	0	-	0	-	0	-
	Adjustment	(3.2)	-	(5.0)	-	(11.0)	-
	TOTAL	7.5	91%	15.0	101%	31.5	104%

Impact of Foreign Exchange Rate Fluctuations

FOREX Sensitivity (Major currencies)

US Dollar
Euro
Renminbi

Assumed exchange rate (2019/7 - 2020/3)

¥112
¥120
¥15.8

Yearly impact of one yen fluctuations

Net Sales	Operating profit
¥1.0 billion	— (*1)
¥0.35 billion	¥0.25 billion
¥1.8 billion	¥1.2 billion

*1 Impact of dollar-yen fluctuation is minimal as exports and imports are nearly in equilibrium

Actual Exchange Rate (YOY)

US Dollar
Euro
Renminbi

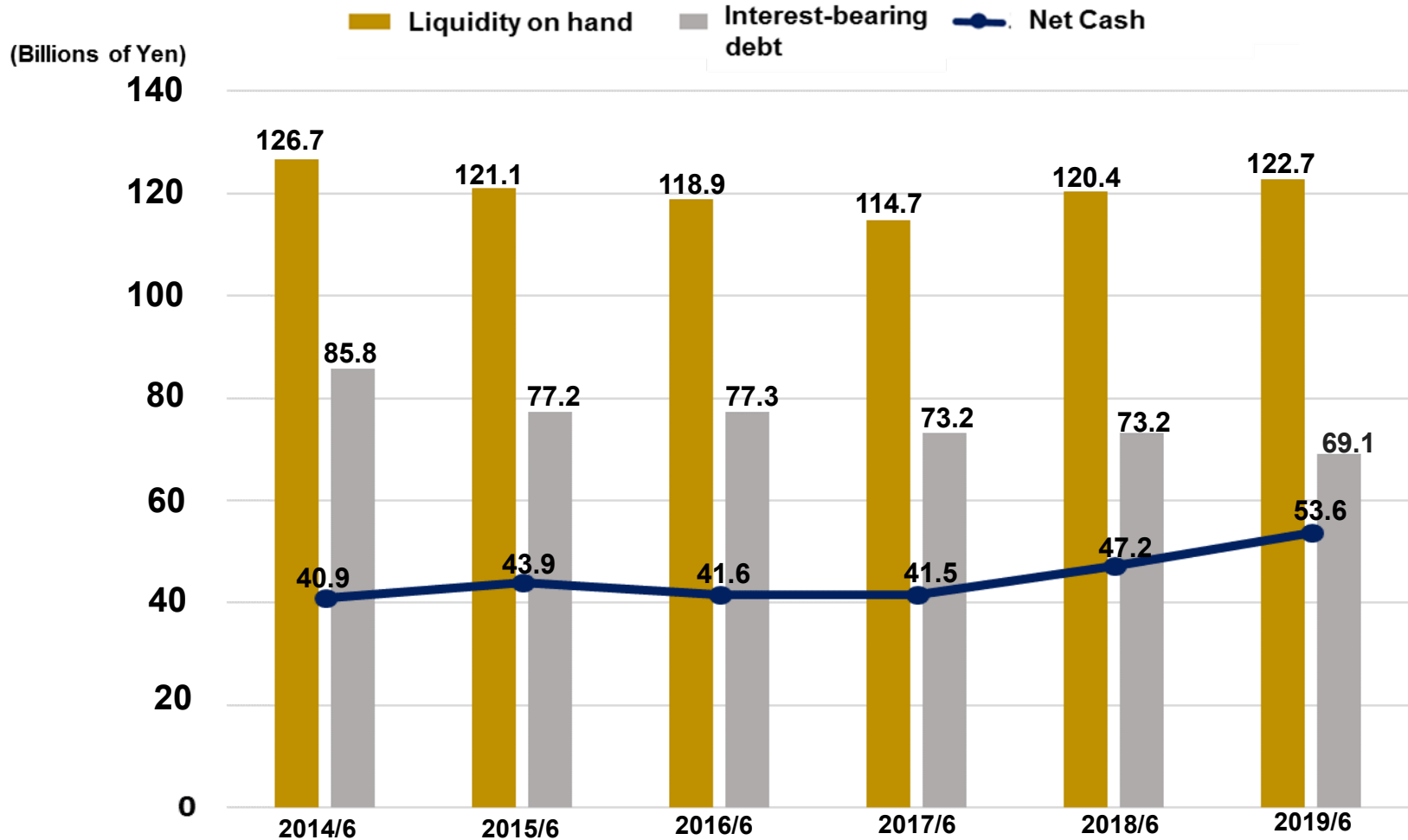
FY March 2020 1Q

¥109.9円 (¥+0.8)
¥123.5円 (¥-6.6)
¥16.1円 (¥-1.0)

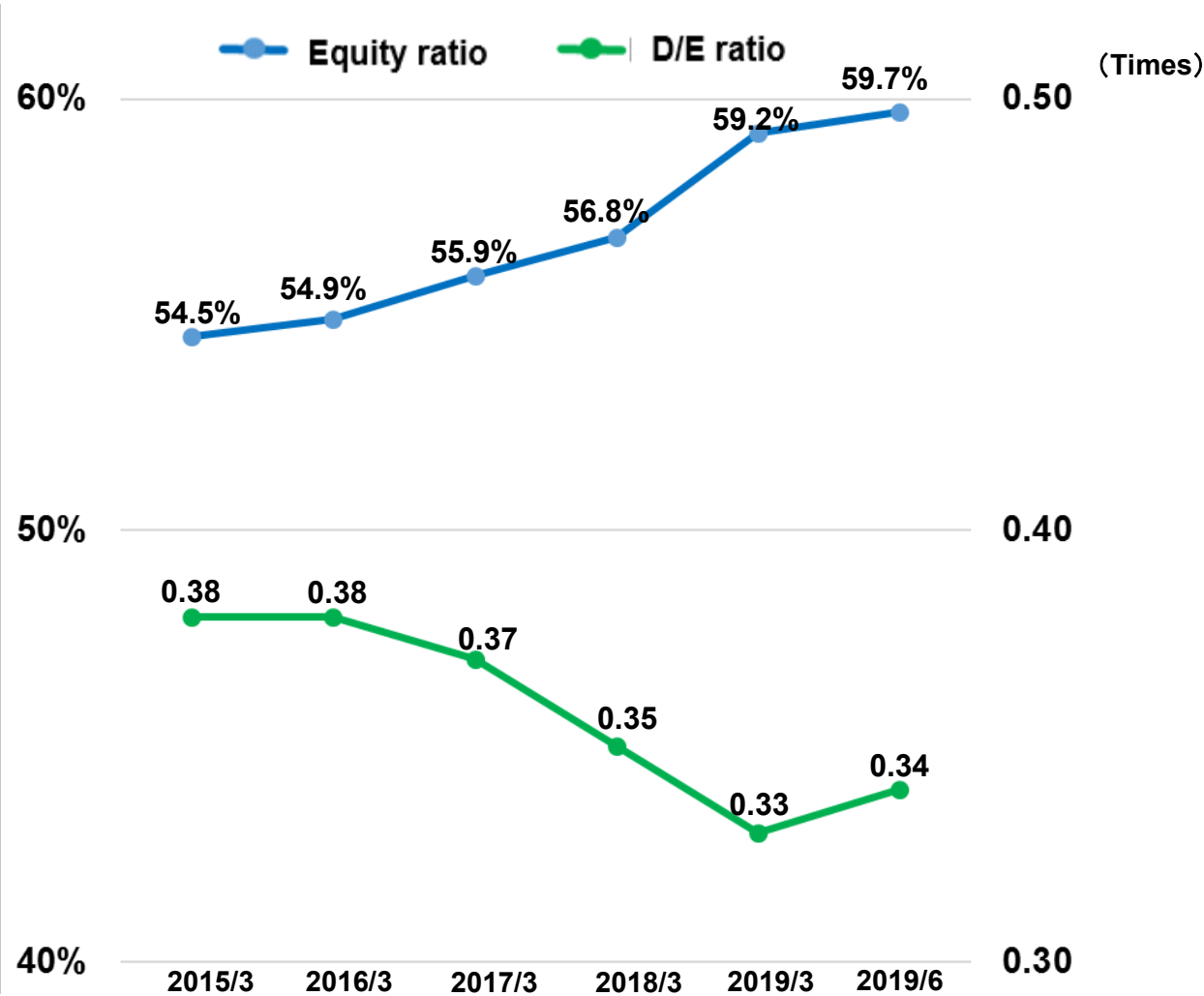
FOREX Impact

	FY March 2020 1Q YOY
Net sales	¥-1.2 billion
Operating profit	¥-0.8 billion

■ Liquidity on hand / Interest-bearing debt / Net cash (Compared to the first quarter)



■ Equity ratio / D/E ratio



■ Pension finance

- Pension finance maintains excess reserves (fiscal consolidation)

	(Billions of Yen)				
	2015/3	2016/3	2017/3	2018/3	2019/3
Pension assets	71.4	65.3	69.3	68.4	65.2
Retirement benefit obligation (A)	58.5	57.6	56.7	55.7	54.3
Amount of excess reserves (B)	+12.9	+7.8	+12.6	+12.7	+10.8
Excess rate (B ÷ A)	+22%	+14%	+22%	+23%	+20%
Average of 28 electronics and machinery companies	▲24%	▲30%	▲27%	▲26%	▲25%

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