THE CANON STORY

2024/2025

CANON DASHBOARD

As of December 31, 2023

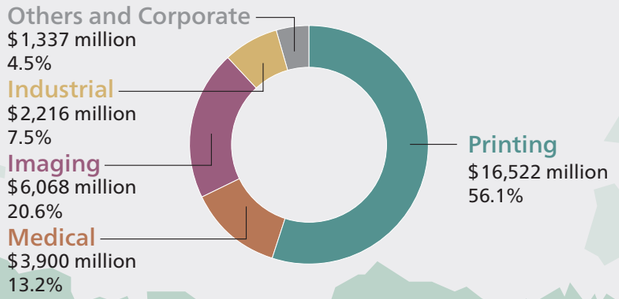
Net sales (2023)

$29,443 million

Net income (2023)

$1,863 million

Sales ratio by business unit[2] (2023)



Employees

169,151

Consolidated subsidiaries

336

EUROPE[1]

Net sales

$7,825 million (26.6%)

Employees

22,651

JAPAN

Net sales

$6,349 million (21.6%)

Employees

68,532

ASIA & OCEANIA

Net sales

$6,026 million (20.4%)

Employees

62,023

AMERICAS

Net sales

$9,243 million (31.4%)

Employees

15,945

Canon Europe
Canon China
Canon Singapore
Canon Australia
Canon Headquarters
Canon Marketing Japan
Canon U.S.A.

Major operational sites

- ■ R&D and software
- ▲ Manufacturing
- ● Marketing
- ◆ Other

1: Here, and in other published data, "Europe" refers to EMEA (Europe, the Middle East and Africa).
2: Sales ratios do not total 100% due to sales between segments of 1.9%.
• U.S. dollar amounts are translated from yen at the rate of JPY142=U.S.$1, the approximate exchange rate on the Tokyo Foreign Exchange Market as of December 29, 2023, solely for the convenience of the reader.





Corporate Philosophy

Kyosei

Canon's corporate philosophy is *kyosei*. It conveys our dedication to seeing all people, regardless of culture, customs, language or race, harmoniously living and working together in happiness into the future. Unfortunately, current factors related to economies, resources and the environment make realizing *kyosei* difficult.

Canon strives to eliminate these factors through corporate activities rooted in *kyosei*. Truly global companies must foster good relations with customers and communities, as well as with governments, regions and the environment as part of their fulfillment of social responsibilities.

For this reason, Canon's goal is to contribute to global prosperity and the well-being of humankind as we continue our efforts to bring the world closer to achieving *kyosei*.

Canon's Corporate DNA

Behind Canon's 80-year history and development as a business lies its corporate DNA: a respect for humanity, an emphasis on technology, and an enterprising spirit that the company has consistently passed on since its foundation. The enterprising spirit on which Canon was started as a venture company, and the relentless drive to distinguish itself through technology, permeate the company, and have continued to provide society with new advances. These motivating factors are in turn supported by a respect for humanity, which encompasses meritocracy and an emphasis on good health. Canon is committed to passing its corporate DNA on to future generations to ensure the company grows for another 100, or even 200, years.

The San-ji (Three Selfs) Spirit

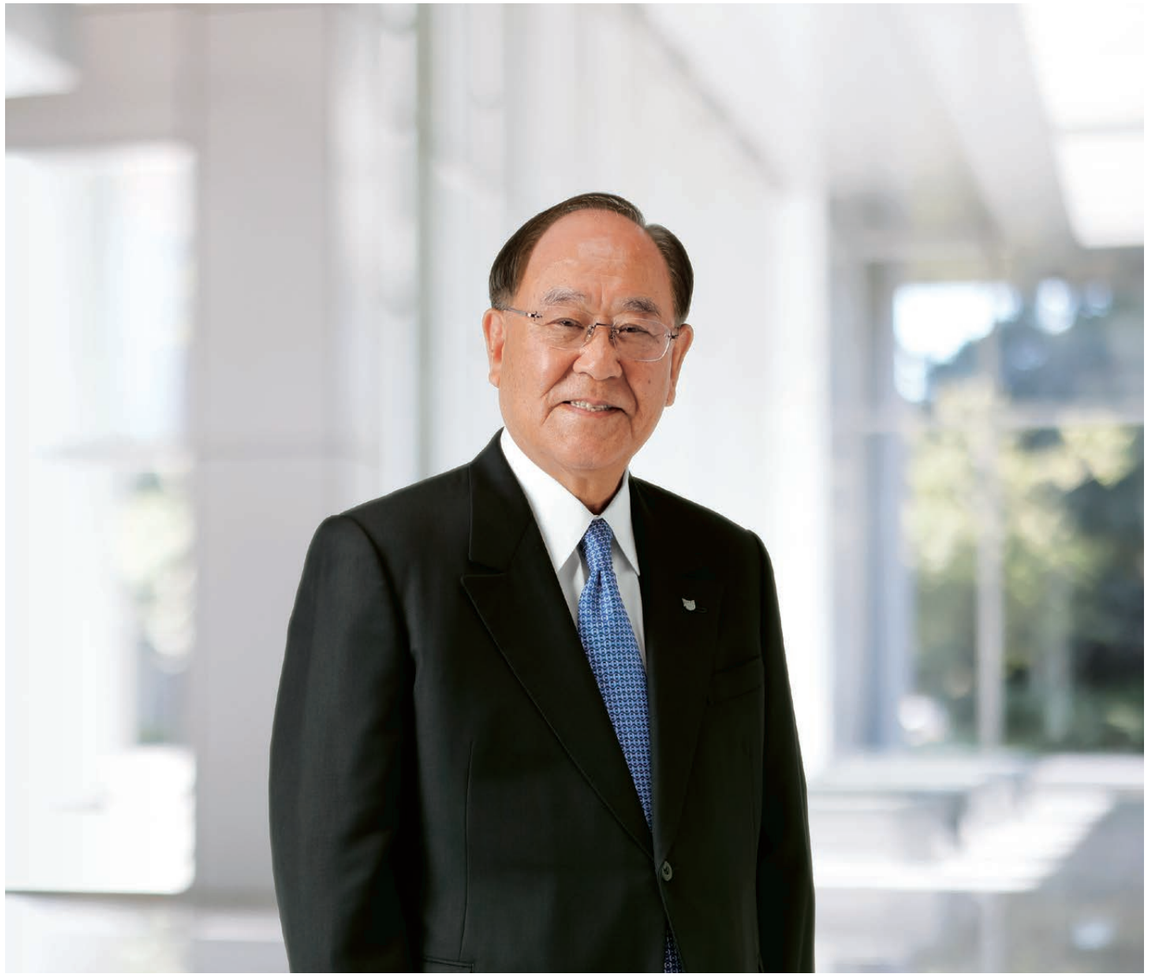
The Three Selfs, the foundation of the company's guiding principles that have been passed down since Canon was founded, are self-motivation, self-management and self-awareness. For Canon, which strives to be a truly excellent global corporation while maintaining the legacy of its corporate DNA, the Three Selfs continue to serve as the company's most important guiding principles.

Self-motivation:
Take the initiative and be proactive in all things
Self-management:
Conduct oneself with responsibility and accountability
Self-awareness:
Understand one's situation and role in all situations

Contents





Canon will seek greater prosperity with bold resolve by reinventing ourselves to fit the changing times.

Our world today has fallen into an uncertain and turbulent state. At the same time, ever-advancing technologies are transforming the world unabated and having a tremendous impact on people's values and lifestyles.

Canon has revamped its business portfolio in anticipation of rapid developments in AI and other tech. In Phase VI, which began in 2021, of our medium-to-long-term management program Excellent Global Corporation Plan, we restructured our organization, including Group companies, into four industry-oriented business groups — Printing, Medical, Imaging, and Industrial. Under this new business structure, we are working to expand our business by furthering technological exchanges within the Group, developing futuristic technologies, and strengthening production technologies, as well as focusing on creating new businesses.

Canon's corporate philosophy of *kyosei*, adopted in 1988, encapsulates our intent to build a society in which all people, regardless of culture, customs, and other differences, live harmoniously together and to pass on our irreplaceable global environment to future generations. Amid a growing need for solutions to increasingly complex and diverse social issues, Canon, while accelerating our own environmental measures, is pursuing new innovations that will bring about richer, more comfortable lives, thriving business environments, and a safer, more secure society.

Any company that exists within a society will inevitably have to evolve in tandem with that society. This is why, in Canon's view, change is progress and transformation is advancement. It is also why, given our foundational DNA of an enterprising spirit and the San-ji (Three Selfs) Spirit, we will always contribute to society with technology while transforming our business and taking on new challenges as we aim to become a truly excellent global corporation that is admired and respected around the world.

We look forward to your continued kind support and cooperation.

Fujio Mitarai
Chairman & CEO
Canon Inc.

Excellent Global Corporation Plan
Phase VI 2021–2025

In 1996, Canon launched the Excellent Global Corporation Plan, a medium- to long-term management program focused on major reforms and ambitious objectives, with the goal of becoming a truly excellent company that is admired and respected around the world.

In 2021, Phase VI of the plan commenced under the policy of accelerating the corporate portfolio transformation by improving productivity and creating new businesses, and to this end various activities are under way.

Key Strategy 1

Thoroughly strengthen the competitiveness of industry-oriented business groups

- Expand and reorganize the entire company, shifting from product-oriented groups to four industry-oriented groups
- Strengthen the organization by reviewing the technical capabilities and business areas from a group-wide perspective
- Improve development and production within each group and create new businesses while also pursuing M&A and related business

Printing Group
(see page 11)

Medical Group
(see page 15)

Imaging Group
(see page 19)

Industrial Group
(see page 23)

Key Strategy 2

Improve group-wide productivity through extensive reinforcement of Canon's global headquarters function

- Reinforce central functions to support growth strategies of industry-oriented groups

Thorough cash flow management

Renewed focus on thorough cash flow management undertaken to reinforce Canon's solid financial foundation in preparation for a major investment or a future economic crisis. Accelerated debt repayment associated with M&A to ensure a strong financial position.

Establish a more dynamic and merit-based HR management system

In line with diversifying employment and work styles, Canon has implemented a HR management system to boost employee productivity. Through training programs aligned to the business portfolio and an in-house career shift system, Canon assigns each person to the most suitable role.

Promote cost reduction initiatives across the whole Group

Canon pursues cost reduction through the adoption of automation and in-house production, which includes production technology, development, design, procurement and factories. The company also strives to realize a globally optimized procurement network and streamlined logistics.

Focus on innovations for new product development and respond to dramatic changes in the business environment

While further strengthening the headquarters' R&D functions, which contribute to the profitability of each industry group, Canon will promptly respond to changes in the business environment such as carbon neutrality and ensure economic security across the entire company.

Frontier Business

Canon is fostering new business in the fields of life sciences, materials, and solutions.

Management targets (2025)

- Net sales ¥4.5 trillion or more
- Operating profit ratio 12 % or more
- Net income ratio 8 % or more
- Shareholders' equity ratio 65 % or more

Canon EXPO 2023

Canon EXPO 2023 was held in October 2023 to showcase the new shape of Canon's metamorphosis and its restructured business portfolio, as well as give a glimpse into the future society Canon envisions. The exhibition in Yokohama's Minato Mirai district presented Canon's latest products and services and their underlying technologies, solutions that help society, and an array of innovation seeds. Canon will develop in a form that meets customer expectations while further transforming and evolving its business.

Excellent Global Corporation Plan Phases I–V (1996–2020)

Phase I 1996–2000

To strengthen its financial structure, Canon transformed its mindset to a focus on total optimization and profitability. The company introduced various business innovations, including the selection and consolidation of business areas, and reform activities in such areas as production and development.

Phase II 2001–2005

Aiming to become No. 1 in all major business areas, Canon focused on strengthening product competitiveness and stepped up efforts to digitize products. The company also conducted structural reforms across all Canon Group companies around the world.

Phase III 2006–2010

Canon moved ahead with such growth strategies as enhancing existing businesses and expanding into new areas while also thoroughly implementing supply chain management and IT reforms.

Phase IV 2011–2015

Canon's management policy has shifted from a strategy targeting expansion of scale to one aimed at further strengthening the company's financial structure. Through M&A activities, the company's business was restructured at the foundational level to introduce new growth engines for future expansion.

Phase V 2016–2020

Pursuing new growth, Canon initiated expansion of its four new businesses and completed the first stage of the grand strategic transformation, which involved transitioning the company's business portfolio.

Continually expanding future possibilities

Amid the ongoing evolution of digital society, Canon has reinvented itself as an entity that brings new value to its four industry-oriented fields — Printing, Medical, Imaging, and Industrial.

The new Canon will press ahead with producing and nurturing a series of innovation seeds directed at a sustainable future, while accelerating co-creation with partners to generate new possibilities for the future.

PRINTING

22,000 redesigned transit stop signs printed quickly and beautifully with the power of digital printing.

Digital printing handles the replacement of 22,000 signs in three months

In Belgium's Flanders region, a major project was undertaken in 2023 to replace signs at some 22,000 bus and tram stops in just three months. Much of the project's success goes to Zenith Graphics, headquartered just outside of Brussels. Zenith Graphics designs, produces, and installs printed graphics for automobiles, building interiors and exteriors, signposting, machines, and other applications. The firm has earned a reputation for impressive printed materials that look like they were printed directly on a building or car.

For this project, the company turned to the Colorado series of digital commercial printers from Canon Production Printing (CPP).*1 The series delivers high productivity, with print speeds of 40 m²/hour even in high-quality mode and quick drying for immediate post-processing after printing. The 1.6 m roll-to-roll printers use CPP's proprietary UVgel ink, an ink that is cured with UV light and overcomes the main drawbacks of digital printing — namely, durability and scratch resistance — for prints with vibrant colors. The Colorado series easily surpassed the rigorous requirements of Zenith Graphics, which prides itself on guaranteeing the very best quality.

Digital commercial printing dramatically cuts production and maintenance time

Transit stops must, of course, display accurate information. Digital's flexibility in printing one-off designs proved invaluable for the project, during which routes were changed, by reliably printing from data the name, route numbers, and other information for each stop. The 22,000 signs were completed in an unprecedentedly short time span.

Zenith Graphics had also installed Colorado M5W printers, which were launched in 2023. The model comes with white ink for creating a white base on transparent sheets and other materials. This allows the printing of decals*2 for cars and buildings with vivid details that pop. The Colorado series have become the designers' and operators' absolute favorite printers, and the firm now runs five machines.

An additional benefit of Canon's digital commercial printing is the huge reduction in time spent on color adjustments, media replacements, and maintenance. Zenith Graphics can now focus on its main priority of producing designs even on Monday mornings, which used to be devoted to printer maintenance. The firm is sure to see greater successes as a result.

*1. CPP is a Canon Group company that develops and manufactures digital commercial printers.
*2. A decal is a type of sticker printed on special paper or film and then transferred to an object.

Colorado series printers on-site at Zenith Graphics

Transit stop signs printed on a Colorado series printer

Zenith Graphics printed unique signs for about 22,000 transit stops

Safe, secure, and convenient prints — anytime, anywhere, the way you want.

Office multifunction devices seamlessly connect to the cloud

The value of printing in a digital society

Despite the advances in our digital society, the value of paper in thought processes, collaborations, and enjoyment of life has not changed. Paper remains a foundation for human intellectual activities.

Canon developed, from the ground up, electrophotography and inkjet: the two major digital printing technologies. Since then, the company has engineered cyber-physical systems, a term that describes the fusion of high-performance hardware and advanced software. These systems are bringing about a society in which printing can be done safely, securely, and conveniently, anytime, anywhere, the way you want — whether at home, in the office, or even at commercial printers.

Paper is an essential medium in knowledge formation

Spearheading the digital shift in commercial and industrial printing

Commercial printers print items like books, catalogs, posters, direct mailings, and forms. The field is shifting to digital from analog offset presses, once the mainstay of the industry. Digital printing is advantageous because of variable printing — changing printed matter on a per-page basis — and for the environmental benefits of avoiding volatile organic compounds. Canon Inc. and Netherlands-based Canon Production Printing work closely together to develop high-resolution, high-speed sheet-fed printers, continuous feed printers, and other digital commercial printers as well as large-format printers for posters and technical drawings.

Canon has also entered the industrial printing field for labels, packaging, and similar materials. The company provides a range of products to meet industrial printers' needs, such as a newly developed label printer that uses a proprietary white ink to print labels with vivid colors.

Commercial printers meet the needs of printing companies seeking DX gains

Helping offices go digital

Expectations for digital transformation (DX) are mounting in every industry. Office multifunction devices (OMDs) are pushing DX forward as well. Canon OMDs help automate and streamline office workflows by combining high-performance hardware, designed with usability and energy efficiency in mind, with security technologies, technologies that collect, process, analyze, and apply data, and other advanced software technologies. Furthermore, Canon services seamlessly unify OMDs with the cloud to further propel full-scale office DX.

Inkjet printers can be used for both work and personal printing

Addressing all home printing needs

Home printing occasions are on the rise as more people work from home. Canon provides the same secure printing environments at home as in the office by extending the print management technology found on its OMDs. To meet the many home printing needs that make work or studying more efficient and add enjoyment to life, Canon offers an extensive lineup of home printers, including inkjet printers with large ink tanks as well as compact laser printers and mobile printers.

Laser printers with convenient scanning functions

Always on the cutting edge of eco-conscious design — energy efficiency, compactness, recyclability

Canon was a trailblazer in taking action to cut CO_2 emissions from printers and conserve resources. For example, the company developed on-demand toner fixing technology in the early 1990s that powers the heating element only while printing, which dramatically reduced the energy consumption of copiers. Canon also started collecting and recycling toner cartridges for the near-universal laser printers in an era when disposable cartridges were the norm. Moreover, the technologies accumulated as an environmental leader, such as remanufacturing* OMDs, are an important component of Canon's Green Platform (see page 31).

Canon is still at the forefront of CO_2 reductions and resource recycling, with efforts like reducing the size of laser printers and saving energy by developing low-melting point toner.

*Refers to disassembling, refurbishing, and reassembling used products with same-as-new quality

Pushing to make laser printers more compact

Remanufacturing office multifunction devices

MEDICAL

CT examinations while standing support the era of increasing healthy longevity.

Upright CT may help identify undiagnosed pains

Subtle changes in various body regions, such as the brain and heart, can be detected by detailed examination using X-ray CT systems, contributing to early detection of diseases. The X-ray tube and detector pairing inside the doughnut-shaped gantry rotates around the patient (at extremely high G-forces up to eight times greater than a roller coaster), creating high-definition cross-sectional images of the body.

Such CT systems are now undergoing further evolution. In contrast to conventional CT performed with the patient lying down, in upright CT, the patient is scanned while standing. Upright CT has been developed with Keio University, a leader in advanced medicine, and Canon Medical Systems, a Canon group company that has continued to rewrite the history of CT. Upright CT is expected to be used in previously difficult diagnoses such as abnormalities during activities involving weight loading while standing or seated (swallowing, urinating, walking, etc.), and to identify the causes of lower back or knee pain occurring only under weight loading while standing.

Early detection of risks to healthy longevity connects patients to treatment

Because it can be difficult to remain still while standing, long scans can lead to blurred images. When considering the possibility of upright CT, Keio University focused on the technological capabilities of Canon Medical Systems, who had achieved the world's first high-speed, high-definition 320-row CT scanner capable of scanning a 16-cm width in 0.35 seconds,* and began joint development. The best technologies developed by Canon Medical Systems over the years were utilized to solve the challenges of vertically moving a gantry that generates extremely high centrifugal forces. Upright CT eliminates the need for the patient to remove their shoes and lie down. Not only is the examination time shorter, but contactless examination can also minimize the risk of infection.

As population aging progresses and importance is placed on healthy lifespan, Keio University Hospital is proceeding with clinical research into the effectiveness of upright CT for early detection of functional decline and diseases that affect health, and determining pelvic floor muscle looseness and the severity of heart failure by comparing images obtained in the lying position.

The history of upright CT is still in its transformation stage. Canon will continue to pursue the possibilities of upright CT in order to meet the expectations of a society aiming for healthy longevity.

*As of January 2018 (according to research by Canon)

Seated scanning is also possible using specially designed equipment such as a swallow study chair or a wheelchair

In clinical research at Keio University Hospital, CT images obtained from standing and lying scans were compared

Upright CT used at Keio University Hospital
A 16-cm-wide 320-row scan can be acquired in 0.275 seconds

Our technology helps physicians to more accurately perform diagnosis and implement personalized treatments.

CT systems that support more accurate diagnosis and reduced patient burden through higher image quality and lower exposure doses

Growing need for healthcare

Challenges associated with global delivery of quality healthcare continue to increase. Aging societies and the ongoing fight against diseases are increasing the burden on healthcare workers, all requiring an even stronger focus on health promotion, disease prevention, advanced testing, diagnosis, and treatment. Canon is committed to leveraging companywide expertise to deliver improved healthcare solutions, in partnership with leading academic and medical institutions.

Business development with Canon Medical at the core

Canon is contributing to advanced medical care in the fields of diagnostic imaging, healthcare IT, and in vitro diagnostics. Playing a pivotal role, Canon Medical provides solutions for clinical facilities under the management philosophy "*Made for Life*", a commitment to contribute to the health and wellbeing of patients everywhere.

Canon's medical group continues to accelerate global business expansion. In the US - one of the largest and most influential healthcare markets - the Medical Group is deepening relationships with leading medical, academic and research institutions worldwide to strengthen existing collaborations already established and under way.

Diagnostic imaging systems create new clinical value

In advanced medicine, diagnostic imaging is indispensable. In CT, MRI, PET-CT,[*1] and ultrasound diagnostic imaging systems, Canon employs image noise reduction technology that uses deep learning technology.[*2] As well as contributing to early detection of diseases with high-definition images, the burden on patients is reduced by lower exposure dose and shorter examination times. X-ray systems are also actively used in the therapeutic field: for example, for vascular fluoroscopy during surgery.

Deep learning[*2] is used to minimize image noise. Our MRI also features quiet examinations

Diagnostic ultrasound system used for detailed liver examinations at Hyogo Medical University Hospital

*1. System that simultaneously acquires CT images for visualizing the anatomy of the organ, and PET images enabled by administration of a radioactive agent to the body.
*2. Deep learning is used in the design stage. The system does not have self-learning capabilities.

Healthcare IT reducing the burden on healthcare professionals

In recent years, due to higher image definition and increasing quantities of information, physicians have to spend more time on image interpretation, which is becoming a significant burden. Using a wealth of clinically acquired image data and providing analysis results using AI,[*3] Canon simplifies interpretation of strokes, bone metastases, and other diseases. We are also focusing on DX to reduce the burden on healthcare professionals, such as by achieving time-series integrated display of patient diagnostic images, medication history, and daily vital signs such as body temperature and blood pressure.

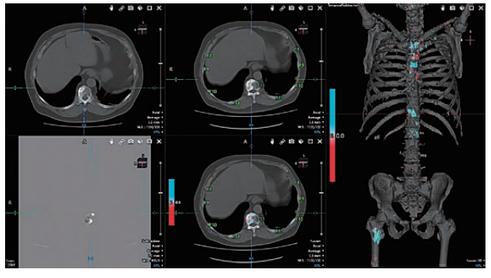


Image interpretation software to support observation of changes to bone over time

*3. AI technology is used in the design stage. The system does not have self-learning capabilities.

In vitro diagnostic systems with high throughput

For in vitro diagnostics, Canon aims to provide total solutions for clinical testing by developing automated biochemical analyzers with high throughput as well as engaging in the diagnostic reagent business. We also developed an in-vitro diagnostic testing systems during the COVID-19 pandemic and other infectious disease outbreaks. We continue to respond quickly to the needs of society.

A point-of-care testing solution, the SARS-CoV Rapid Antigen Test System

Focusing on clinical research for photon counting CT applications

Photon counting CT (PCCT) is expected to be the next-generation CT. Unlike conventional CT, X-ray photons are converted directly to electrical signals, achieving high definition image quality with minimized noise. PCCT is expected to reduce the radiation dose during image scanning; and the capability to identify substances in the body may, for example, support determination of the degree of malignancy of tumors. Canon uses its CT technology and expertise to accelerate the development of PCCT for stable and reliable performance. We are conducting clinical research in collaboration with medical institutions and universities in Japan and overseas for early clinical application of PCCT.

PCCT at the National Cancer Center

IMAGING

A Danish zoo watches over visitors' safety and tracks its animals at night.

Zookeepers use Milestone's video management software to monitor animals

Testing the durability of network cameras at Axis

Human eyes are not enough for constant surveillance over a much-loved zoo

Opened in 1859, Copenhagen Zoo, in the Danish capital, is the oldest zoo in Northern Europe and one of the oldest in all of Europe. The zoo, which currently holds more than 250 species and 4,000 individual animals on its vast grounds, is a popular destination, attracting more than 1.5 million visitors in some years, thanks to how close visitors can get to the animals. The problem for the zoo's staff, however, is they cannot monitor the many guests and animals on their own.

This is why Copenhagen Zoo installed a network camera system seven years ago. The zoo was looking for a system that could provide high-resolution images even in dark locations, as they needed to monitor visitors and to track the behavior of animals, many of which are nocturnal, and detect signs of pregnancies or illnesses. The zoo ended up selecting an array of network cameras and video management software from Axis Communications and Milestone Systems, both Canon Group companies.

Zoos need rugged, high-resolution network cameras that perform even in the dark

Curious animals like chimpanzees are very interested in cameras and frequently bang on them. The blows chimpanzees can deliver are surprisingly powerful, so extremely rugged cameras are a must. Canon Group's extensive lineup of network cameras prove their worth in this application because of the rigorous quality testing they undergo. Copenhagen Zoo has now installed over 200 cameras, and the zookeepers rave about the video monitoring software, which lets them check video feeds of every inch of the grounds. The system is also used to monitor visitors and has greatly improved efficiency. For example, if a visitor enters a restricted or dangerous area, staff can respond immediately.

Canon's network camera system is indispensable for the zoo as well. When a baby rhino was born, network camera footage was broadcast on Danish public TV. Thanks to the myriad combinations of cameras and software to suit the diverse needs of customers, Canon's imaging systems are being used in more and more locations around the world.

Canon Group network cameras watch over visitors and animals at the zoo

Making life more colorful. Sustaining public infrastructure. The possibilities of imaging are ever-expanding.

Canon's mirrorless cameras and super-telephoto lenses are widely used to photograph fast-moving sports action

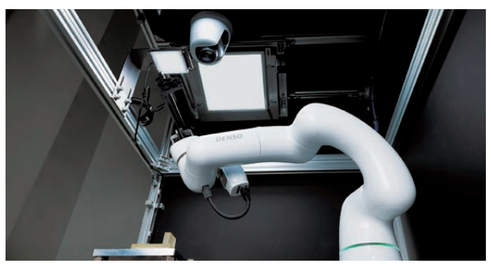
Optical technology that opens up society's future

Imaging technology from Canon, a longtime leader in cameras and imaging, is continually enlarging imaging possibilities. Canon pairs optical technology, a core strength since its founding, with AI and other digital technology to provide imaging experiences that bring joy to people and to improve public infrastructure in such areas as community safety and security and factory automation. The company is also developing new technologies, such as video content analytics, VR, AR, and MR, and robotic vision, thereby paving the way to a brighter future.

A VR lens for mirrorless cameras that captures 180-degree 3D VR images

Network cameras contribute to safety, security, and efficiency

Network camera systems are a key part of the infrastructure that protects communities from crime, natural disasters, and other incidents. Canon provides solutions to social issues in various forms, such as cameras and video content analysis software. Canon also helps make Smart Cities a reality by developing solutions that advance DX, which will be essential to a sustainable society. Applications include monitoring road traffic volumes, ensuring safety at manufacturing sites, and assessing conditions at medical and caregiving facilities.



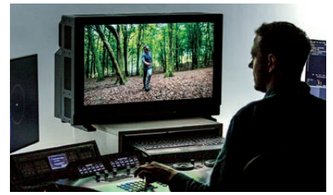
A network camera watches over a quality inspection process

At the forefront of advances in photography and video culture

Canon's camera business never stops evolving because it always pursues what lies beyond the cutting edge. The EOS series of interchangeable-lens cameras, for example, is designed for quick response, comfortable operation, and high image quality in both video and still photography. This explains its huge popularity among a wide demographic, from beginners to pros, especially the mirrorless models, along with the extensive lineup of lenses that render exactly what photographers envision. The company has also developed new concept cameras, such as vlogging cameras for fun and easy high-quality image and audio recordings. Canon is also a leader in new imaging experiences, being among the first to provide XR systems that deliver high image quality and efficiency, such as the VR system that gives new ways to enjoy entertainment and other content with highly realistic 3D images and the MR system (see page 30) used in development and production settings.

Cameras made for vlogging offer quick and convenient video recording

Canon 4K broadcast lens used in sports broadcasting



Canon's professional 4K displays provide accurate color reproduction

Canon digital cinema cameras are widely used in Hollywood, the home of cinema

Actualizing highly realistic video productions

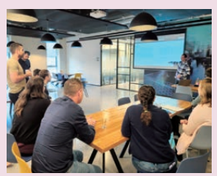
Canon broadcast equipment has earned immense trust from TV stations and production companies the world over, starting with its broadcast lenses that deliver outstanding optical performance and usability. To meet the demands of professionals, Canon offers integrated end-to-end solutions that range from Cinema EOS System digital cinema cameras to professional 4K displays renowned for their ease of use, color reproduction, and skin tone expressiveness.

Canon is also making previously impossible video expressions possible, with advances in volumetric video systems (see page 30) that create videos viewable from any angle and in remote camera systems (see page 29) that improve workflow efficiency at video production locations.

Solutions that freely combine cameras, video management, and analytics

Axis (based in Sweden)

Milestone (based in Denmark)



BriefCam (based in Israel)

Arcules (based in the U.S.)

Canon's strength is having all the elements that make up network camera systems within its Group: cameras, video management systems (VMS) that record and manage camera footage, and video content analytics (VCA) software. Canon Inc. provides both cameras and facial recognition and other VCA software; Axis, the world leader in network cameras, designs cameras with AI-powered video analytics; Milestone's VMS supports over 13,000 camera models; BriefCam produces outstanding video synopsis technology; and Arcules provides cloud-based video management services. Utilizing the synergy among these companies, the Canon Group constructs solutions aligned with the challenges customers face.

Another Group strength is open platforms. This approach enables the integration of cameras and apps from other companies, giving companies the flexibility to build and expand their own network camera systems.

INDUSTRIAL

As semiconductors evolve, semiconductor production is also moving forward.

Nanoimprinting — a game-changer for semiconductor device production

Semiconductor devices are vital for our modern convenience and lifestyles. The technologies that will transform society — such as autonomous driving, the metaverse, and generative AI — would not exist without advances in semiconductor devices. A crucial step in producing semiconductor devices, which involves forming repeated microscopic electrical circuits on a semiconductor wafer,*1 is transferring the circuit patterns onto a resin material, called the resist, that is applied to the wafer. Lithography, the most common technology today, uses light controlled by lenses to expose the circuit patterns onto the wafer. However, to create higher performing devices, circuit linewidths must be made finer, which requires larger light sources and enormous amounts of power.

Canon's nanoimprint lithography (NIL) technology is expected to revolutionize current practices in semiconductor production. NIL is a simple process in which superfine patterns, called masks, are pressed into the resist, much like a stamp, to form circuits. This simplicity means the equipment can be much smaller and use much less energy.

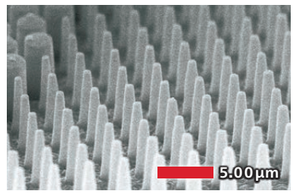
*1. Wafers are extremely thin semiconductor slices

NIL might be used to fabricate not only 3D nanostructures but also cutting-edge semiconductor devices

The most advanced semiconductor logic devices*2 today are produced with 5 nm node*3 technology. The node requires a minimum circuit linewidth of 14 nanometers. In the world of nanometers (nm), which represent a billionth of a meter, the main roadblocks are contamination by fine particles, overlay accuracy, and the technology to remove the mask from the resist. Canon has solved these issues with alignment and measurement technologies it developed for semiconductor production equipment and new technologies that inhibit fine-particle generation and contamination. In 2023, Canon finally launched a nanoimprint semiconductor manufacturing system that can mass produce 5 nm node devices with one-tenth the power of a conventional system. There are hopes that the technology will support the next-generation 2 nm node as well.

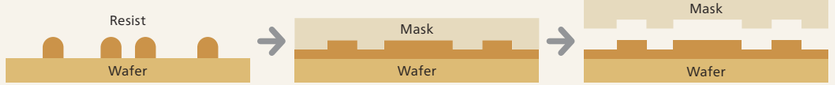
In addition to producing semiconductor devices, nanoimprinting is a low-cost technology for forming finely detailed, complex 3D structures. For example, flat lenses that control light with 3D structures having geometries smaller than the wavelength of visible light are no longer merely a dream but a reality. We can look forward to nanoimprinting-inspired breakthroughs in many industries.

*2. Semiconductor devices, such as CPUs, that process data, perform controls, and carry out other functions as the brains of electronic devices
*3. Nm nodes are how the generations of semiconductor manufacturing process technologies are named



NIL forms tiny complex patterns in one pass

Nanoimprint lithography process



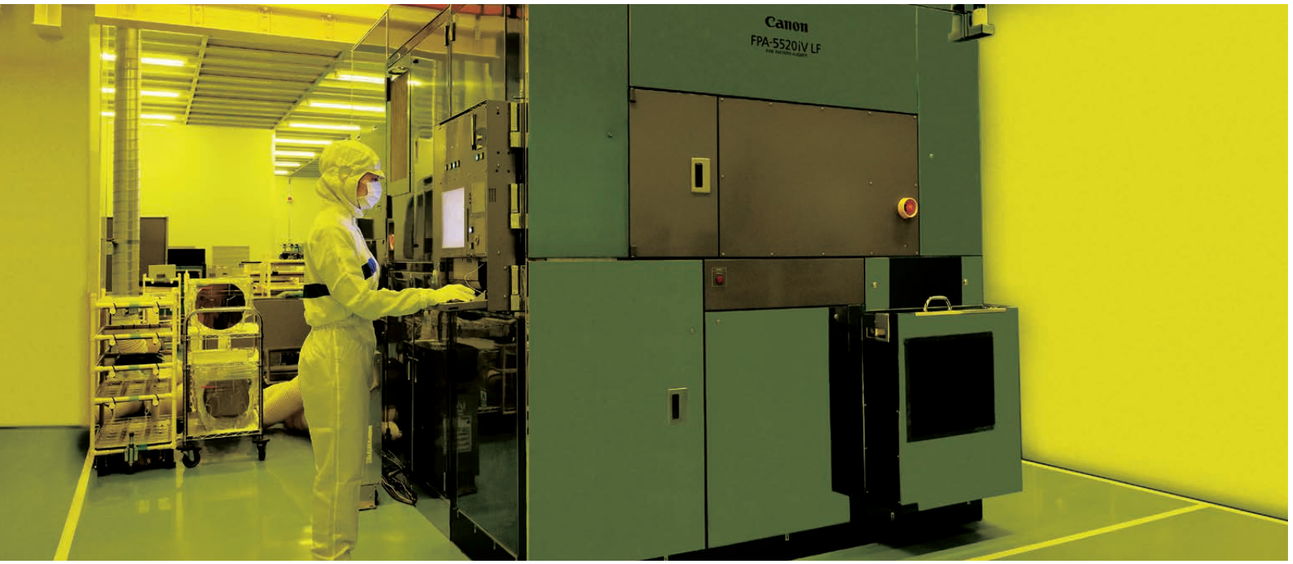
Inkjet technology is used to dispense droplets of liquid resin to the wafer surface in accordance with the circuit pattern

A mask embossed with the circuit pattern is pressed like a stamp directly into the resist applied to the wafer

Ultraviolet light is used to solidify the resin and form the circuit patterns, after which the mask is removed from the resin

The FPA-1200NZ2C nanoimprint semiconductor manufacturing system launched in October 2023

Super-precision technology drives semiconductor and display innovation.



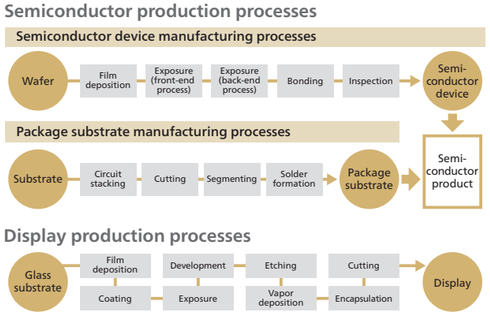
Lithography equipment for advanced semiconductor packaging that connects multiple semiconductor chips at high densities

Canon continues to support advanced electronics manufacturing

To attain an abundant and sustainable society, the electronics industry must innovate further. This is particularly true for semiconductors, the technological base of all industries, including logic, memory, and sensors that control equipment and process data, power devices that are essential for higher energy efficiencies, and semiconductor devices for communications.

Canon's Industrial Group offers many manufacturing solutions that combine and distill its super-precision technology and accumulated expertise. The solutions cover four areas: semiconductors; displays that are the inputs and outputs between people and IT; measurement instruments used extensively in the industrial equipment field; and data solutions that bring DX to production. Through these solutions, Canon supports the advancement of manufacturing needed for society to progress.

Semiconductor production processes



Display production processes

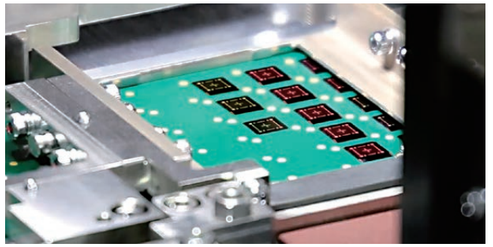
Covering nearly all semiconductor production processes

Since launching Japan's first semiconductor lithography system in 1970, Canon has contributed to the production of semiconductor devices, covering nearly all semiconductor production processes that require complex and super-precise operations. For the lithography process, Canon's lithography equipment, which utilizes i-line (mercury) or KrF (krypton fluoride) as a light source, is used worldwide to produce essential semiconductor devices such as logic and memory chips, 5G communication devices, and power devices for automobiles. Through remote services that advance DX, Canon helps boost the productivity of semiconductor device manufacturers.

For the film deposition process, Canon ANELVA, a Group company, produces sputtering equipment that forms thin metal films with vacuum film deposition technology. For the bonding process, Canon Machinery, a producer of labor-saving automation equipment, manufactures die bonders for handling thin dies (semiconductor chips). These Group companies, along with Canon Tokki, are consolidating their technologies with a focus on opening up new business domains.

For the packaging process, which involves stacking multiple semiconductor chips or integrating chips with multiple functions, such as those for GPU* and memory, Canon supplies equipment for making larger packages with connecting lithography and super-precise interconnections. In these ways, Canon is pushing the performance of semiconductor devices.

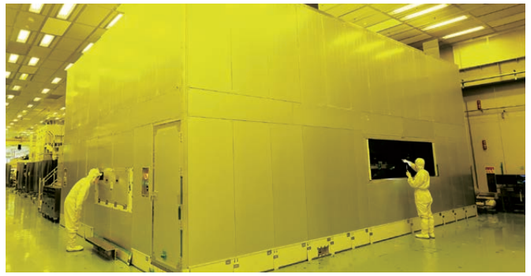
*Graphics processing unit — an arithmetic processor for games and AI



Canon Machinery's die bonder bonds dies with high speed and precision

FPD lithography equipment produces high-definition displays

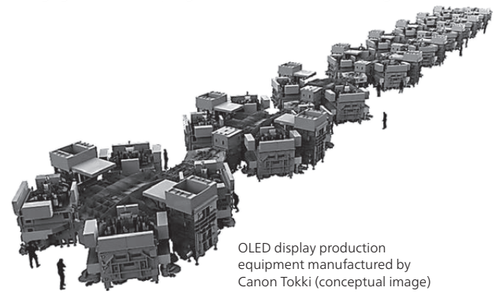
Canon is involved in the crucial exposure and deposition processes for the production of LCDs and OLED displays. Canon flat panel display (FPD) lithography equipment exposes very thin display circuits on large substrates. With this super-precision technology, Canon supports the production of beautiful displays, both LCDs and OLEDs, for smartphones, tablets, computers, and large-screen high-definition TVs.



FPD lithography equipment exposes display circuits on glass substrates

Driving the adoption of OLED displays

The use of OLED displays is rising rapidly, from smartphones to large-screen TVs, thanks to their superior energy efficiency, thin lightweight designs, and rendering of deep shades of black. Group company Canon Tokki was the first company to globally commercialize OLED mass production equipment, which was once thought impossible due to various challenges. Since then, the company has single-handedly taken on the ever-increasing demand. In addition to spearheading OLED mass production, Canon Tokki is engaged in developing new OLED manufacturing methods.



OLED display production equipment manufactured by Canon Tokki (conceptual image)

Lithography Plus, a data solution for soaring semiconductor device production

Semiconductor lithography equipment, which exposes superfine circuit patterns, requires regular maintenance and adjustments. However, semiconductor device manufacturers, seeking faster production and higher yields,*1 need equipment with near-zero downtime.

Canon meets these demands with Lithography Plus, a DX service. The service gathers equipment status data remotely and helps schedule part replacements and maintenance based on the collected data. Lithography Plus also detects signs of potential trouble and initiates automatic recovery. When manual recovery is necessary, remotely located Canon engineers provide instructions to onsite operators.

Additionally, when a manufacturer is starting up production for a new device, Canon offers recipes*2 that encapsulate its expertise in semiconductor production, so high yield targets can be achieved from the outset.

*1. Yield is the percentage of devices produced that perform within specifications
*2. Recipes are the production conditions that vary depending on the device or manufacturing process

Canon engineers provide advice while watching onsite footage

Aiming to be a Major Player in Our Future Society

New Businesses

Canon integrates its technological strengths fully to foster a series of new businesses.

Image taken at night with the MS-500 ultra-high-sensitivity camera at a location more than 7 kilometers from Haneda Airport

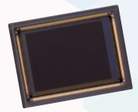
An ultra-high-sensitivity camera that captures color images in low light, and a SPAD sensor eyed for many applications

In 2023, Canon released the MS-500 ultra-high-sensitivity camera equipped with the world's first* color-photography SPAD sensor. When paired with the superior super-telephoto performance of Canon's broadcast lenses, the MS-500 can take clear images of objects several kilometers away even in very dark conditions. This system addresses the needs of advanced surveillance systems designed to capture precise images, day and night, at ports, public infrastructure installations, and other facilities.

SPAD sensors count the individual light particles (photons) that reach each pixel, taking advantage of light's photon properties. This gives the sensor its high sensitivity and ability to capture clear images even in low-light conditions. Canon successfully developed a SPAD sensor in 2021 with pixel count of 3.2 megapixels. The sensor uses a unique structure that extends its photosensitive area across the entire pixel, making it possible to have a high pixel count and high sensitivity, while keeping the sensor compact.

Another advantage of SPAD sensors is their very fast data processing speed on the order of 100 picoseconds (one-trillionth of a second), which enables them to capture light trails moving at about 300,000 kilometers (7.5 times the Earth's circumference) per second. SPAD sensors are expected to be put to use in such areas as autonomous driving, medical imaging and diagnostic equipment, and scientific measuring instruments.

*The first camera equipped with a color-photography SPAD sensor as of July 31, 2023 (based on Canon research)

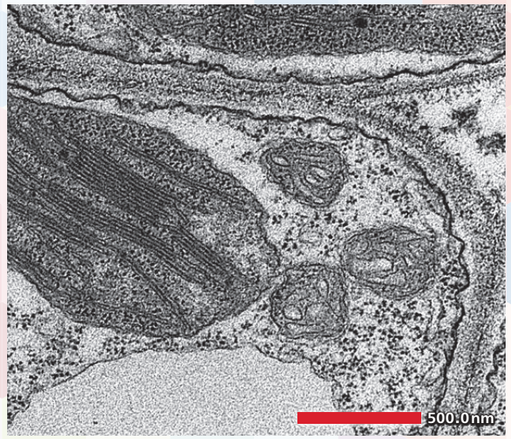


The 3.2 megapixel SPAD sensor developed by Canon

The MS-500 is the world's first ultra-high-sensitivity, interchangeable-lens camera equipped with a SPAD sensor

Scan for more information on SPAD sensors

Scan for more information on the MS-500

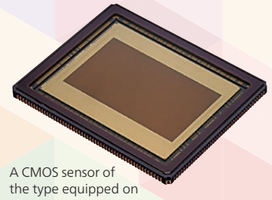


A carrot leaf viewed through an electron microscope with a Canon CMOS sensor (Image courtesy of JEOL Ltd.)

CMOS sensors are used everywhere, from astronomical observations to electron microscopes

CMOS image sensors are used extensively in cameras and smartphones. Canon has a lineup of CMOS sensors for specialized applications like security, medical, astronomy, and space, with such features as ultra-high pixel counts, ultra-high sensitivity, and HDR.* Canon also produces global-shutter CMOS sensors, which expose all pixels at once for distortion-free images of fast-moving objects. Global-shutter sensors are used for recording video and in electron microscopes.

*High dynamic range



A CMOS sensor of the type equipped on electron microscopes

Taking on the space business challenge — from satellite development and production to launch

The space business — which encompasses rocket and satellite development, production, and launches as well as communications and satellite imagery / location information services — has enormous growth potential.

Canon Electronics, a Group company, has entered the space business, building on its precision machinery and optics technologies. Three micro-satellites developed and produced by the company have been launched into space to take Earth surface and astronomical images while in-house developed sensors and mechanical assemblies ensure precise orientation control. The micro-satellites are continually sending images back to Earth. In addition, SPACE ONE, an affiliate of Canon Electronics, has completed construction of Japan's first privately owned launch complex in Kushimoto, Wakayama, and has been working toward launching rockets.

Scan for more information

Canon Electronics' third micro-satellite reached orbit about 670 km above Earth in February 2024

The micro-satellites can capture wide-area high-resolution images thanks to improved orientation controls (Paris, France)

New Businesses

Remote camera systems unlock new potential for video production

Production houses often cannot get enough personnel or access to fully cover live sporting events or concerts. For these situations, Canon offers remote camera systems that ensure the game-deciding plays or peak dramatic performances are never missed. The systems integrate Canon's imaging and network technologies to control up to 200 cameras via LAN connections.

In systems that shoot with both manual and automated cameras, remote cameras situated in multiple positions shoot automatically, following the instructions of the camera operator manually controlling the main camera. The remote cameras can be set to automatically track the main subject or to automatically record another subject not being tracked by the main camera. Remote cameras can also shoot events from positions not seen before, such as places where camera operators would be in the way. Canon supplies the remote PTZ* cameras themselves, tailored for the filming location, with image quality on par with commercial video cameras. In total, these remote camera systems can be expected to deliver both high image quality and efficient, low-cost recording workflows, along with video expressions taken from novel perspectives.

*PTZ: Pan, Tilt and Zoom

Remote cameras move according to the instructions of the main camera operator

Remote camera system can connect to various devices

Coating materials expected to be used in the mobility field (conceptual image)

Highly functional coating materials absorb light and prevent reflections and fouling

Canon has perfected many proprietary coating materials in the process of developing its camera lenses. These include transparent anti-reflective materials that prevent light reflections; hydrophilic materials that both prevent water droplets from forming in rain and use the dispersed water to wash away dirt; and black anti-reflective materials that absorb light efficiently. Canon is now aiming to develop new businesses around these highly functional materials as solutions that address social issues and needs beyond imaging.

For example, applying a hydrophilic coating on glass surfaces can give the glass a self-cleaning function, which disperses rainwater before droplets are formed and washes away dirt and contaminants. Canon has also succeeded in developing the technology to encapsulate antibacterial and antiviral agents into hydrophilic coating materials. Materials like these are likely to find applications in the kitchen and sanitary fields.

The infrastructure inspection service provides high-resolution images

Infrastructure inspection solutions use AI to find aging concrete structures

Canon is devising inspection solutions for bridges, tunnels, and other concrete structures as services to help address aging public infrastructure worldwide.

Imaging services use high-performance Canon cameras and interchangeable lenses together with robotic pan tilt heads,* drones, and other platforms to identify cracks as small as 0.05 mm wide using Canon's extensive imaging know-how. Image processing services precisely compose multiple captured images, perform orthorectification, and remove obstructions that hide inspection targets. In addition, defect detection services find cracks, exposed rebar, and spalling using AI powered by deep learning. This suite of services enables efficient, state-of-the-art inspections.

Scan for more information

*A base that attaches to a camera and adjusts the orientation and angle

MR systems display life-sized CG images in real-world environments

Life-size CG images can be displayed in a real-world environment viewed through a HMD

Mixed reality (MR) systems go one step beyond virtual reality (VR), which uses only CG images, to fuse the real world with CG images to provide a realistic experience as if the actual object were right in front of you.

Canon combines images captured by cameras mounted on a head-mounted display (HMD) with computer graphics created from 3D-CAD and other sources, using spatial alignment technology that follows the user's movements to achieve an overwhelming sense of realism. With improvements such as wider fields of view and lighter HMDs, MR systems are finding a greater range of applications in manufacturing, marketing, entertainment, and education.

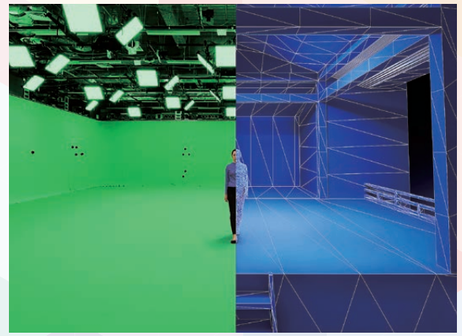
A lightweight, easy-to-wear HMD

Scan for more information

Volumetric video systems instantly create 3D data for XR applications viewable from any angle

Volumetric video technology converts entire spaces into 3D digital data, based on images captured by multiple cameras, to create video viewable from any position or angle. As a pioneer in this technology, Canon has provided unprecedented video experiences in the entertainment field and through broadcasts of rugby, soccer, basketball, baseball, and other sports. In 2023, in collaboration with other companies, Canon opened a studio in Toranomon Hills, Tokyo, offering integrated services, from recording to distribution, as a co-creation space with companies and creators across many industries and domains. The studio streams live performances using volumetric data around the world.

Scan for more information



Generating 3D spatial data (right) from a real image (left)

Sustainability

Canon proactively undertakes sustainability activities to realize a sustainable society based on its corporate philosophy of *kyosei*. Canon reduces the environmental impact of products over their entire life cycle and contributes to solutions for the problems our society faces to enable affluent lifestyles while protecting the environment. In addition, Canon takes the initiative in a wide range of sociocultural support activities.

Climate change and resource efficiency initiatives

Canon aims to achieve net-zero CO_2 emissions for entire product lifecycle by 2050. The company is engaged in proactive efforts to reduce emissions and is on pace to reach its emission reduction targets by 2030 in line with SBTi* criteria. In addition, Canon recycles resources at five sites around the world so resources can continue to be used (see page 14).

*Science Based Targets initiative, a global body that promotes setting greenhouse gas emission reduction targets in line with climate science

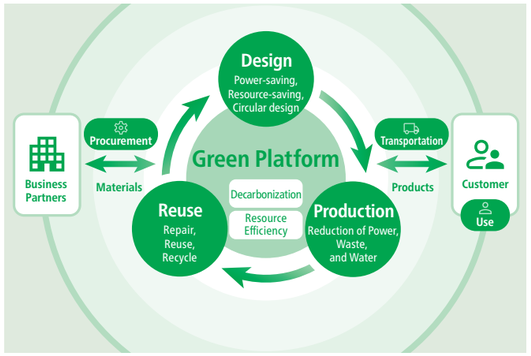
Human rights initiatives

Canon established the Canon Group Human Rights Policy, a statement that expresses its commitment to respect and protect human rights. Under this policy, the company is undertaking human rights due diligence, instituting and operating a grievance mechanism, conducting human rights awareness training, promoting activities aimed at engaging with stakeholders on human rights issues, and addressing human rights risks in the supply chain.

Corporate governance initiatives

Canon believes it is essential to improve management transparency and strengthen management supervisory functions in order to continuously increase corporate value. Acting on this belief, Canon has established a sound corporate governance structure by enhancing the effectiveness of its various boards and committees.

For details visit Canon's Sustainability website



Canon's Green Platform

Green Platform

As a manufacturer, Canon places priority on contributing to decarbonization and improvement of resource efficiency. Canon's Green Platform, a company-wide technology platform, is used to collect and practice environmentally conscious systems and technologies for each product lifecycle stage — design, production, and reuse.

Canon will work to enhance the Green Platform through technological progress and initiatives in new domains, as well as further reduce environmental impacts.

Canon Eco Technology Park, Communications Base for Sustainability Activities

Canon Eco Technology Park, an advanced resource recycling center based on a "clean and silent" design concept that overturns the conventional image of recycling operations, has a fully automated recycling line for toner and ink cartridges. The park features factory tours, an interactive showroom, and online environmental classes for elementary school students. It also serves as a hub for disseminating information on Canon's environmental activities.

Canon Eco Technology Park (Bando City, Ibaraki Prefecture)

Responsible supply chain procurement activities

Canon joined the Responsible Business Alliance (RBA), a coalition of companies that promotes socially responsible global supply chains. The company formulated the Canon Supplier Code of Conduct based on the RBA Code of Conduct. In collaboration with suppliers, Canon promotes procurement activities that take into consideration labor, occupational health and safety, the environment, corporate ethics, and management systems throughout its entire global supply chain.

A meeting with a supplier

Young Africans participate in a video workshop (Kenya)

Education assistance projects to nurture creativity and provide young people with a brighter future

As a leader in the imaging field, Canon supports social investment projects that foster creativity and technical skills among young people. With the goal of creating a sustainable future, Canon holds photography and videography workshops around the world. In Africa, the company assists skills training programs for young people who aspire to work in the fields of photography and printing.

Research & Development

Canon has accumulated a vast stockpile of technologies, with imaging technologies at the core, such as value creation technologies in materials development and manufacturing, together with technologies contributed by Group companies.

The company conducts research and development to generate new value for the coming generations, based on a holistic development environment in which these technologies can be combined in a multitude of complex and flexible ways.

Prioritizing technology is in Canon's corporate DNA

Canon was founded on the dream of "building the world's best camera." Over the years, the emphasis on exceptional technology has been passed down through Canon's corporate DNA.

Core competency management

Canon has three technology domains: core competency technologies that produce Canon's world-class products and services; fundamental technologies that are the basis for technology accumulation; and value creation technologies that support commercialization. Core competency management is how Canon combines these domains in multiple ways, in order to diversify its business portfolio and enhance its existing businesses.

Open innovation

Canon actively promotes the use of open innovation and alliances that link Canon technology with the knowledge and technology of like-minded universities and companies, in order to create a new, unprecedented future.

For details visit Canon's Technology website

In-house materials development for novel products

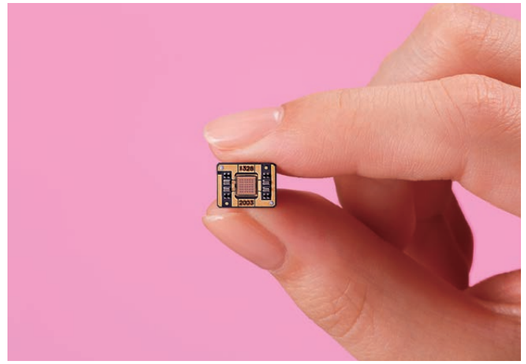
Canon develops its own materials that underpin its outstanding products. Examples include optical glass, lens coatings, color materials, conductive materials, and heat-transfer materials. The Canon Materials Bank stores data on all the material properties the company has researched. The key materials that boost business competitiveness are developed efficiently, by making extensive use of AI-driven material informatics and molecular simulations to derive the molecular structures of target materials.

Research and development into OLED materials

Continuous development of world-leading advanced devices

Relying on its technical competencies in development and production, Canon has commercialized SPAD sensors (see page 27), CMOS sensors (see page 28), inkjet print heads, and many more products. In 2022, the company successfully developed an extremely compact semiconductor light source that emits terahertz waves* — an unexplored area of the electromagnetic spectrum. With this pedigree, Canon will surely continue to develop world-leading devices.

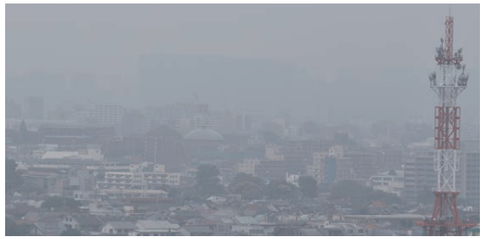
*Terahertz waves are electromagnetic waves located in the frequency bands between radio waves and light waves that possess the permeability of radio waves and the directionality of light waves



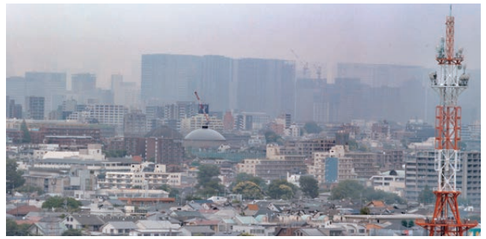
The semiconductor terahertz light source developed by Canon

Image processing technology that takes lens and sensor characteristics into consideration

Over its long track record of developing and manufacturing cameras, Canon has continuously pursued image processing technology to realize the images and video people truly want to see. Canon's deep learning based image processing is trained on its enormous image data accumulated in camera and lens development processes. The result is noise removal, color correction, and tone correction that account for lens and sensor characteristics. And for image processing in network cameras, Canon has developed practical image quality enhancement technologies that can remove fog and haze and provide clear images even at night.



An image with reduced sharpness due to fog and haze



The same image after applying Canon's image processing and correction

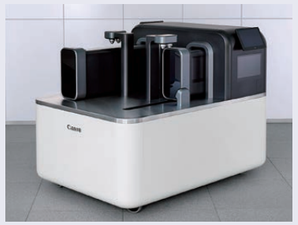
R&D on a process to automate the establishment and culture of autologous iPS cells*1

Autologous iPS cells, made from the patient's own cells, are expected to contribute to minimized risk of immune rejection, one of the challenges in regenerative medicine.

Canon is conducting joint research with the CiRA Foundation (CiRA_F), founded by Kyoto University, to establish and culture stable-quality autologous iPS cells at low cost, drawing on its quality control and manufacturing technologies and medical systems development capabilities.*2

We are working on the practical application of a device that separates only the cells that potentially differentiate into iPS cells from blood and automates an integrated process from establishment to long-term culture of iPS cells.

*1. A condition in which the cells can be stably incubated and cultured while maintaining their properties
*2. Joint research started in 2019 with CiRA, Kyoto University, now succeeded by CiRA_F, which was established in 2020



Autologous iPS cell production equipment (mock-up), Canon EXPO 2023

Manufacturing & Quality

Canon is actively engaged in promoting further automation and in-house production to reach the ultimate in manufacturing craftsmanship. At the same time, it faithfully passes on veteran skills and knowledge and stimulates creativity and ingenuity at production sites. The company works to improve and ensure Canon Quality at each stage of the product lifecycle to meet and satisfy the trust and expectations of customers.

Establishment of mother factories

Canon's mother factories are the model for its factories worldwide. Tasked with integrating development, design, production engineering and manufacturing, mother factories are at the forefront of Canon's efforts to advance automation and in-house production, which spur the company's manufacturing evolution.

Chie-Tech

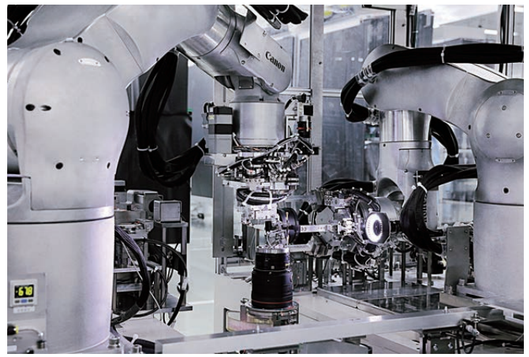
Chie-Tech is a symbol of Canon's manufacturing prowess; namely, conceiving and building its own production equipment that minimizes waste and excess. Not only does Canon make its own tools and jigs, but it also builds equipment that replaces or supersedes expensive systems from outside vendors.

No claims, no trouble

No claims, no trouble has remained the constant foundational principle of Canon Quality since its adoption in 1964. Canon works to improve its quality no matter the era, prioritizing both the safety of products and services and customer satisfaction and establishing its own quality management system.

For details visit Canon's Manufacturing website

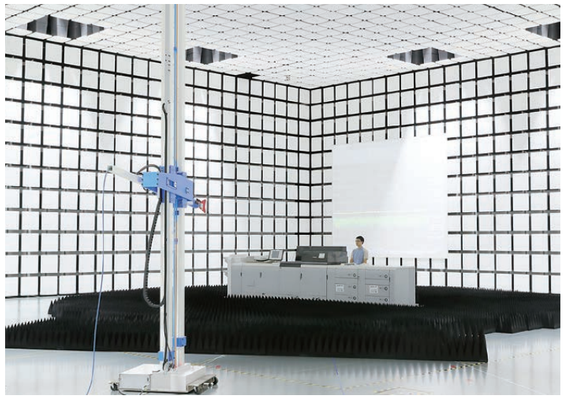
For details visit Canon's Quality website



Automated production line for interchangeable lenses

Further enhancing in-house production and automation

Canon's dedication to manufacturing is one of its greatest strengths. For quality assurance and lower costs, key devices and components as well as manufacturing and inspection equipment are produced in-house. Moreover, products are designed from the outset for ease of automation, and product assembly, inspection, sorting, and packaging processes are automated with equipment developed and produced by Canon.



Quality tests on a digital commercial printer performed in an anechoic chamber that is not affected by electromagnetic interference

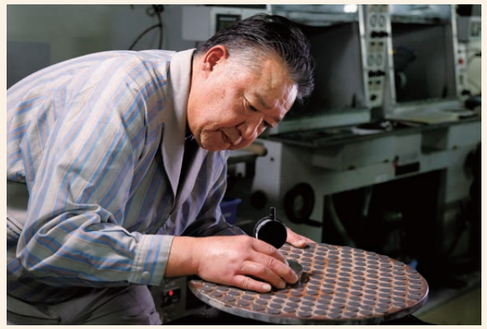
Pursuing Canon Quality without compromises

To maintain and improve Canon Quality, which is a pledge of safety, security, and satisfaction to customers, the company has an array of quality testing facilities that comply with official standards and related regulations and conducts rigorous in-house quality testing and quality control procedures. Canon has systems in place to respond quickly to changes in the legal and security landscape.

Globally optimized production for prompt and efficient delivery of products and services worldwide

Canon locates sites based on a comprehensive view of infrastructure, costs, tax systems, logistics, labor, supply chains, and other factors that vary between countries to meet changing socioeconomic conditions. Production is done at the most optimal sites that can respond quickly and appropriately to various contingencies.

Canon Hi-Tech (Thailand) is responsible for manufacturing inkjet printers



Master Craftsman of lens polishing (Utsunomiya Plant)

Meister and Master Craftsmen systems for honing skills and passing down expertise

Canon's most skilled technicians are awarded the title of Master Craftsman, while those who help advance Canon production through their skills and knowledge of assembly and component processing earn the title of Meister. Skilled workers pass their valuable expertise to the next generation. This superb know-how spurs the evolution of Canon manufacturing, including automation.

Marketing

Canon's regional marketing companies deliver Canon products and services to every corner of the world. These companies work to bolster connections with customers, in keeping with local regional characteristics. They also provide solutions to meet customer needs, making use of non-Canon products where appropriate .

AMERICAS

Canon U.S.A. oversees sales and marketing operations in North, Central, and South America. The company has expanded sales of the EOS R System and Cinema EOS System in response to growth in video streaming demand. It has also set up a high-quality service system for commercial printers, covering all 50 U.S. states, that has earned high praise from customers.

Canon U.S.A.'s development and production subsidiary in Virginia has established, through open innovation, a mass production system for aqueous solutions of silk fibroin, the protein silkworms use to construct their cocoons. Canon is pushing ahead with developing medical, food, and other applications and generating new businesses in the United States.

A mass production system for aqueous solutions of silk has been established in the United States using Canon's production and material design technologies

For details, visit Canon U.S.A.'s website

EMEA

Canon Europe oversees business in the EMEA region — Europe, Middle East, and Africa —and operates in some 120 countries and regions. Its mission is to expand business in the commercial and industrial printing, office digital services, and BtoB imaging fields, while also opening up business in developing regions. The company promotes the EMEA brand purpose — Imaging to transform our world — through highly visible sponsorships, such as the 2023 Rugby World Cup in France, where alongside its support for pro photographers, Canon Europe has run mentorship programs to train young photographers from participating countries and regions.

Proposing future-facing business support at a Canon Europe-sponsored commercial and industrial printing exhibition (CPP, in Poing)

For details, visit Canon Europe's website

ASIA & OCEANIA

Canon China and Canon Marketing Asia oversee operations in China and South Asia & Southeast Asia respectively. In one strategic market, India, Canon Marketing Asia set up Live Offices in Mumbai and Kolkata in 2023, where potential customers could experience new products tailored to different usage scenarios. Canon China is developing product and marketing strategies better suited to the China market under the slogan "In China, For China." Canon China was also the sole non-Chinese company that participated as an Official Sponsor in the 19th Asian Games in Hangzhou. Canon continues to increase recognition of the Canon brand in Asia.

Canon cameras played a prominent role at the 19th Asian Games, where Canon China was an Official Sponsor

For details, visit Canon China's website

For details, visit Canon Marketing Asia's website

JAPAN

The Canon Marketing Japan (CMJ) Group provides Canon products and original solutions to the Japan market. CMJ, a MIRAI Marketing Company that creates tomorrow through the power of marketing, develops businesses that integrate Canon products and IT solutions, engages in generating new businesses, and expands the scope of its social issue solutions. In order to realize its stated purpose of "Bringing together hopes and ideas with technologies to create a future beyond imagining," CMJ leverages its strengths — imaging and IT, its customer base, and its talent — to tackle the creation of new value.

Promoting value propositions to a wide range of customers at a hybrid real-online event

For details, visit Canon Marketing Japan Group's website

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