

## Brand Management

### Canon's Approach to Brand Management

Canon implements proper brand management to ensure that customers and society are not adversely affected by improper handling of Canon's corporate logos within the Group or misuse of these logos by third parties.

We set up the Brand Management Committee as a deliberative body charged with establishing rules for enhancing the value of the Canon brand and resolving brand-related issues. The Brand Management Division was established to serve as the secretariat for the Committee and is comprised of persons in charge of branding from each division. This framework allows us to respond promptly to various brand issues as they arise.

The Brand Management Committee discusses the appropriateness of trade names and product names from a brand perspective as well as use of the Canon trademark, providing appropriate advice and support to relevant persons.

### Brand Management Rules

Canon has formulated a set of brand management rules, including the Canon Mark Basic Rules, to ensure that its employees use the Canon brand in compliance with regulations and enhance the value of the Canon brand through the trust of customers and society. Moreover, to disseminate this information across the entire Canon Group, we notify Group companies, publicize the changes on our company intranet, and brief the brand management divisions of each regional marketing headquarters.

### Promoting Awareness of the Canon Brand

Canon carries out brand education programs at all Group companies in the regions where it operates to ensure that all employees fully understand the Canon brand and act with propriety and in accordance with pertinent rules. Such education raises the awareness that "Each and every employee embodies the Canon brand." For example, at Canon Inc., we incorporate brand education into the rank-based training curriculum and also strive to raise awareness utilizing the company's intranet system.

Along with the regular operation of the Brand Management Committee, in 2018 we made a sweeping review of the relevant guidelines, revising their structure, content, and positioning to promote better understanding and smooth implementation of basic brand management rules among all employees. In addition, as part of an awareness campaign aimed at enhancing our branding capabilities, we conducted seven training sessions for all employees assigned outside Japan, with 145 participants.

### Measures to Tackle Counterfeiting

Counterfeit products cannot be overlooked by any means as they not only damage the brand but may also lead to economic losses arising from malfunctions and inferior quality, and in the worst case, cause injury to or endanger the lives of customers who purchased a product trusting the Canon brand.

We are actively carrying out anti-counterfeit measures. We crack down on factories that manufacture counterfeits and retail locations that sell them, while working with customs authorities to stop their importation. We strengthen our cooperation with customs authorities on various initiatives worldwide, including dispatching employees to serve as lecturers for verification seminars for customs officers, and for anti-counterfeit training programs hosted by customs authorities. Moreover, following the great increase of counterfeit products sold online, we are also heavily focusing on creating mechanisms to remove counterfeit products from the Internet.