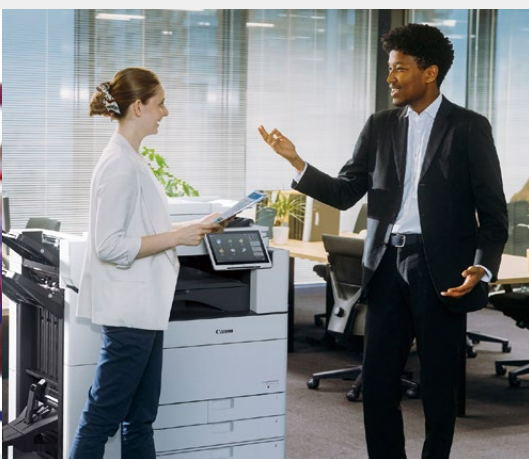
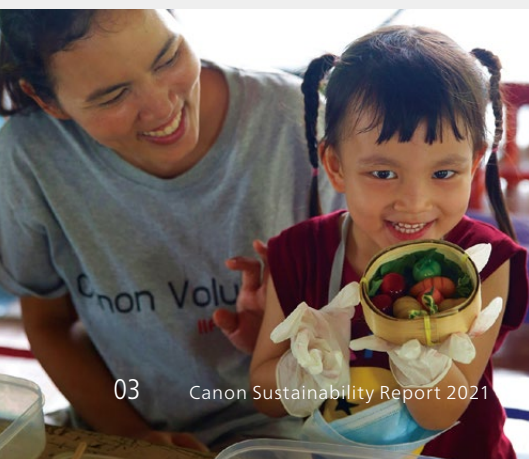




## Canon's Corporate Philosophy





## Under the corporate philosophy “*kyosei*,” we are stronger and deeper with stakeholders

Following half a century of operations, Canon adopted *kyosei* as its corporate philosophy in 1988, expressing clearly the company’s firm commitment to working together with stakeholders around the world.

*Kyosei* is the aspiration to create a society in which all people, regardless of race, religion or culture, live and work together for the common good.

Canon is pursuing the realization of a sustainable global society based on the philosophy of *kyosei*.

### Three Strands of Canon’s Corporate DNA: Respect for Humanity, Emphasis on Technology, and Enterprising Spirit

The principles of “Respect for humanity,” “Emphasis on technology,” and “Enterprising spirit” have been integral strands of Canon’s corporate DNA since our founding. Canon’s enterprising spirit began with the creation of world-leading cameras based on the intelligence of a few engineers, and the drive to differentiate through technology has become deeply embedded in our culture as we have developed new innovations for society. Underpinning this approach is a deep respect for humanity, as expressed in principles such as putting priority on ability (meritocracy) and health. We will ensure that our corporate DNA is passed on to the next generation as we continue to develop valuable products and services.

