

Following the corporate philosophy of *kyosei*, Canon aspires to be a truly excellent company that is favored and respected worldwide.

Canon’s Corporate Philosophy



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 intellect 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.



Canon's corporate philosophy is *kyosei*.

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

Today, however, issues related to economics, resources and the environment make realizing *kyosei* difficult.

Canon strives to solve these issues through corporate activities rooted in *kyosei*.

Truly global companies must foster good relations with customers and local communities, as well as with countries or regions and the environment to fulfill their social responsibilities.

With this in mind, Canon is continuing its efforts to realize *kyosei* with the aim of contributing to world prosperity and the happiness of humankind.

