

Strategies for Value Creation

Value Creation Process

Canon has built its business over the years based on the philosophy of *kyosei* and inherited corporate DNA comprising a respect for humanity, an emphasis on technology, and an enterprising spirit. Building on this foundation and the guiding principles that flow from it, we are developing our business by creating synergies among technologies that go into products, technologies that support products, and technologies that commercialize products. While maintaining sound corporate governance, we promote the activities of the four industry-oriented business groups by means of strategies governing finance, human resources, R&D, and intellectual property.

Having identified three material topics to be addressed through our business activities, we work to create new value that will improve the safety, security, comfort, and enrichment of society.

