Value Canon

Brings to Society

Enrichment

Value Creation Process

comfort, and enrichment of society.

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,

R&D Strategy

₽Р33

Digital

Optical

₽33

Capturing

Technologies that go into products

Value

Outputting

Technologies that commercialize

products

Intellectual Property (IP)

Strategy

Printing

₽P21

Four industry-oriented business groups

Medical

₽P23

Safety Comfort Materiality to be addressed through **Creating New Value and** business activities **Solving Social Issues** ₽15 ₽21 **Protecting and Conserving** the **Environment** ₽38 **Responding to People and** Society as a Good Corporate Citizen **○**P45 Corporate governance Canon's management platform **Human Resources Strategy ₽**P31 Financial Strategy

Materials Developmen and Design Technologies that support products Manufacturing **Corporate philosophy** kyosei 💩 **Guiding principles Corporate DNA** Respect for Humanity • Three Selfs Spirit

- Enterprising Spirit