

Canon Europe Backgrounder

Canon Europe is a subsidiary of Canon Inc. of Japan, a world-leading innovator and provider of imaging solutions for businesses and consumers.

Canon Europe currently employs over 11,000 people across 20 local country operations and sells to customers in more than 110 countries in Europe, the Middle East and Africa (EMEA). The main business focus is in two clearly defined markets: Business Imaging (developing IT products, solutions and services for the office and professional print environments) and Consumer Imaging (photo, video, printers, scanners, fax machines and multifunction devices). Canon is the market leader in the Western European digital camera sector.

Canon Europe's strategic headquarters is located in Stockley Park, Uxbridge, near London. The head office is responsible for strategy and corporate governance, pan-European business models, operating methodologies and sales and marketing functions. Functions, such as Legal, HR, Corporate Communication and Corporate Relations, ICT, and Finance are also managed centrally at Stockley Park to ensure a consistency across Europe.

Canon Europe contributes approximately a third of the company's global revenue. Canon Europe's sales for the fourth quarter of fiscal 2009 were ¥309 billion (US \$3,354 million) (October 1, 2009 - December 31, 2009). Canon Europe's sales for the year 2009 were ¥995 billion (US \$10,817 million or 7.5 billion euro). Euro and Dollar amounts are translated solely for the convenience of the reader from yen at the rate of JPY 132 = 1 euro and JPY 92 = US \$1 respectively, the approximate exchange rate on the Tokyo Foreign Exchange market as of December 30, 2009.

Canon Europe's presence in Europe is strengthened through its pan-European brand platform, *You Can*. Launched in 2002, *You Can* is designed to encourage customers to explore their creativity and be empowered by Canon's technologies. Canon is passionate about the *Power of Image* and wants to inspire customers and partners to realise their passion to bring image to life.

Operating under its global philosophy of *Kyosei*, Canon Europe aims to be a dynamic force in corporate social responsibility as the organisation strives to deliver value in all markets, to all customers and stakeholders.

For further information on Canon Europe please see <http://www.canon-europe.com/>