

# Canon Fact Sheet

## Corporate Background

- Canon Inc. was founded in 1937. Canon Europe was established twenty years later in 1957
- Canon Inc. employs more than 160,000 people worldwide. Canon Europe employs over 11,000 people across 20 local country operations in the EMEA region
- Canon's consolidated net sales for Canon Inc. for the fourth quarter of fiscal 2009 were ¥954 billion (US \$10,370 million) (October 1, 2009 - December 31, 2009). Canon's consolidated net sales for Canon Inc. for the year 2009 (ended December 31, 2009) totalled ¥3,209 billion (US \$34,883 million or 24.3 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 contributes approximately a third of the company's global revenue, selling to customers in more than 110 countries in Europe, the Middle East and Africa
- Canon's first European manufacturing site, Canon Giessen GmbH, was established in Germany in 1972
- Canon's corporate philosophy is encapsulated in the word *Kyosei*, meaning living and working together for the common good

## Brand

- Canon's Brand Promise is to help people realise the *Power of Image*
- The European Brand Strapline, *You Can*, was launched in 2002 and is designed to inspire and encourage customers to realise the *Power of Image*
- Canon was ranked 33rd in the Business Week 100 Best Global Brands 2009 survey
- Canon has also been awarded Reader's Digest Most Trusted Camera Brand in Europe for 10 consecutive years
- Canon was ranked 6th in the Fortune World's Most Admired Companies 2010 Industry ranking ('Computers' category)

## Environmental initiatives

Canon started the world's first toner cartridge recycling programme in 1990

- Canon has achieved worldwide ISO14001 certification recognising the company's commitment to environmental management
- Canon is working to reduce CO<sub>2</sub> emissions and impacts throughout the product lifecycle
- The majority of Canon's products are qualified for the ENERGY STAR programme for efficiency
- In 2009, Canon launched a new calculator range, utilising recycled Canon components

## Technology & Innovation

- Canon's Imaging Engines were created by integrating a series of technologies developed throughout Canon's history. They are the core technologies in all of Canon's current products:
  - Image Capture Engine – High resolution and high image quality for lens, sensor and image processing technologies
  - Electrophotography Engine – Electrophotography technology is at the heart of laser beam printers and copying machines that have been rated as the best in the world
  - Inkjet Engine – Capable of delivering microscopic ink droplets as small as one picolitre (one-trillionth of a litre), even making DNA chip fabrication possible
  - Photolithography Engine – Canon's semiconductor exposure technology integrates the ultimate in optical and ultraprecision positioning technologies
  - Display Engine – Next generation flat screen display technology delivers large screen, high quality images with low power consumption
- Canon is Europe's market leader in D-SLR\*
- The Canon EOS 450D is the number 1 selling D-SLR model, followed by the EOS 1000D\*
- Canon was the inventor of the Bubble Jet method of inkjet printing and introduced the industry's first cartridge-type copying machine

## Sponsorship

- Canon Europe partners with the Red Cross by supporting youth orientated projects across 13 European countries
- Canon Europe became the first WWF Conservation Partner in Europe, Middle East and Africa in 1998. Since 2007, Canon Europe has sponsored a WWF polar

bear tracking programme designed to stop the decline of the polar bear population and raise awareness of the effects of climate change

- Canon Europe has a 30-year history of supporting football, with past and current sponsorships including the following:
  - Official Sponsor of UEFA EURO 2008™
  - UEFA Cup Final, UEFA Super Cup 2007
  - Russian Premier Football League
  - Africa Cup of Nations 2008
- Canon Europe is the Principal sponsor of the London and Milan Fashion Weeks and is a sponsor of Paris Fashion Week

## Research and Development

- In fiscal 2009, the Company invested ¥304.6 billion in R&D, accounting for 9.5% of sales. From this total,
  - ¥78.9 billion, or 26%, was allocated to the Office segment
  - ¥74.1 billion, or 24%, went to the Consumer segment
  - ¥151.6 billion, or 50% went to the Industry and Others segment
- In 2009, the Company was granted 2,204 patents\*\* in the United States, placing it fourth among all corporations
- Canon has ranked among the top 10 U.S patent recipients since 1984 (a 26-year period)
- Canon has ranked among the top 5 U.S patent recipients from 1992 to 2009 (a 18-year period)
- Canon has ranked among the top 3 U.S patent recipients in 21 of last 23 years

\* Source: GfK WEU6 Jan-Nov 2009 (volume). Includes Germany, France, Italy, UK, Spain and The Netherlands.

\*\*Source: U.S. Patent and Trademark Office; Calculated based upon announcements of weekly totals.