



**Canon**

**WE ARE  
CANON**

**2024 CORPORATE STORY**

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**FOR OVER 80 YEARS,  
WE HAVE GIVEN  
PEOPLE THE MEANS  
TO CAPTURE AND  
PRESERVE THE  
THINGS THEY SEE**



**FROM CAPTURING  
THE LITTLE MOMENTS  
TO PROVIDING LIFE-SAVING  
MEDICAL DIAGNOSTICS**



**OUR TECHNOLOGY IS  
ENABLING PEOPLE TO  
ENRICH THEIR LIVES  
THROUGH IMAGING  
EXPERIENCES, TO  
INSPIRE A WORLD  
OF CHANGE**

# OUR PAST INFORMS OUR FUTURE

## PAST

Since our founding in 1937, we have been dedicated to pushing the boundaries of imaging, giving people the tools to reimagine the way they work and live.

## PRESENT

As a leading technology company, innovation has kept us at the forefront of imaging excellence. It has enabled us to develop our industry leading technology across a variety of fields.

## FUTURE

Through our expertise and investment, we offer ground-breaking imaging solutions for a changing world. From medical imaging and 8K output, to analytics for video and mixed reality.

# CANON BY NUMBERS



Fortune **500**  
company



Up to **8%** of sales  
invested in research and  
development every year



Ranked most innovative  
manufacturer for over  
**37** years according to  
patent registrations in  
the US



**2,890** patents  
granted in 2023



**330** worldwide  
subsidiaries in  
2023



**180,775** employees  
worldwide in 2022



**€26,610m**  
net sales in 2023



**€1,684m** net  
income in 2023

# OUR FOUNDATION AND LEGACY

1937

Canon entered the camera market with the Kwanon, a prototype of Japan's first 35mm focal-plane-shutter camera

1959

The Reflex Zoom 8 is released to market. It is the world's first 8mm cine camera and quickly becomes an icon

1965

We broke into the B2B market with our first copying machine, the Canofax 1000

1976

Photographers experience new levels of precision with the launch of the AE-1 SLR, the first fully automatic SLR camera



1985

The first colour bubblejet printer, the BJ80, is launched to streamline print

1987

We launched our decade-defining EOS photography and videography System and EF lenses

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World's first digital full-color copying machine, the CLC-1 is introduced

1990

Canon launches its toner cartridge recycling programme

1997

Our worldwide camera production reached an astounding 100 million units

2005

The XL-H1, our first high-definition video camcorder is launched, creating a sharper than ever picture

2010

Canon acquires Océ - manufacturer of production printers

2018

We celebrated a production milestone with EF lenses hitting the 140 million mark

We entered the full frame mirrorless market with our new EOS R System and RF lens mount

2020

We launched the Canon R5 & R6 for the mirrorless camera market

2021

We introduced the world's first large-format printer GP series featuring aqueous fluorescent pigment inks.

2023

We launched the MS-500, the world's first ultra-high-sensitivity camera equipped with SPAD sensor with featuring the world's highest pixel count of 3.2 megapixels.

# KYOSEI 共生

## OUR CORPORATE PHILOSOPHY

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Living and working together  
for the common good.

The world of Canon is shaped by one shared philosophy that influences the way we do business and how we treat each other.

The values we draw from Kyosei are also fundamental to the responsibility we feel as corporate citizens. This can be seen in the work we undertake to reduce our environmental impact across our operations and our programmes to empower the next generation of visual storytellers.



A person wearing a blue shirt is holding a small green plant sprout with several leaves. The background is a blurred green, suggesting an outdoor setting. The overall image conveys a message of sustainability and growth.

**Canon**

**OUR SUSTAINABILITY  
GOALS**



# CANON EMEA SUSTAINABILITY VISION STATEMENT

We are using the power of imaging to help people imagine a better world. One where people and the planet can thrive in balance. We believe that imagining this future is the first step in creating it.

We are on a journey that will bring together customers, colleagues, partners, and other stakeholders, working as one team as we discover, explore and innovate to build a brighter future.

As imaging experts, we continue to deliver innovation across our product suite to evolve how we work, learn and live. We are transforming the way we operate and manufacture products to contribute to a circular economy while minimising our carbon emissions and other environmental impacts. We are growing our social impact with education programmes to empower and inspire young people to change the world.

**Let's build a better future, together.**

# REDUCING ENVIRONMENTAL IMPACT GOALS FOR THE FUTURE OF THE PLANET

## Goals for 2030

Cumulative 50% reduction in CO<sub>2</sub> emissions per product (vs 2008), and net zero by 2050.

New CO<sub>2</sub> reduction target: 42% reduction of Scope 1 & 2 emissions; 25% of Scope 3 (verified by SBTi)

Use innovative manufacturing to design out waste and use materials responsibly. Keep all of our products and materials in use for longer

Strive towards making both B2C and B2B consumables 100% recyclable/reusable

Seek to eliminate single-use plastic and polystyrene from packaging

# SOCIAL IMPACT GOALS

## FOR THE FUTURE OF THE PEOPLE

Goals for 2030

Continue to grow our social education programmes across EMEA through Young People Programme and Miraisha delivering measured positive social impacts

Through these programmes build a diverse community of young people to share their creative skills, knowledge and experience

Support and amplify the impacts of our education programmes through long term partnerships with local and international organisations (charities, NGOs, UNDP)

Through our national and regional sales offices, seek opportunities to provide support for local initiatives and programmes which deliver positive social and environmental benefits for our local communities



**OUR BUSINESS  
IS IMAGING,  
WHEREVER YOU  
CAN IMAGINE IT**



# PRODUCT PORTFOLIO

Our portfolio of optical and imaging technologies



Lenses



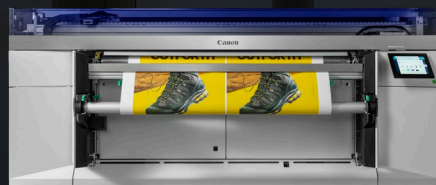
Network cameras



Medical



Cameras



Printing



Broadcast lenses



Lithography equipment

# WE ARE THE POWER BEHIND GREAT STORYTELLING

Beloved by photographers, producers and videographers all over the world, when you see a photo of a baby's first steps or a breath-taking panorama of the arctic wilderness, chances are it's through a Canon lens.

Our award-winning products and services are created to inspire and elevate, and we serve creatives of every caliber.

From Mirrorless and DSLR cameras, to compact photo printers, we are making moments that last.





# WE ARE IN THE BUSINESS OF INFORMATION

Input to output for consumers and enterprises.

Business never sleeps and our innovation never stops. We are shaping the future of how businesses manage their valuable information through cutting edge technologies.

With the most comprehensive hardware, software and service portfolio in the industry, we help our customers reach their full potential and drive business transformation in an increasingly demanding digital climate.

# WE ARE IN THE BUSINESS OF SAVING LIVES

We offer cutting-edge imaging diagnostics and patient care.

Our goal is to deliver uncompromised performance, comfort and safety features via a full range of diagnostic medical imaging solutions including CT, MRI, X-Ray, Ultrasound and Healthcare Informatics offered across the globe.

We work hand-in-hand with leading clinical and academic partners to bring solutions that can help make a positive difference to patients.





# WE ARE IN THE BUSINESS OF INDUSTRY

Our expertise is driving technological advances across a range of industries that rely heavily on visual data.

Our products help maximise productivity, whether it's a high-volume digital production printing system or a software solution to help streamline processes.

Development of mixed reality and gesture recognition are helping a variety of industries move forward, and our Network Visual Solutions are the cornerstone of smart cities and civic safety.

Ground-breaking miniaturisation of semiconductors lie at the heart of this tech revolution. Our focus on innovation increases productivity and quality for our customers.

# CANON GROUP COMPANIES

Our portfolio of optical and imaging technologies is made possible by the wealth of companies within the Canon group. Each brings leading edge products and solutions to the market.

## MEDICAL



Global provider of diagnostic medical imaging systems



Medical solutions specialist

## NETWORK CAMERAS



Video surveillance cloud management service



Security and video surveillance company



Video synopsis solutions for rapid video review and search



Creator of open platform video management software

## PRINT



Printing and copying hardware and related software



Optical Character Recognition technologies (OCR) and mobile scanning



Print and scan management software



Information management software

# OUR REGION

We have been in business in EMEA for over 60 years and have two head offices - in London, UK and Amstelveen in The Netherlands.

Both are supported by national and regional sales offices:

22,214  
employees

Active  
in over  
120  
markets

11  
research &  
manufacturing  
facilities

€7,072m  
net sales  
in 2023

# RESEARCH AND MANUFACTURING

**Canon Research Centre – France**  
R&D of network and communication technologies for transmission and connectivity to high-quality, high-volume video data processing; and security camera systems and technologies.

**Canon Medical Research Europe – Edinburgh**  
R&D of clinical decision support systems AI automation.

**Canon Production Printing – Netherlands**  
R&D and manufacture of high-speed high volume cutsheet printers and consumables.

**Canon Production Printing - Germany**  
R&D and manufacture of high-speed high volume continuous feed printers and large format.

**NT-Ware – Germany**  
Development and sales of print and scan management solutions.

**Milestone Systems – Denmark**  
R&D of video management solutions.

**Axis Communications – Sweden**  
R&D of network video solutions.

**Canon Bretagne – France**  
Produces, manufactures and fills toner cartridges and recycles Canon cartridges throughout Europe.

**Canon Giessen – Germany**  
Service and support centre and remanufactures Canon products.

**Canon Ophthalmic Technologies – Poland**  
Research and software development ophthalmic diagnostic equipment.

**BriefCam – Israel**  
Development and sales of video analytics solutions.



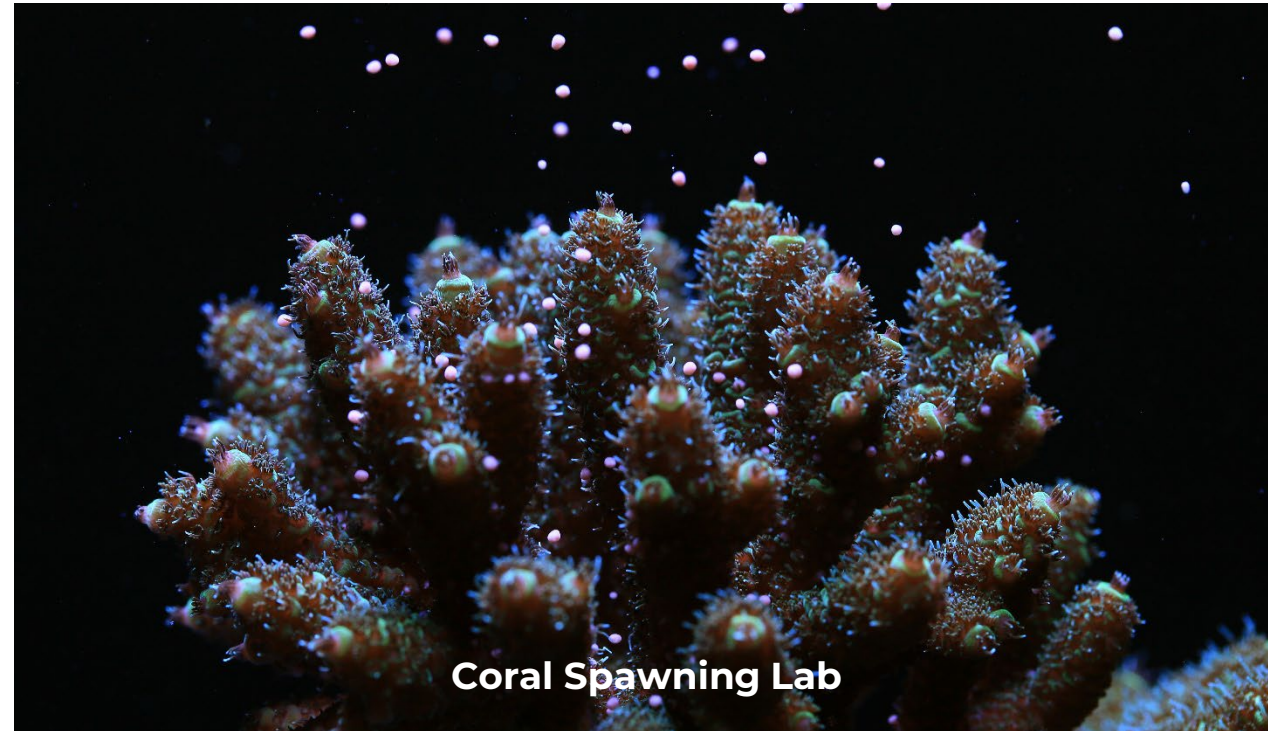
# SPONSORSHIPS & PARTNERSHIPS

Our sponsorship and partnership activities across EMEA span a range of social and cultural activities.

Through these activities, we strive to contribute our imaging expertise and broad product portfolio to make a difference within society.



United Nations



Coral Spawning Lab



Visa pour l'image



SUSTAINABLE DEVELOPMENT GOALS  
**ACTION  
CAMPAIGN**

United Nations

# OUR SOCIAL CONTRIBUTIONS

Delivering positive social impact lies at the heart of our Kyosei philosophy of living and working together for the common good.

We're empowering the next generation through social initiatives and storytelling programmes that give thousands of young people the opportunity to share their stories and drive sustainable change.

We help to prepare people from a wide range of backgrounds across EMEA for the future by using our products, expertise and partnerships to empower them and help them grow.



**Young People Programme**



**Miraisha**



**Canon Young Champion of the Year Award**



**Student Development Programme**



# VIEW

Discover how our technology is used to inspire change with incredible stories from across the world.



[From commuter town to coral reef](#)



[Uncovering the secret lives of dinosaurs](#)



[The Tiny Forests enchanting communities](#)



[Let there be...Life](#)

# FIND OUT MORE

Want to find out more about Canon?  
Why not [visit us at www.canon-europe.com](http://www.canon-europe.com)

Or why not check out some of our other channels:

- [Newsroom](#): Find out the latest information from us
- [View](#): Celebrating stories around our brand
- [Podcast](#): Our award winning 'Shutter Stories'

Or you can connect with us on our social media channels;

