

An underwater scene featuring a vibrant coral reef on the left side, with various types of coral in shades of yellow, orange, and brown. The water is a clear, deep blue. Numerous fish are swimming throughout the scene, including several prominent striped surgeonfish with black, white, and yellow stripes, and many smaller, colorful fish in the background.

Canon

**WE ARE
CANON**

2025 Corporate Story

CONTENTS

WHO WE ARE

3 Our Purpose

8 Our History

WHAT WE BELIEVE IN

12 Our Corporate Philosophy

13 Our Brand Purpose

14 Our Sustainability Goals

WHAT WE DO

19 Our Business

25 Canon Group Companies

WHERE WE DO IT

26 Our Region

WHO WE COLLABORATE WITH

28 Sponsorships & Partnerships

WHAT ELSE?

31 Find Out More



**FOR OVER 85 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**

CANON BY NUMBERS



Fortune **500**
company



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



Ranked in the world's
top 10 for **41 years**
running in US patent
registrations ranking



2,329 patents
obtained in 2024



330 worldwide
subsidiaries in
2023



170,340 employees
worldwide in 2024



€27,346m net sales
in 2024 – exceeding
the sales record set
in 2007



€970m net
income in 2024

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 cutting-edge imaging solutions. From medical imaging to office and commercial printing, 8K output, and analytics for video and mixed reality, through to semiconductor.

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

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

2024

We released the FPA-3030i6 semiconductor lithography system, with a newly developed lens, designed to meet the growing demand for power devices

We launched the EOS R1, our flagship mirrorless camera setting new standards for performance and creativity

KYOSEI 共生

OUR CORPORATE PHILOSOPHY

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.



IMAGING TO TRANSFORM OUR WORLD

OUR PURPOSE

Canon has a definitive and important role to play in society.

We're pioneers, constantly redefining the world of imaging for the greater good. Through our cutting-edge technology and innovative spirit, we're pushing the boundaries of what's possible to reveal a world unseen.

From underserved communities to unformed ideas and species under-threat, there's so much we don't see. As an imaging technology leader, we're bringing these to the forefront in new ways. Because when we can see our world, we can transform it for the better.



A person stands on a rocky ledge, looking out from a cave opening. The scene is illuminated by a warm, golden light, likely from a sunset or sunrise, creating a silhouette effect. The cave's interior is dark and textured with rock. Outside, a large tree stands prominently on the right, and other trees are visible in the distance. The overall mood is contemplative and serene.

OUR SUSTAINABILITY GOALS

CANON EMEA SUSTAINABILITY 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 CO₂ emissions per product (vs 2008), and net zero by 2050.

New CO₂ 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 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

AWARDS AND RECOGNITION



We've been recognised with the EcoVadis Gold Rating for our sustainability efforts, which places us within the top 5% of companies assessed globally, with an overall score in the 98th percentile.

The EcoVadis recognition and achievement highlights our strong sustainability commitment and action throughout our global business across crucial areas covering environmental, social and governance criteria.



We've been awarded an A score for climate change by CDP, the third time we have been included on their highest-ranking A list and placing us in the top 2% of companies assessed in this category.

The CDP is an international environmental non-profit organisation which evaluates major companies and organisations worldwide on their efforts to tackle environmental issues.



As of 2023, ISO 14001 consolidated certification covers Canon Inc. as well as 120 Group companies in 40 countries (533 operational sites) and regions around the world.



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

PRODUCT PORTFOLIO

Our portfolio of optical and imaging technologies



Cameras



Broadcast Lenses



Printing



Lenses



Network Cameras



Lithography Equipment



Medical

WE ARE THE POWER BEHIND GREAT STORYTELLING

Beloved by photographers, content creators, 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 from hobbyists through to professionals.

From Mirrorless and DSLR cameras, to compact photo printers, and professional 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 digital solutions and services.

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 and precision in the manufacturing 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 cutting-edge products and solutions to the market.

NETWORK CAMERAS



Security and video surveillance company



Creator of open platform video management software



MEDICAL



Global provider of diagnostic medical imaging systems



Medical solutions specialist

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, United Kingdom and Amstelveen in The Netherlands.

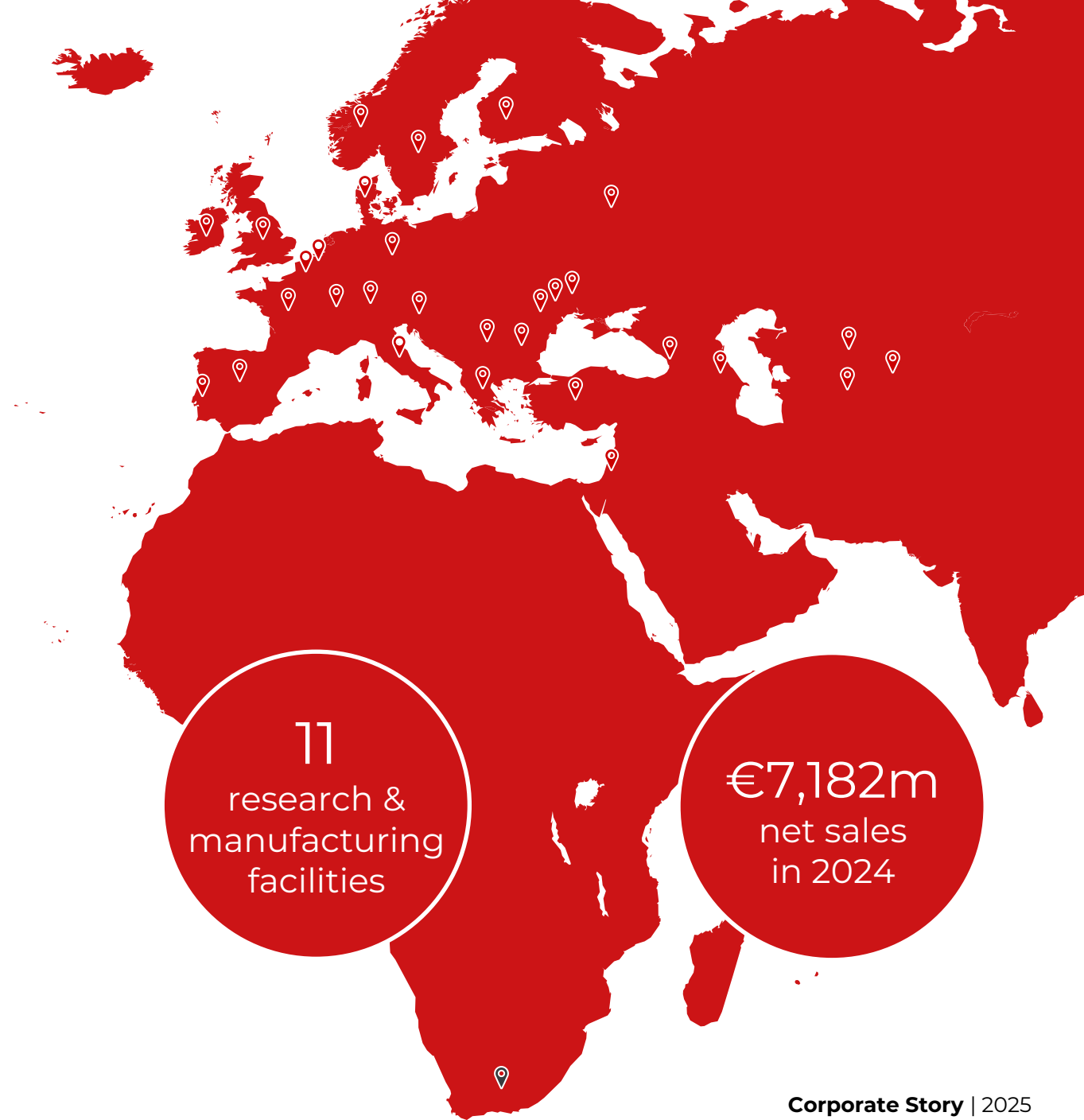
Both are supported by national and regional sales offices:

22,569
employees

Active
in over
120
markets

11
research &
manufacturing
facilities

€7,182m
net sales
in 2024



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.

1

Canon Medical Research Europe – Edinburgh

R&D of clinical decision support systems AI automation.

2

Canon Production Printing – Netherlands

R&D and manufacture of high-speed high volume cutsheet printers and consumables.

3

Canon Production Printing - Germany

R&D and manufacture of high-speed high volume continuous feed printers and large format.

4

NT-Ware – Germany

Development and sales of print and scan management solutions.

5

Milestone Systems – Denmark

R&D of video management solutions.

6

Axis Communications – Sweden

R&D of network video solutions.

7

Canon Bretagne – France

Produces, manufactures and fills toner cartridges and recycles Canon cartridges throughout Europe.

8

Canon Giessen – Germany

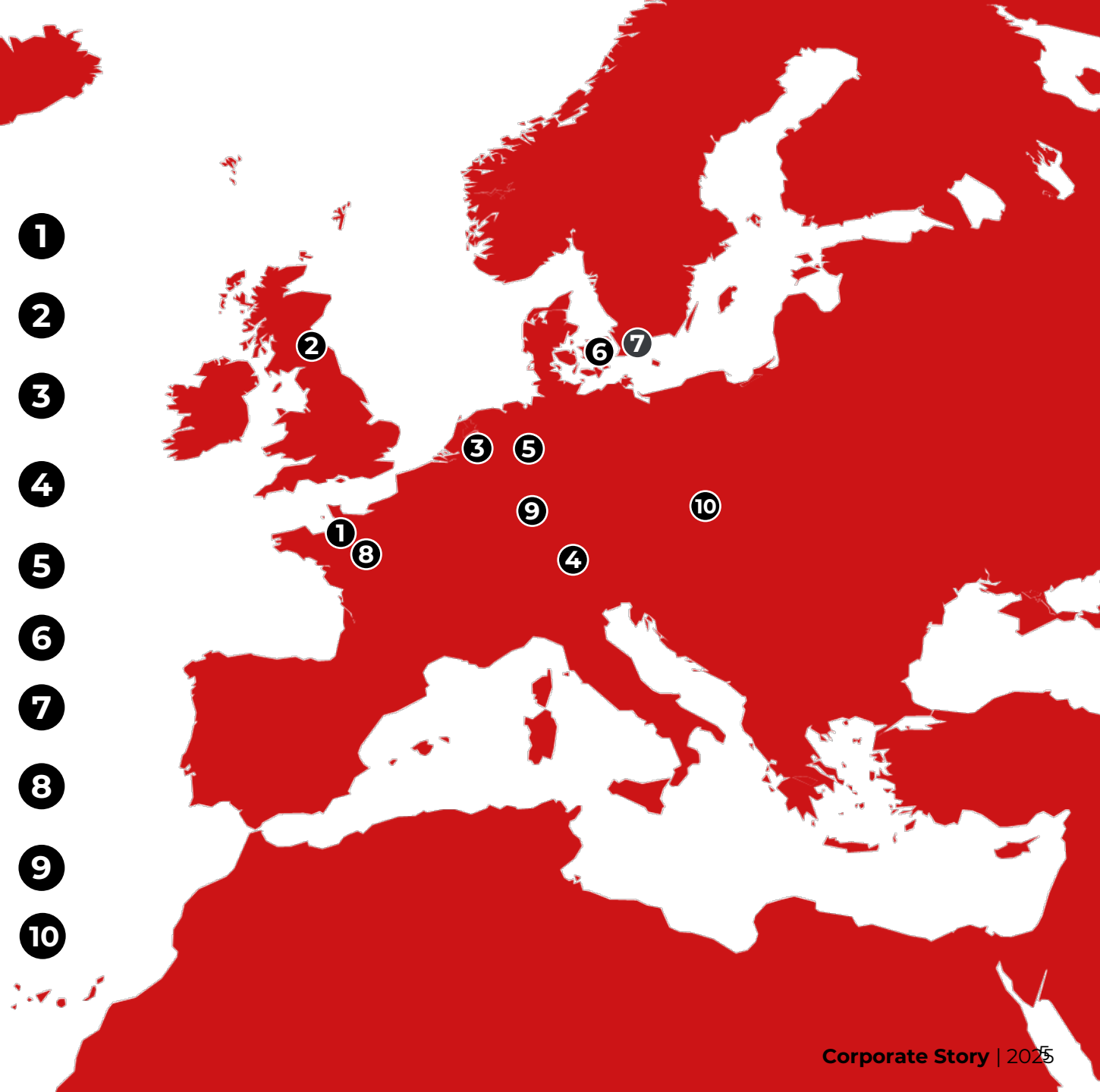
Service and support centre and remanufactures Canon products.

9

Canon Ophthalmic Technologies – Poland

Research and software development ophthalmic diagnostic equipment.

10



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



We're a signatory of the United Nations Global Compact, committing to work towards supporting the UN SDGs by their 2030 deadline.

WORLD UNSEEN



Our World Unseen initiative has enabled people with sight loss to better engage with the visual world. As part of this, we've partnered with sight loss charities across EMEA.

VISA POUR L'IMAGE



Visa Pour L'Image, the international festival of photojournalism, welcomes visitors from around the world for a series of exhibitions, roundtable discussions, screenings and award presentations.

CORAL SPAWNING LAB



Coral Spawning Lab offers a unique tool to tackle the current coral crisis. Guided by their own scientific research, they design and install bespoke aquaria aimed primarily for the spawning of more climate resistant corals.

OCEAN PHOTOGRAPHER OF THE YEAR

*Ocean
Photographer
of the Year*

The Ocean Photographer of the Year is a celebration of our beautiful blue planet, as well as a platform to highlight the many plights it is facing.

OUR SOCIAL CONTRIBUTION

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.

CANON YOUNG PEOPLE PROGRAMME



[Learn more](#)

MIRAISHA



[Learn more](#)

CANON YOUNG CHAMPION OF THE YEAR AWARD



[Learn more](#)

WORLD UNSEEN



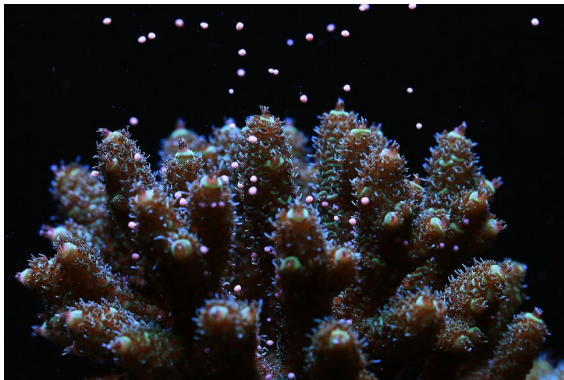
[Learn more](#)



Let there be...LIFE



Learning to hear,
learning to be heard



From commuter town to
coral reef



Designing in detail for
people and planet

VIEW

VIEW is where we bring our brand values to life and uncover things you might not know about us.

Our cameras and printers are, of course, what we're best known for, but they're far from the whole story.

From mobile CT scanners to empowering the next generation of storytellers, there's more to us than meets the eye.

FIND OUT MORE

Want to find out more about Canon?
Why not visit us at www.canon-europe.com

Or why not check out some of our other channels:

- [Newsroom](#): Find out the latest information from us
- [VIEW](#): Where we reveal the unseen
- [Podcast](#): Our award winning 'Shutter Stories'

Or you can connect with us on our social media channels

