



**Canon in Europe,
Middle East & Africa**

Canon



Kyosei

「What's good for society is
also good for business」

共生

Kyosei is Canon's corporate philosophy and lies at the heart of our brand, business and sponsorship activities. Kyosei is a Japanese word that means living and working together for the common good – a principle that is embraced by all Canon employees. It shapes our mission and our values, the way we treat our people and conduct our business.

Beyond our company activities, Kyosei influences the way we operate within the wider community and with organisations throughout the world. We believe that being a good corporate citizen is of paramount importance and are mindful of how our activities impact on our customers, employees, partners and the world around us.

Canon

Introduction to Canon Global

Canon Inc. is one of the world's leading technology brands, now undergoing strategic transformation to drive future global growth in new areas alongside existing business



Commercial printing



A CANON COMPANY

Network Visual Solutions



Core business



Industrial products



Medical systems



CANON MEDICAL SYSTEMS

Canon by Numbers Global

80
years in
business

Fortune
500
company

\$35,603 M
Net sales in 2018

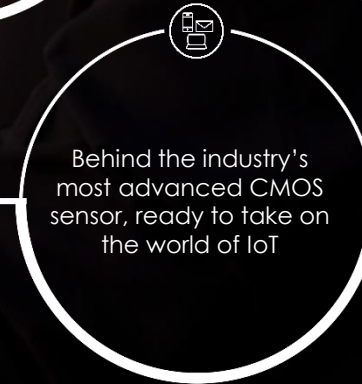
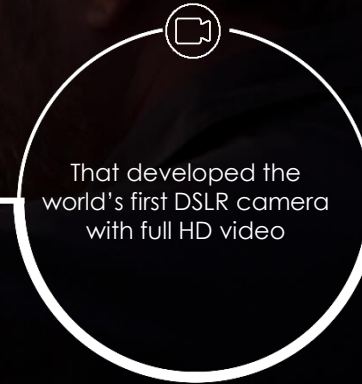
3056
patents
granted

376
worldwide
subsidiaries
in 2018

195,056
employees
worldwide

\$2,277M
Net Income (2018)

We're the brand...



How we got there

Notable achievements and examples of Canon being 'a step ahead'

1934

As Precision Optical Instruments Laboratory, Canon enters the camera market with the Kwanon, a prototype of Japan's first 35mm focal-plane-shutter camera

1959

The iconic world's first 8mm cine camera with zoom lens, the Reflex Zoom 8 is brought to market

1965

Canon breaks into the B2B market with its 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

Canon launches its decade-defining EOS photography and videography System and EF lenses

Canon launches a broadcasting lens with 50x zoom, the highest zoom ratio in the world at that time

1996

Canon's first APS film camera, the IXUS is launched, selling out its predicted production output for the year in just two days

1997

Canon's camera production reaches an astounding 100 million units

2005

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

2018

Canon enters the full frame mirrorless market with its new EOS R System and RF lens mount

Canon celebrates a production milestone with its EF lenses hitting the 140 million mark

Always looking to the future

Research and Development is the lifeblood of Canon and every year we invest more than 8% of our sales into developing new products.

Our continued innovation in cutting edge technologies can be seen in the thousands of patents we file.

In 2018, Canon Inc. was ranked third for U.S. patents filed, making it the only company to achieve a top 5 ranking for 33 years in a row.



Made for life Canon Medical Systems Europe

Canon Medical Systems generates high quality medical data through CT, MRI, X-ray and Ultrasound so that clinicians can provide the right care. Diagnostic imaging must keep pace with medical advancements to bring clinicians the most effective and efficient tools to deliver the most accurate diagnoses and best treatment possible.

“We are saving lives every day by helping to stop the world’s worst diseases”

Toshio Takiguchi
President & CEO, Canon Medical
Systems Corporation

Canon

Imaging for industry

Canon is using its imaging expertise to drive technological advances across a range of industries that rely ever-more heavily on visual data.



Medical Imaging

Developing new tools through deep learning to predict and monitor conditions with incredible accuracy



Machine Vision

Providing industrial robots with 3-D recognition capabilities



CMOS Image Sensor

Ultrahigh-Sensitivity, Ultrahigh-Resolution



Network Visual Solutions (NVS)

The cornerstone of smart cities and civic safety



Nanoimprint lithography

The ground-breaking miniaturisation of semiconductors at the heart of the tech revolution



User Interface Technology

The development of a variety of technologies, including gesture recognition and mixed reality



Canon Tokki

Equipment for manufacturing the OLED displays, found everywhere from smartphones to car dashboards

EMEA Map

To manage our EMEA presence, we have a number of **Regional HQs** across Europe, with our principal offices being in **London** (United Kingdom) and **Amstelveen** (The Netherlands).

To be closer to our customers, we also have Regional and National Sales organisation offices, as well as service centres, in strategic locations across the region, including:

- The Nordics
- Iberia
- Eastern Europe
- North, South and West Africa
- Russia





Contribution to Circular Economy

Canon contributes to the Circular Economy through printer remanufacturing and refurbishment, for example through our EQ80 range at facilities in Giessen, Germany. We also run a toner cartridge recycling programme at Canon Bretagne, France.

Globally:

- Remanufactured 19,350 tons of plastic from used products for reuse as raw materials
- Directly reused 14,853 tons of products and parts in the past five years

1990 – 2018

- Collected and recycled 408,000 tonnes of cartridges globally
- Saved over 601,000 tonnes of CO2 emissions
- Reduced our reliance on new raw materials by more than 285,000 tonnes

Canon by Numbers EMEA





Inspiring by example

Our pioneering Ambassadors Programme brings together some of the world's best photographers and videographers from across EMEA. Since 2008, they have collaborated with Canon Europe to help us address customers' changing needs and tell important, inspiring and often challenging stories.

A young woman with blonde hair in a ponytail, wearing a dark jacket, is smiling and looking down at a camera. A young man with dark hair, wearing a grey hoodie and a Canon EOS 80D camera strap, is also smiling and looking at the camera. They are outdoors, and the background is slightly blurred.

Imaging for good

Equipping people to harness the power of visual storytelling to spark positive change.

Young People

Empowering young people aged 13-18 years to express the need for positive change in the world. Through visual storytelling they are able to highlight the issues that matter most to them.

Young People Programme

Developing Pro

Growing the imaging skill set of young talent to enable sustainable livelihoods in professional photography, filmmaking, videography and print.

Miraisha and Visa pour l'image Programme

Professional

Working with professional photographers to bring a visual voice to a large audience on environmental and societal issues.

Ambassador Programme



Supporting the world's best professionals

The launch of the much-anticipated EOS R System is the latest example of our commitment to continual innovation in the professional imaging sphere, as well as our well-judged go-to-market approach.

Photography and videography professionals all over the world rely on our cameras, lenses, software and services. We also inspire, inform and support them through our Canon Professional Services.

Canon

Giving everyone the tools to tell their stories

Understanding today's photographers is the key to Canon's continued innovation in the consumer camera market.

- **Compact Digital Cameras with video capability**

We are most famous for our cameras – and for good reason. For 80 years we have supported the creativity of photographers with state-of-the-art technologies.

- **Home & Photo Printers**

Our high-quality home and small office printers are compact and easy to use. Our new pocket printer, the 'Zoemini', is the smartphone snapper's new best friend.



From entrepreneurs to enterprises

With over 50 years of experience, we are dedicated to helping businesses reach their full potential in an increasingly demanding and digital world. From the fast, efficient basics every entrepreneur needs, to market-leading solutions that maximise productivity for print service providers, our expertise and award-winning technology spans everything from home office and small desktop devices to large format and heavy-duty production print presses.

With the most comprehensive hardware, software and service portfolio in the industry, we offer our customers the best solutions specifically designed to meet their needs.

Canon

Doing what we do best

Our global reputation is well deserved, and we are proud to play a part in the lives of millions in more ways than we can count. Here are a few examples you might not expect:

Thirty Metre Telescope

Canon has been involved in the international "TMT International Observatory" project to build a large 30-meter diameter telescope in Hawaii. Manufacturing the mirror segments for the TMT, Canon is utilising its core strength in optical and imaging technologies to contribute to advances in astronomy.

Cancer-fighting with Artificial Intelligence

Canon Medical Systems Europe are creating a prototype which uses a combination of medical imaging technology and AI to improve assessment for asbestos cancer.



Netflix Originals Shot on Canon

Canon is a member of the Netflix's Post Technology Alliance and Canon Cinema EOS cameras are used in the production and post-production requirements of many Netflix Originals, including the Academy Awardwinning documentary Icarus.



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Rugby World Cup

Canon will serve as an Official Sponsor for Rugby World Cup 2019™ in Japan, which will take place in 12 host cities across the country from 20 September 2019.

Netflix Originals

Shot on Canon

Canon is a member of Netflix's Post Technology Alliance and Canon Cinema EOS cameras are used in the filming of many Netflix Originals, including the Academy Award-winning documentary Icarus.

The Post Technology Alliance brings together industry leaders committed to working closely with Netflix to innovate production workflows and support creatives globally. As a member, our products receive the Post Technology Alliance designation logo which signals that a product meets Netflix technical and delivery specifications and will continue to do so in the future.



Netflix Originals

Four Canon Cinema EOS cameras have been selected for the programme, with input from filmmakers behind many Netflix Originals, including the Academy Award-winning documentary *Icarus*, feature film *Our Souls at Night*, and Emmy-nominated series *Grace and Frankie*.

“With the shared goal of supporting filmmakers, and an ambition to serve the evolving needs of the production and post-production community, we are delighted to continue working closely with Netflix to champion the power of visual storytelling.”

Kieran Magee,
Director of Professional Imaging,
Canon Europe



Exploring the origins of the universe

The multi-million-dollar Subaru is located at the summit of Mauna Kea, Hawaii. Canon developed and manufactured its primefocus corrector lens unit, which is capable of capturing a galaxy approximately 13B light years from Earth.

The corrector lens unit is used in the Subaru's primary focus camera nicknamed the 'Hyper Suprime-Cam' and enables an ultra-wide field of view into space. The external diameter of the lens is 674mm (about 26.5 inches) and it weighs about 115 lbs.

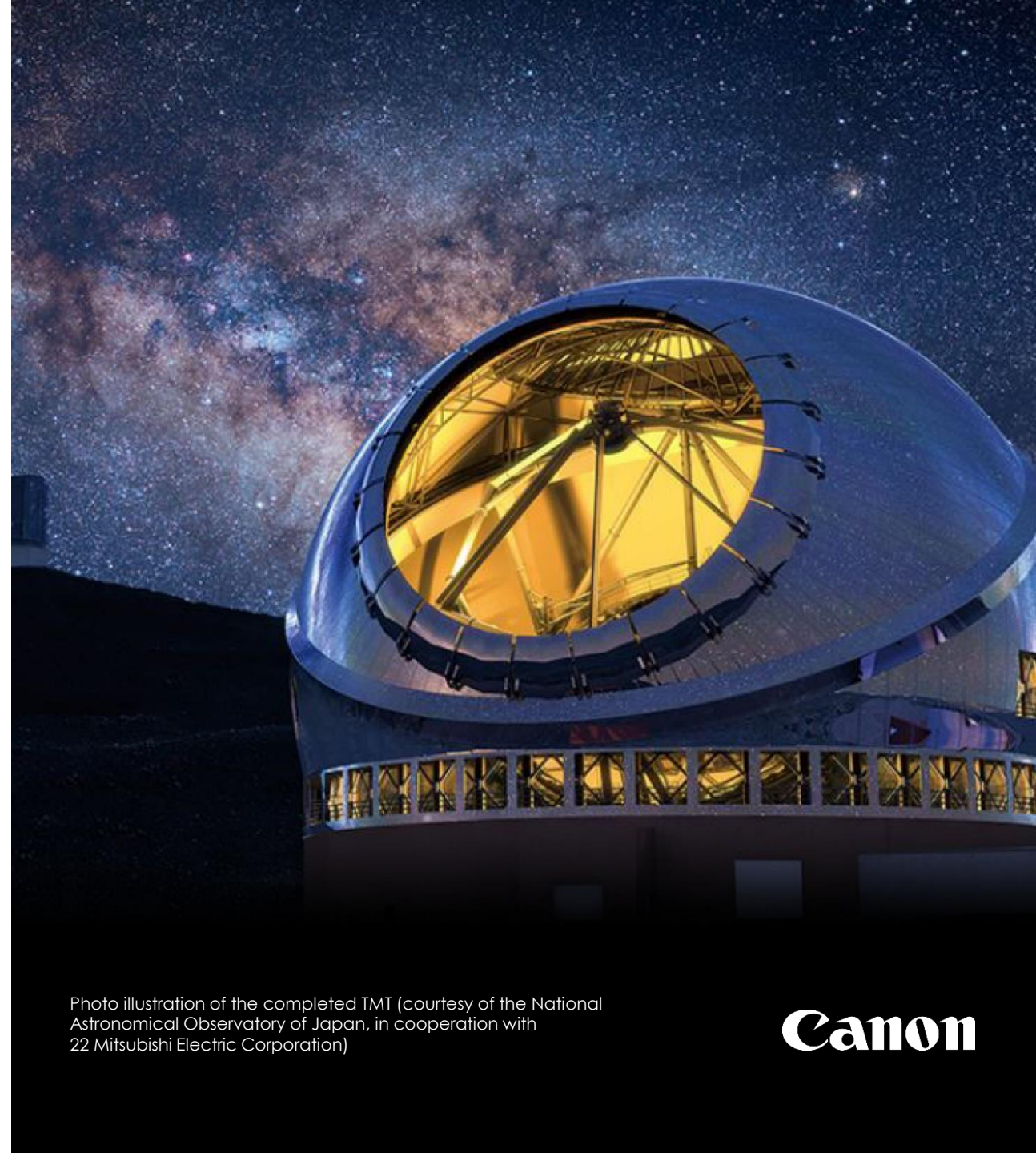


Photo illustration of the completed TMT (courtesy of the National Astronomical Observatory of Japan, in cooperation with 22 Mitsubishi Electric Corporation)



Thirty Meter Telescope (TMT) Project

The TMT is a five-nation international collaborative project supported by Japan, the US, Canada, China and India to construct 30-meter-diameter telescope in Hawaii.

Canon's proven track record on the Subaru Telescope project earned the company a role in manufacturing the mirror segments for the TMT.

The TMT's 30-meter-diameter primary mirror will comprise an array of 492 segments, with different segments fabricated in Japan (responsible for 30%), the US, China and India. Canon developed a proprietary processing and measurement system for large aspherical mirrors that is being used to mass produce the mirror segments.

Cancer-fighting with Artificial Intelligence

Canon Medical Research Europe is creating a prototype which uses a combination of medical imaging technology and AI to improve assessment for asbestos cancer.

Malignant Pleural Mesothelioma (MPM) is recognised as one of the most difficult cancers to manage and CMRE wants to demonstrate that Artificial Intelligence can be an effective tool in the fight against this particularly challenging cancer.

This project will develop AI technology that rapidly and accurately measures the size of the mesothelioma tumour, which could form an important component of a precision medicine system for treating patients with the disease.

“Canon Medical is fully focused on improving the lives of patients and providing the latest and most advanced clinical decision support tools to clinicians. MPM is a terrible condition for those that are unfortunate enough to suffer from it, and we believe that an automated assessment method using AI would be a major advance in fighting this disease and, potentially, other forms of lung cancer.”

Dr Ken Sutherland,
President, Canon Medical
Research Europe

The project team, which includes renowned MPM physician and researcher, Dr Kevin Blyth of NHS Greater Glasgow and Clyde, also hopes that an AI-based assessment tool could have a positive impact on the cost of cancer drugs, as clinical trials may become more efficient when using AI tools to determine whether new drugs are having a useful effect.

Rugby World Cup

Rugby World Cup 2019™

Canon will serve as an Official Sponsor for Rugby World Cup 2019™ in Japan, which will take place in 12 host cities across the country from 20 September 2019.

Hosted every four years, Rugby World Cup™ is one of the world's most prestigious sporting events with the world's top 20 national teams competing across 48 matches to win the ultimate prize in the sport, the Webb Ellis Cup.

As with other sporting competitions in the past, Canon will provide behind-the-scenes support to members of the press covering Rugby World Cup 2019™, including camera and lens maintenance services and product loans, to enable photographers to capture all the action of the tournament.



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