



WE ARE CANON

Canon

CORPORATE VISION

Enriching lives and business through
imaging experiences.

Everything we do, wherever we do it,
begins with this.



OUR LEGACY & FOUNDATION

- We're a leading technology company, founded in 1937, and we're dedicated to helping people reimagine and push the boundaries of what is possible through imaging.
- Our continuous innovation has kept us at the forefront of imaging excellence throughout our 80-year history which has enabled us to develop industry-leading technology supporting future demands of photographers, videographers, office workers, professional printers, medical imaging experts and more.
- As we expand our expertise, invest in the right areas and capture growth opportunities, we offer total solutions for our customer's changing world – from image capture to groundbreaking 8K printed output, enterprise to home office or manufacturing for our smart world and cities to frontline patient care.



Canon

OUR LEGACY & FOUNDATION



Fortune 500 company



Invest up to 8% of sales into developing innovative products each year



Rank most innovative manufacturer for over 35 years according to patent registrations in the US



3,226 patents granted in 2020



343 worldwide subsidiaries in 2020



181,897 employees worldwide in 2020



€25.89B net sales in 2020



€682.54M net income in 2020



Canon

OUR 80-YEAR JOURNEY SO FAR

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

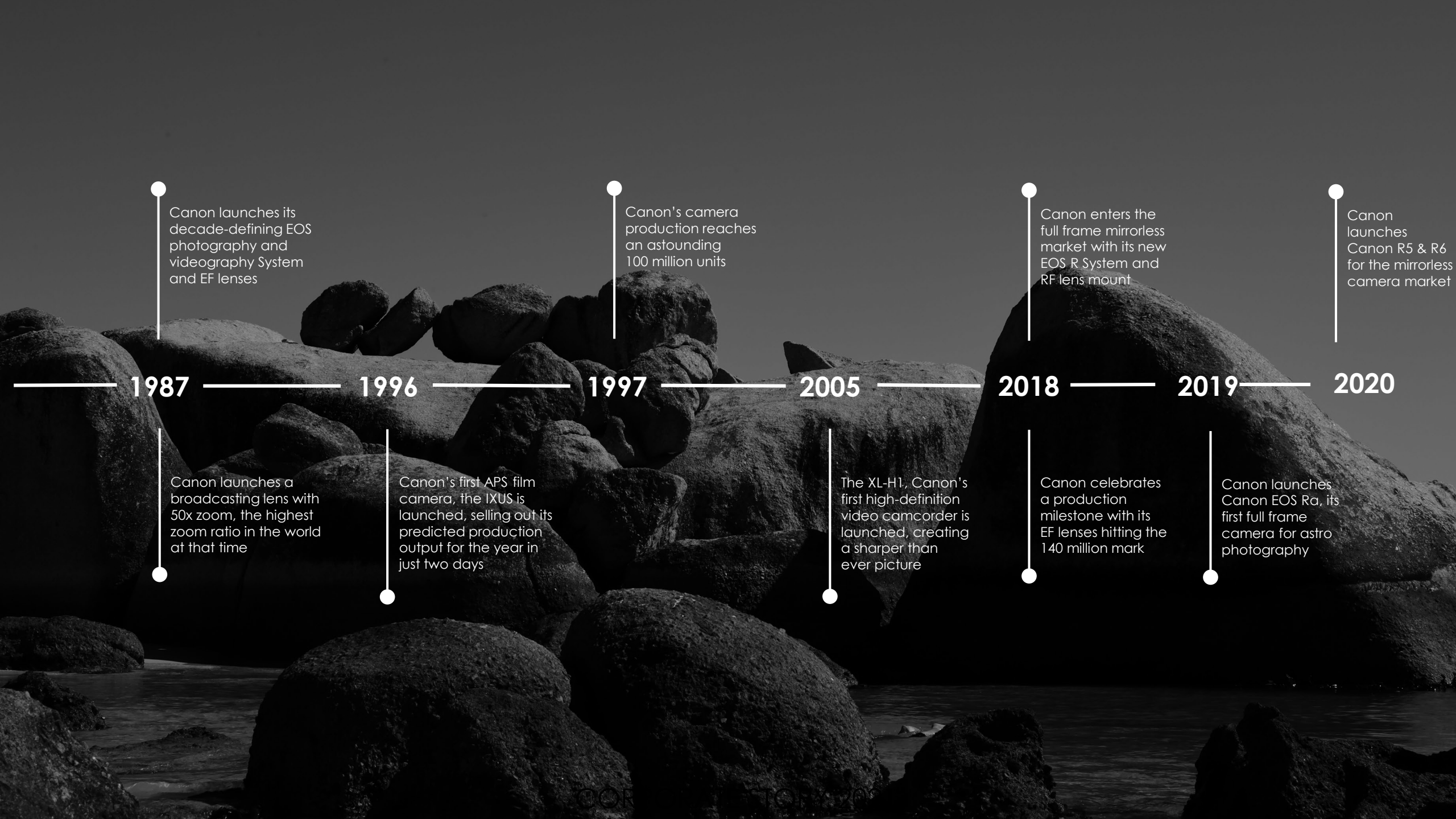
Canon breaks into the B2B market with its first copying machine, the Canofax 1000

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

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

2019

Canon launches Canon EOS Ra, its first full frame camera for astro photography

2020

Canon launches Canon R5 & R6 for the mirrorless camera market

OUR CORPORATE PHILOSOPHY

Behind our 80-year history and development as a business lies our corporate philosophy: a respect for humanity, an emphasis on technology, and an enterprising spirit.

Our corporate philosophy, **Kyosei**, which means living and working together for the common good – is a principle embraced by all Canon employees and it shapes our mission and our values, the way we treat our people and conduct our business.

Our philosophy, informs the work we do today and influences the way we operate within the wider community and throughout the world. By continuing to reduce environmental impacts across our operations, ensure a reduced carbon footprint and empower a new generation of visual storytellers.

Throughout the last year we have been living up to our Corporate philosophy by supporting our employees, customers, business partners and communities through the pandemic as well as fighting to bring an end to the COVID-19 pandemic.

共生

A misty mountain landscape with a forested peak. The mountain is covered in dense green trees, and the lower slopes are shrouded in white mist. The sky is a pale, overcast grey. The title 'ONE SHOT TO SAVE OUR PLANET' is centered over the mountain in a bold, white, sans-serif font. A thick red horizontal line is positioned directly beneath the title.

ONE SHOT TO SAVE OUR PLANET

Kyosei is also about staring down the greatest threats to life on earth. By accelerating our focus on sustainability – both environmental and social.

And delivering on our commitment to be ever more responsible, ethical providers of products and services. Keeping materials in use for longer, cutting out waste, and improving energy efficiency all the way through.

COVID-19 SUPPORT

Throughout the pandemic we have been supporting local communities through product and other donations and we have also undertaken a number of steps to assist in combating the COVID-19 pandemic.



Canon Medical Systems **donated an X-ray CT diagnostic system** to the City of Wuhan to help fight against the virus, as well as supporting hospitals and their services with **temporary, mobile solutions**.



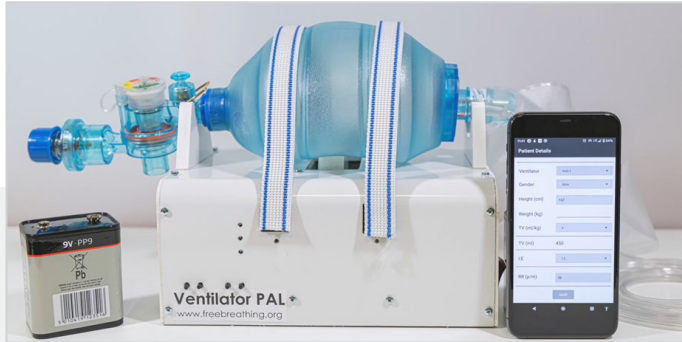
Canon EMEA has offered **free document solution rentals** to medical institutions in certain regions.



Canon joined a coalition of organisations **making their intellectual property freely available for use in tackling COVID-19**.

COVID-19 SUPPORT

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Canon Production Printing **supported the development and production of the easy-to-use, low-cost ventilator FDR-e**, an initiative of the Dutch company Stogger B.V. and Radboud University Medical Center.



Canon Medical Systems UK **delivered a Relocatable CT Scanner** to Bradford Royal Infirmary to **help reduce the risk of infection** among healthcare workers.



Canon Medical Systems announced the start of **development of a rapid genetic testing system for COVID-19**.

A person in winter gear stands on a snowy mountain peak, looking out over a vast range of snow-capped mountains under a blue sky with scattered clouds. The person is seen from behind, with their shadow cast on the snow. The mountains in the distance are partially shrouded in mist or low clouds.

OUR PURPOSE IMAGING TO TRANSFORM OUR WORLD

[Learn more here](#)

OUR BUSINESS

We deliver **best-in-class** optical technology and imaging products for:



Photographers, content producers and videographers of all levels

[Click on image to find out more.](#)



Input to output for consumers to home and for small to large scale enterprises

[Click on image to find out more.](#)



Supporting **patient care** and **advanced imaging diagnostics**

[Click on image to find out more.](#)



Industrial equipment that supports the future

[Click on image to find out more.](#)

Canon

OUR PILLARS

We are constantly redefining the world of imaging for the greater good. Through our technology and spirit of innovation, we push the bounds of what is possible – helping to see our world in ways we never have before.



We are transforming the way we work to shape a more **sustainable world**.



Together with the world's leading creatives, our **partnerships and education programmes** set out to connect, inspire and empower people at every stage of their journey



We are the only brand in the world able to **deliver best-in-class optical technology** and **imaging products** from input to output for consumers, businesses and professionals alike



Canon's lens, image sensor, and image and video engines represent the most advanced optical technologies in the world. We are building **future technologies that will transform our world**

THE CANON GROUP COMPANIES

We offer the broadest portfolio of optical technology with the wealth of companies we have in the Canon group to bring the best innovative and imaging technology to 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

Within the EMEA region we have been in business for over 60 years, and we have two head offices in London (United Kingdom) and Amstelveen (The Netherlands).

We are supported by National and Regional sales offices throughout the region:



22,578 employees



Active in over 120 markets



102 nationalities



11 research & manufacturing facilities



€6.52B net sales in 2020

Canon



OUR RESEARCH AND MANUFACTURING FACILITIES



1. Canon France Research Centre France S.A.S

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.



2. Canon Medical Research Europe Ltd.

R&D of clinical decision support systems AI automation.



3. Canon Production Printing Netherlands B.V.

R&D of large format commercial printers, medium and high-speed printers for office use, consumables etc.



4. NT-WARE System Programming GmbH

Development and sales of print and scan management solutions.



5. Milestone Systems A/S

R&D of video management solutions.



OUR RESEARCH AND MANUFACTURING FACILITIES



6. Axis Communications AB
R&D of network video solutions.



7. BriefCam Ltd.
Development and sales of video analytics solutions.



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



9. Canon Giessen, Germany
Service and support centre and remanufactures Canon products.



10. Canon Production Printing Germany GmbH & Co. KG
R&D, manufacture, sale and distribution of very high speed volume printers, ancillary equipment, software and consumables



11. Canon Ophthalmic Technologies Sp. z o. o.
Research and software development ophthalmic diagnostic equipment

SPONSORSHIPS & PARTNERSHIPS

Our sponsorship and partnership activities across EMEA span a range of social, cultural and sporting activities that support our Business and Corporate Social Responsibility objectives. Through these activities, we strive to contribute our imaging expertise and broad product portfolio to make a difference within society.



Expo Dubai



Visa pour l'Image



United Nations



Young People Programme



Miraisha Programme



YOUNG PEOPLE PROGRAMME

We inspire and empower the next generation by:

- Teaching young people how to express themselves
- Providing them with the tools to create and tell their story
- Enabling their voices to be heard



FIND OUT MORE

Want to find out more about Canon?

Why not **visit us at www.canon-europe.com**

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- [Newsroom](#): Find out the latest information from us
- [View](#): Industry news, innovation and technology trends
- [Blog](#): Learn more through our stories, events, and hot topics
- [Podcast](#): Our award winning 'Shutter Stories'

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



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FIND OUT MORE

Find out more about us through these videos.



1. [Who is Canon](#)



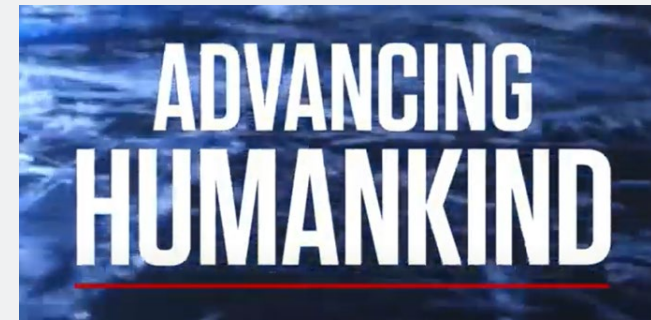
2. [Preserving the Past](#)



3. [Capturing the Present](#)



4. [Shaping the Future](#)



5. [Advancing Human Kind](#)