

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 190,000 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 second quarter of fiscal 2011 were ¥836.6 billion (US \$10,328 million) (April 1, 2011 - June 30, 2011).
- Canon's consolidated net sales for Canon Inc. for the first half of 2011 were ¥1,675.8 billion (US \$20,688 million) (January 1, 2011 - June 30, 2011). Canon's consolidated net sales for Canon Inc. for the year 2010 (ended December 31, 2010) totalled ¥3,707 billion (US \$45,764 million or 34.3 billion euro). Euro and Dollar amounts are translated solely for the convenience of the reader from yen at the rate of JPY 108 = 1 euro, the approximate exchange rate on the Tokyo Foreign Exchange market as of December 30, 2010, and JPY 81 = US \$1, the approximate exchange rate on the Tokyo Foreign Exchange market as of June 30, 2011
- Canon Inc. remained profitable in the first half of fiscal 2011 with net income of ¥109.3 billion (\$1,350 million)
- Canon Europe contributes approximately a third of the company's global revenue, selling to customers in more than 116 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 Interbrand's 100 Best Global Brands 2010 survey
- Canon has also been awarded Reader's Digest Most Trusted Camera Brand in Europe for 11 consecutive years
- Canon was ranked 5th in the Fortune World's Most Admired Companies 2011 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 CO₂ 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 to maintain its position as the No.1 manufacturer of DSLRs with 42.8% MASH*
- In 2010 the EOS 1000D and EOS 500D were the 2nd and 3rd highest selling DSLR models in Europe*
- 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 2012™
 - 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 2010, the Company invested ¥315.8 billion in R&D, accounting for 8.5% of sales. From this total,
 - ¥96.2 billion, or 30.5%, was allocated to the Office segment
 - ¥82.8 billion, or 26%, went to the Consumer segment
 - ¥136.8 billion, or 43.5% went to the Industry and Others segment
- In 2010, the Company was granted 2,543 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 27-year period)
- Canon has ranked among the top 5 U.S patent recipients from 1992 to 2010 (a 19-year period)
- Canon has ranked among the top 3 U.S patent recipients in 21 of last 24 years

* Gfk EU12 Jan-Dec 2010 (volume).

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