

Enterprise Segment Business Briefing

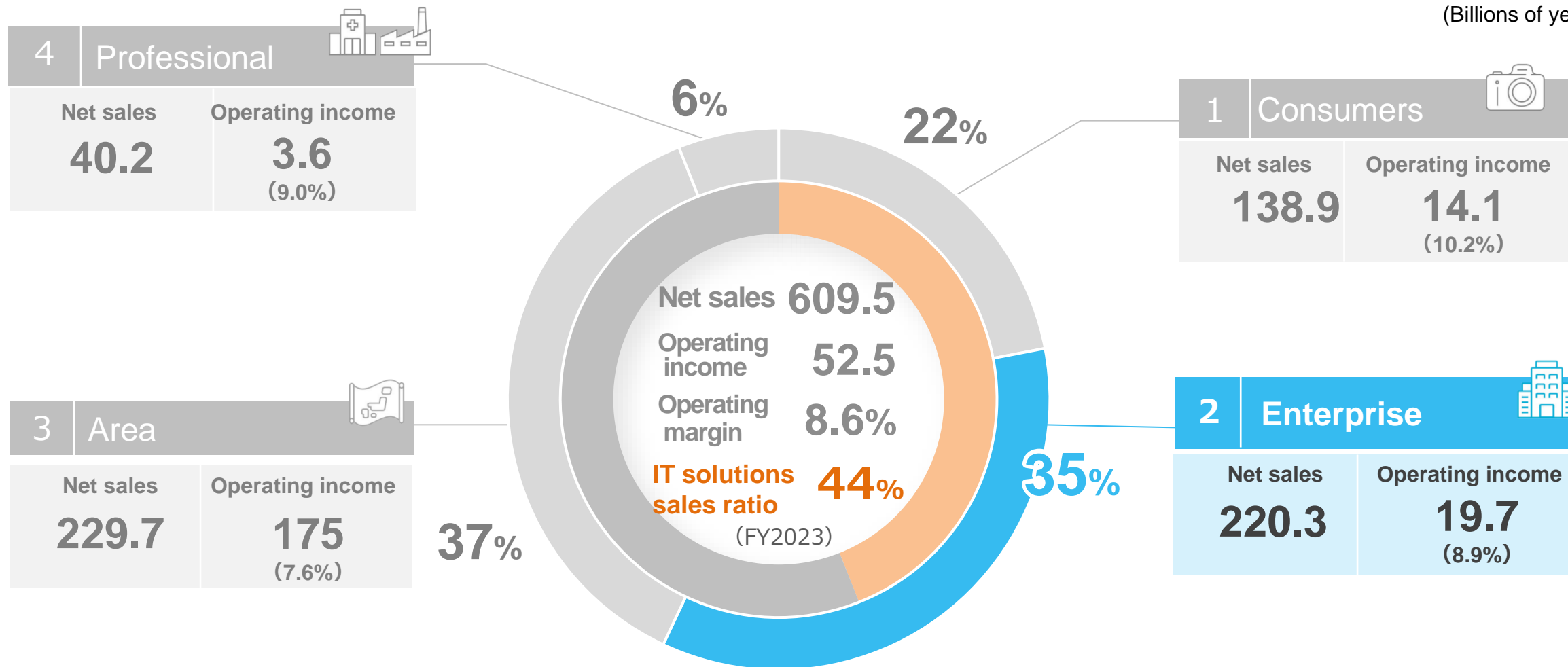
July 24, 2024

Canon
Canon Marketing Japan Group

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- * The figures are rounded off to the nearest 100 million yen in this material.
 - * Forward-looking statements and results forecasts presented in this material are based on the management's assumptions using currently available information and therefore contain inherent risks and uncertainties. As a consequence, due to a range of possible factors, actual results may materially differ from the forecasts.

Introduction to Enterprise Segment

(Billions of yen)



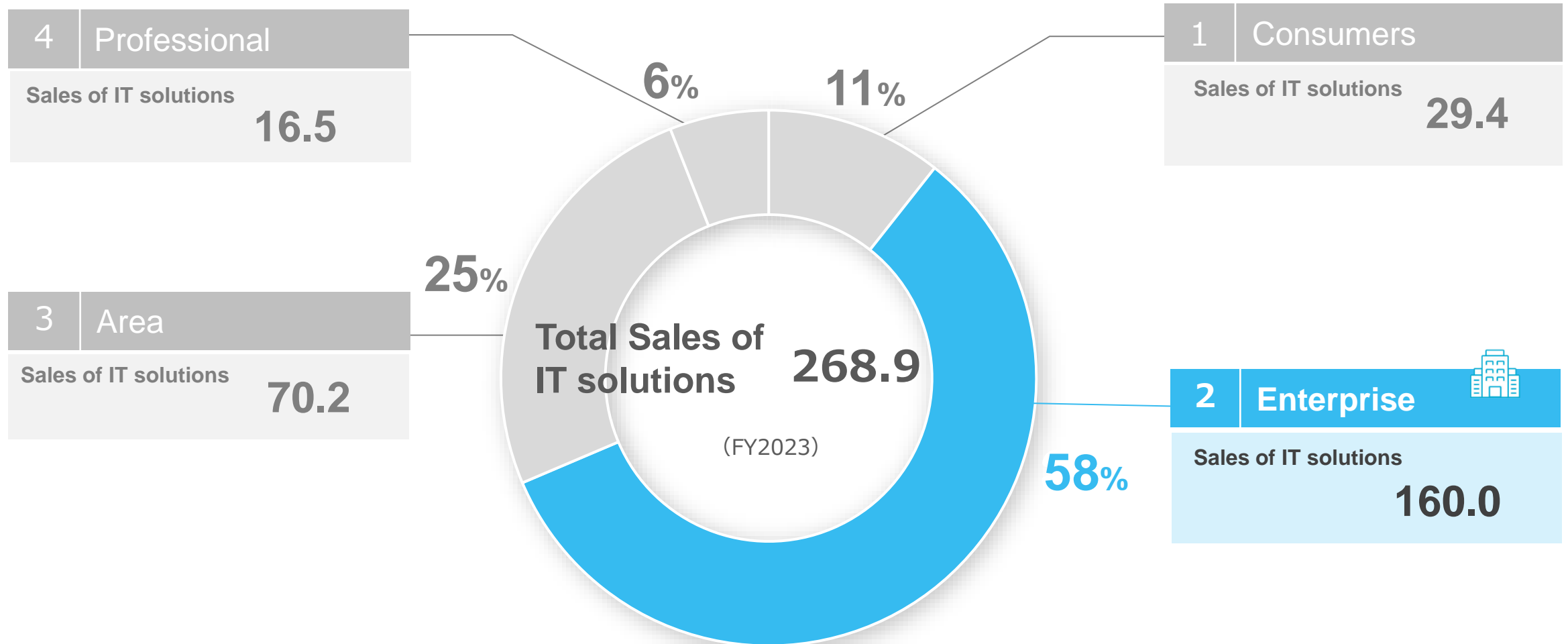
* Starting from FY2024, the Company transferred a part of the sales channel organization in the "Area" segment, to the "Consumer" segments. As a result, the FY2023 financial results have been reclassified between the two segments.

* The sales shares of individual segments are calculated on their respective simple total sales.

* In addition to what is mentioned above, net sales of -19.7 billion yen and operating income of -2.4 billion yen are posted for the other segment, which are elimination of inter-segment transactions, shared service business and corporate expenses that do not belong to any segment.

Introduction to Enterprise Segment

(Billions of yen)



* Total sales of IT solutions is the FY 2023 results and is not reclassified in consideration of a business transfer, etc.

* The sales shares of individual segments are calculated on their respective simple total sales.

* In addition to what is mentioned above, IT solutions sales of -7.1 billion yen are posted for the other segment, which are elimination of inter-segment transactions, shared service business and corporate expenses that do not belong to any segment.

Enterprise Segment Business Briefing

July 24, 2024

Hiroyuki Matsumoto

Senior Vice President

Director of Enterprise Business Unit

Canon

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1 Outline of Enterprise Segment

- Scope of Enterprise Segment
- History of the Enterprise Segment
- Trends in Net Sales and Operating Income in the Enterprise Segment
- Our Strength

2 Growth Strategy for Enterprise Segment

- Direction of Growth of Enterprise Segment
- Independent Growth Targets
- Notion of Integrated Growth
- Initiatives for Integrated Growth

3 For Continued Growth in Future

- Primagest, Inc. joins the Group
- Achieving the Purpose

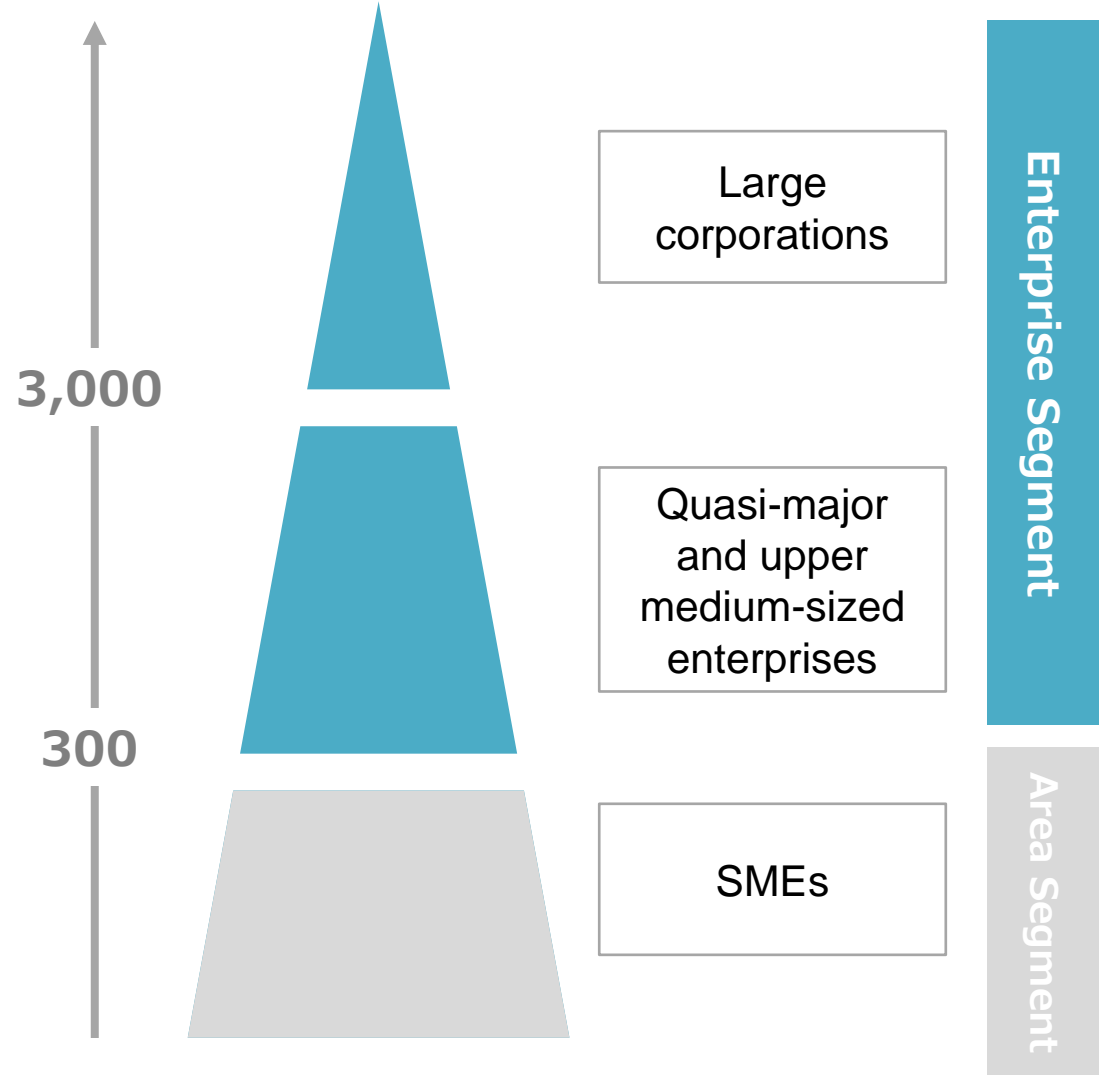
Notification in this material

Canon Marketing Japan Inc. → Canon MJ
Canon IT Solutions Inc. → Canon ITS
GB Solution Division → GBS HQs

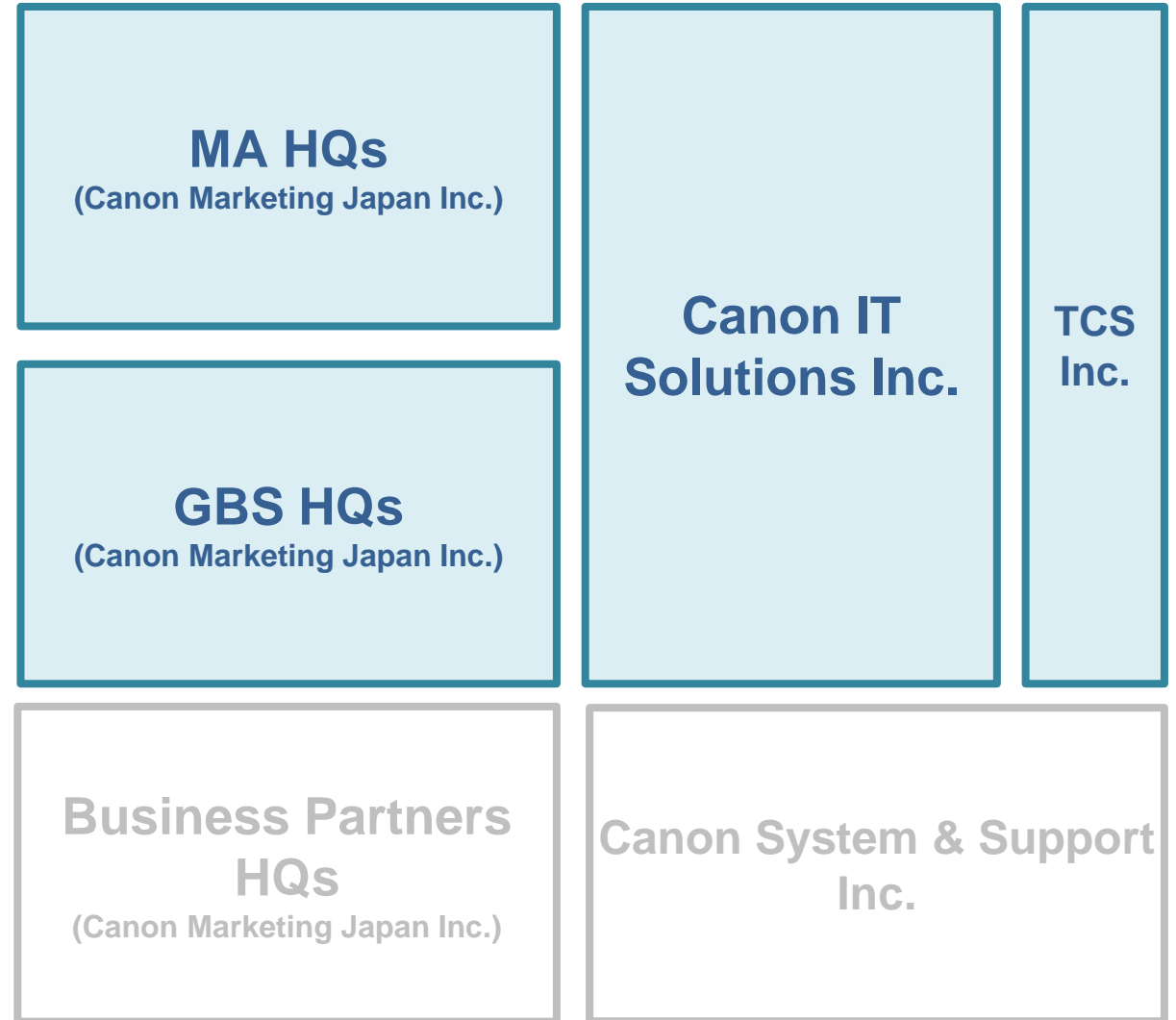
1. Outline of Enterprise Segment

Scope of Enterprise Segment

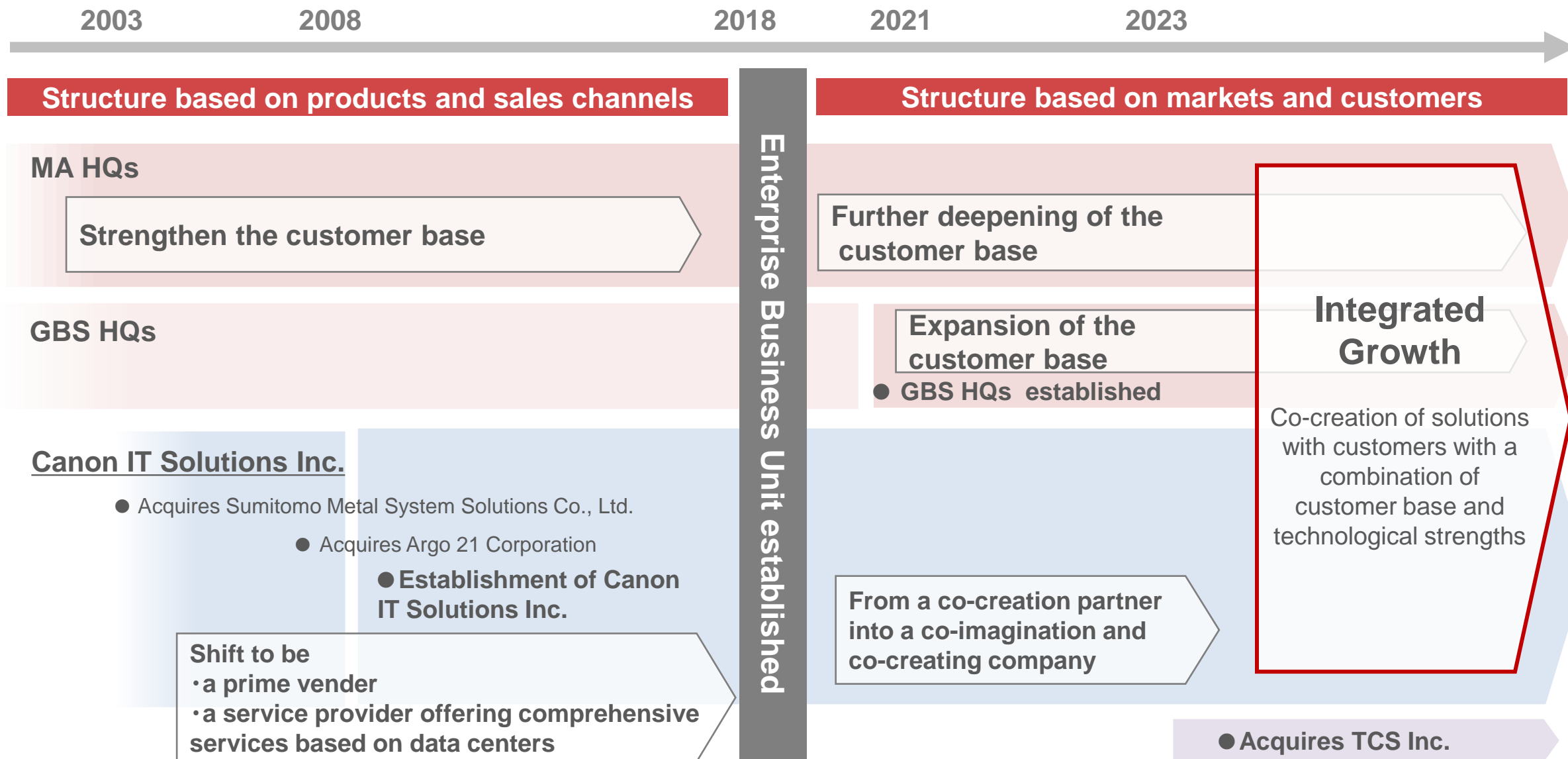
Number of employees



* MA : Major Accounts
GB : General Business

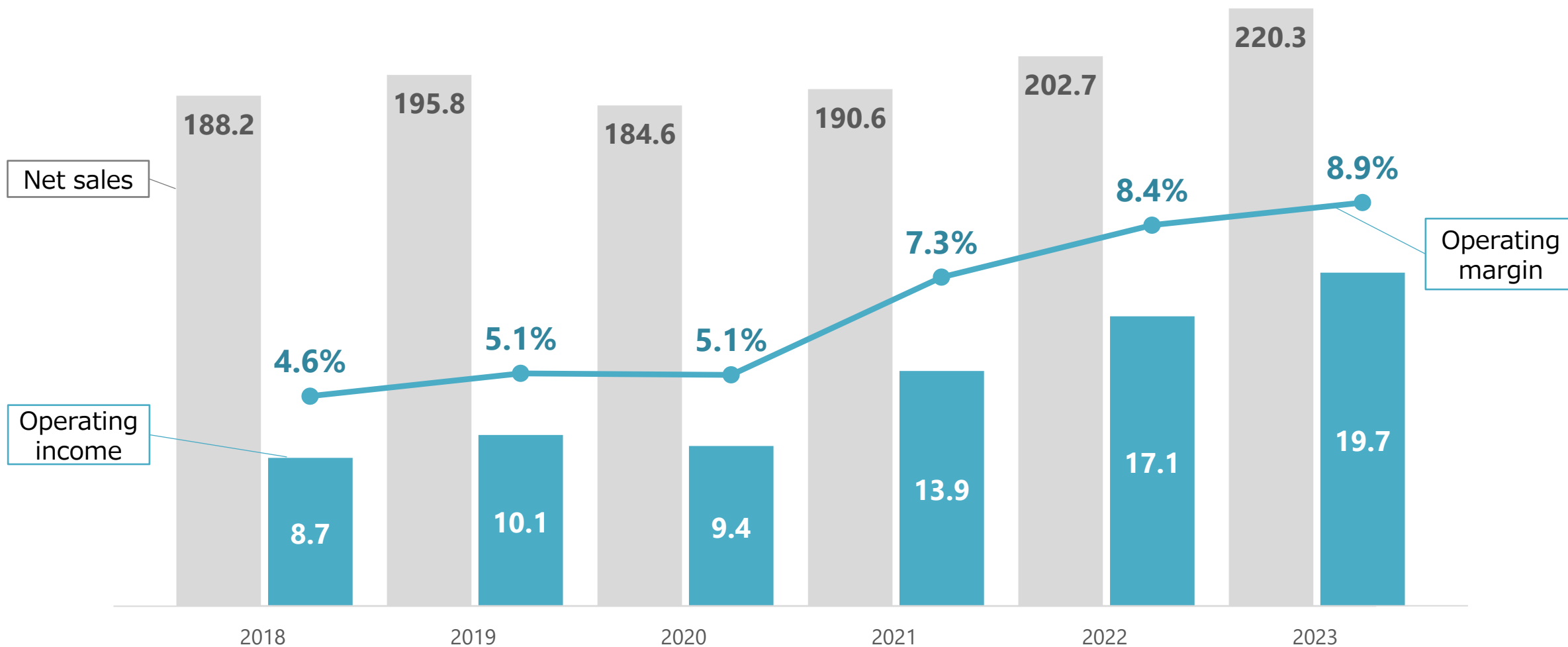


History of the Enterprise Segment



Trends in Net Sales and Operating Income in the Enterprise Segment

(Billions of yen)



* The FY 2018 and FY2020 financial results have been reclassified due to business transfer, etc.

Our Strengths

Customer base

Canon product business

- Leading market share in laser printers (LBP) in Japan
- Third-largest market share in office multifunction printers (MFP) in Japan
- More than 200 network camera models (constituting the widest model range in Japan)



* Share : FY2023 results (Company research)

Sales system

- Sales teams for different customer groups
- Solid relationships at all levels from the front lines to management
- Extensive knowledge about business categories and industries and the ability to make proposals to them



Technological and development strengths

3,500 system engineers

- System integration (SI) service based on problems unique to customers
- Project management that creates exciting quality
- Full support for the IT lifecycle based on diverse knowledge and expertise

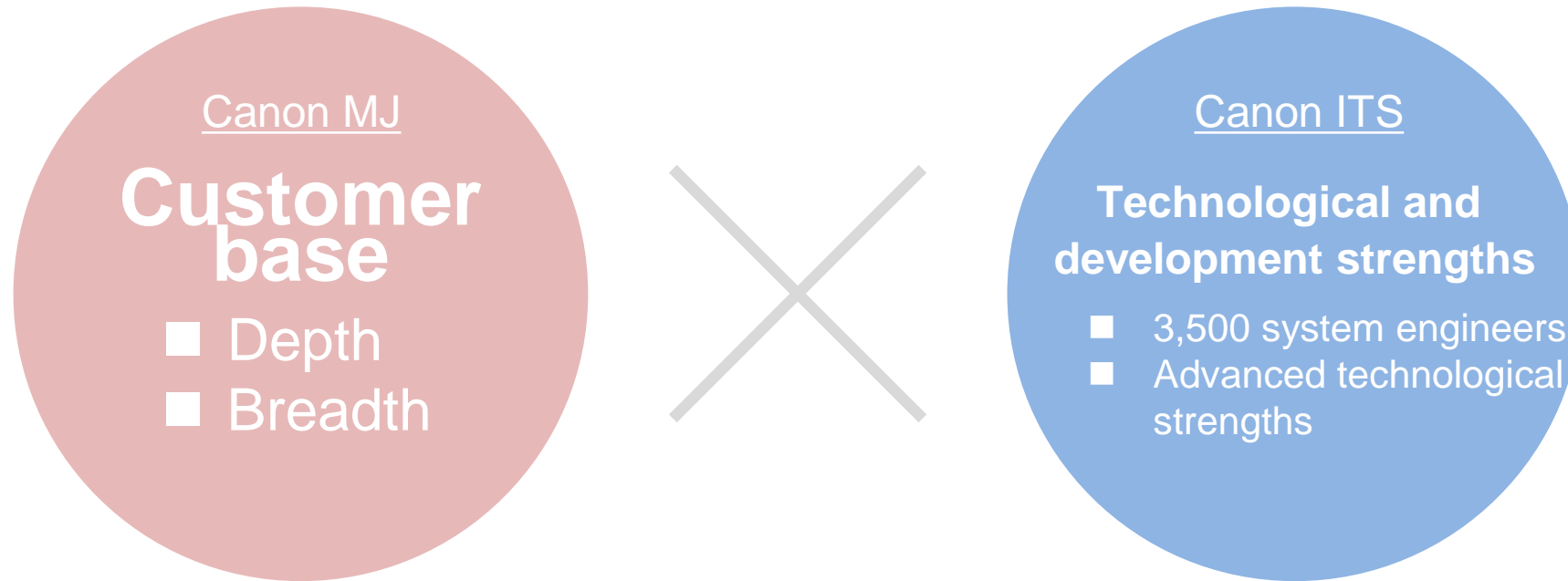


R&D

- Mathematical science
- Software technology
- Language processing technology
- Image analysis technology



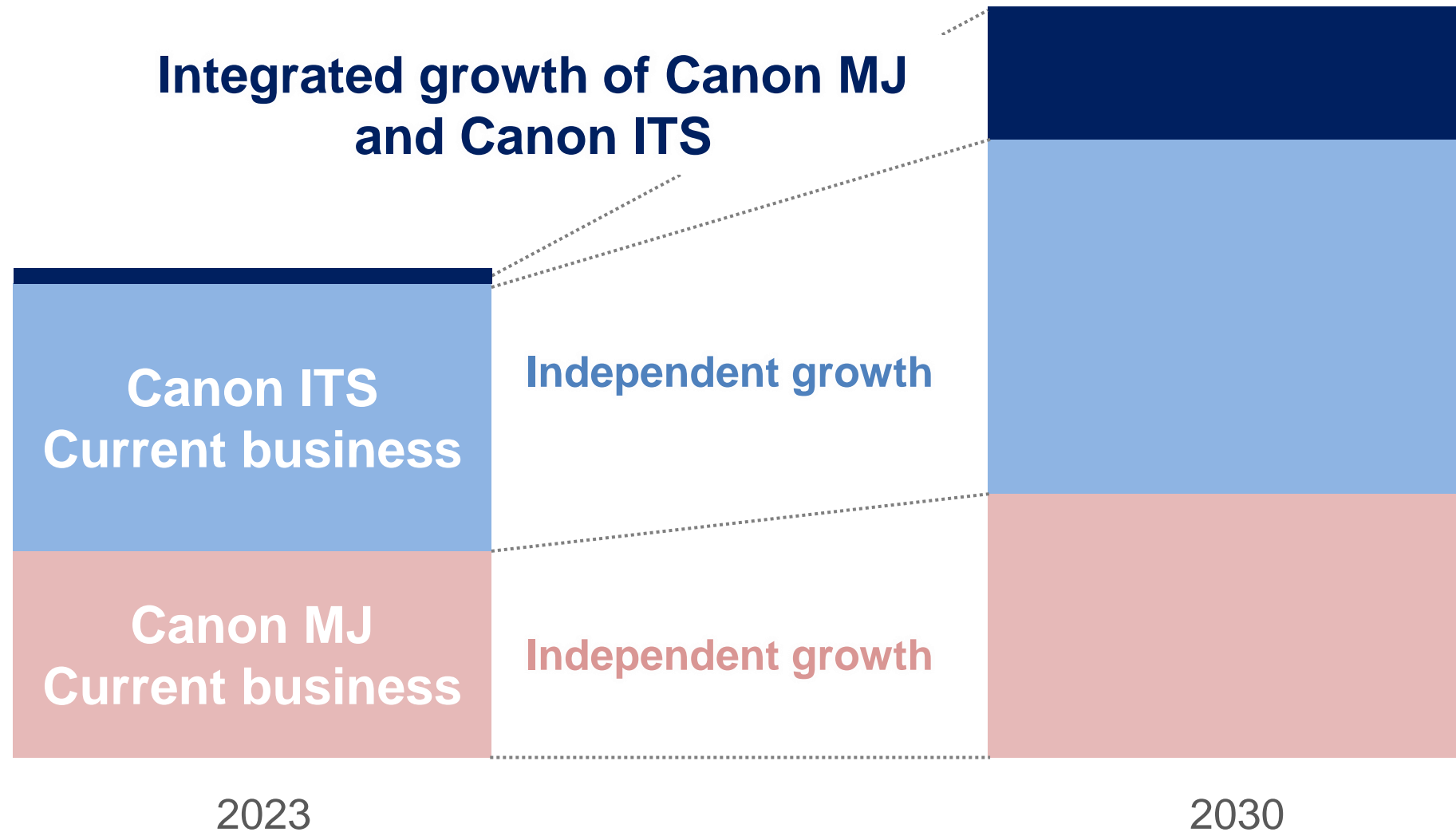
Our Strengths



Holding both customer base and technological and development strengths

2. Growth Strategy for Enterprise Segment

Direction of Growth of Enterprise Segment



Independent Growth Targets (from 2023 to 2025))

Canon MJ

Canon product
business
(MFP and LBP)

Sales
101%

Edge solutions
(documents and
videos)

Sales
160%

BPO

Sales
180%

Canon ITS

System
integration model

Sales
110%

SI service

Service provision
model

Sales
135%

Maintenance/operations
services and
outsourcing

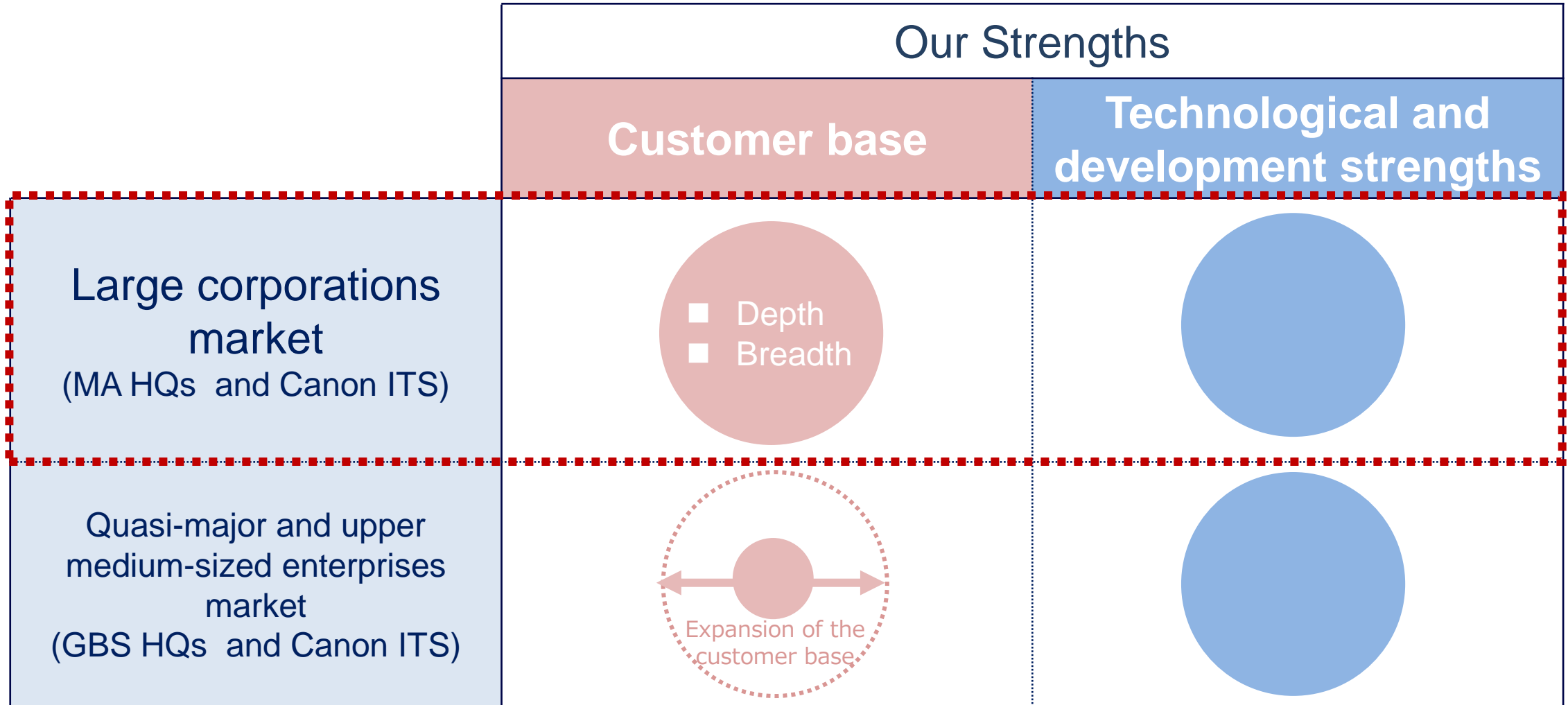
Business co-
creation model

Number of personnel
for co-creation
**Approx.
4 times**

SI service

Maintenance/operations
services and
outsourcing

Notion of Integrated Growth



Large corporations market

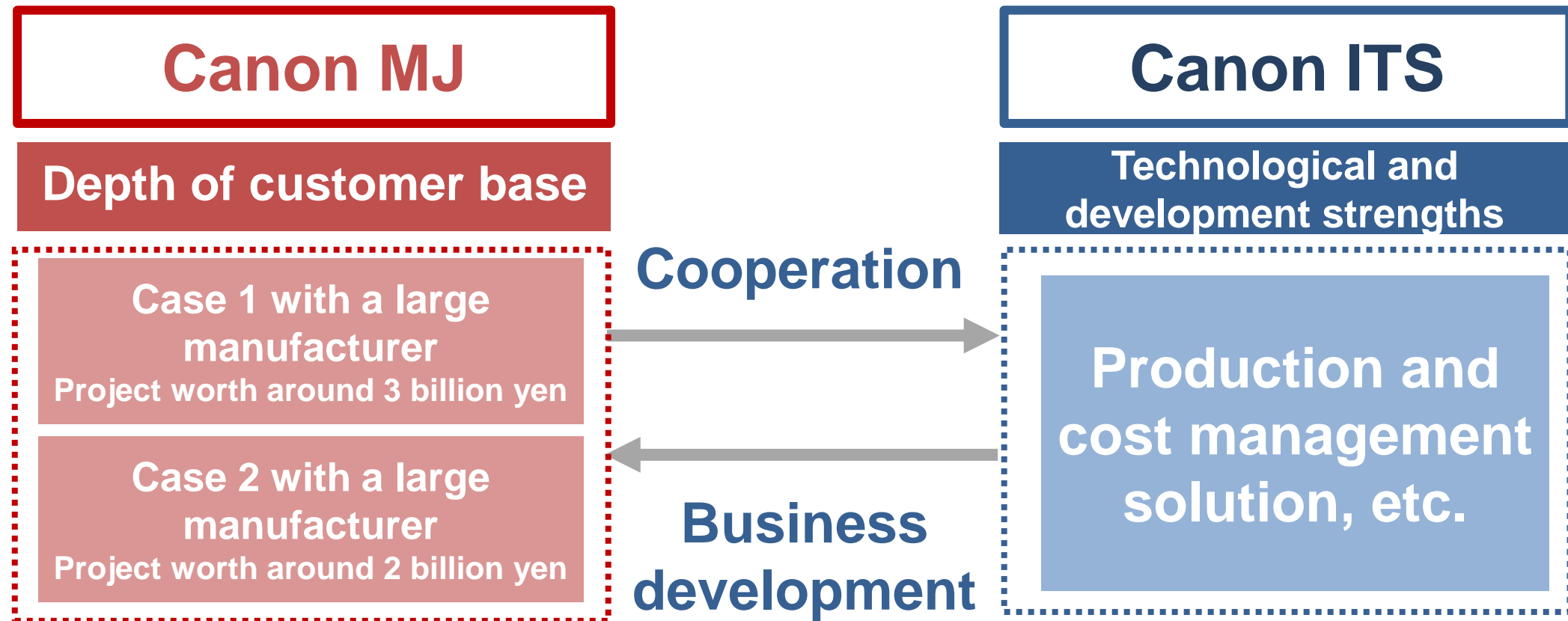
MA HQs
×
Canon ITS

Expand Canon ITS' areas of strength continuously

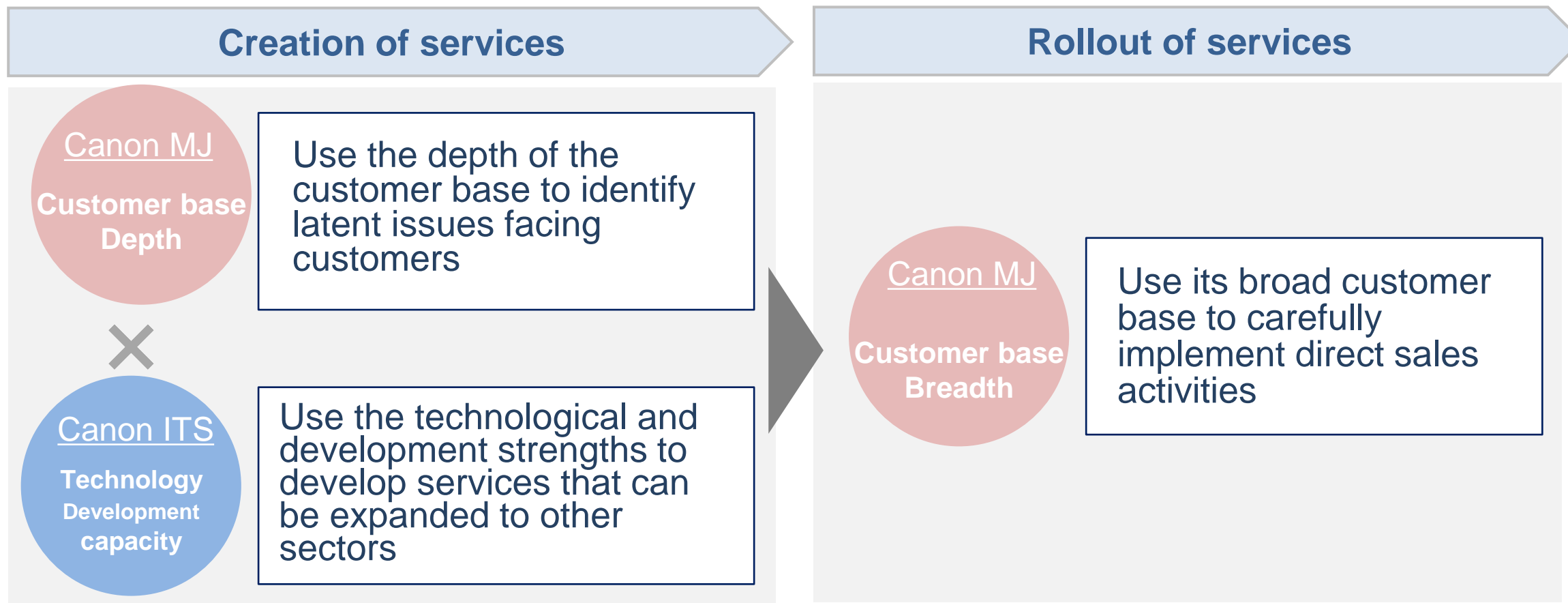
Expand Canon ITS' areas of strength continuously with the use of the MA HQs' customer base

Create new service businesses

Create new service businesses by combining the MA HQs' customer base with Canon ITS' technological and development strengths



Take advantage of the depth of Canon MJ's customer base and Canon ITS' technological and development strengths to achieve growth of the Enterprise Segment



Display the strengths in a one-stop manner from service creation to expansion

Example of Service Business Creation | Shinkin Deposited Asset Navi

Circumstances surrounding *shinkin* banks

- ✓ Prolonged low interest rates
- ✓ Shift from savings to investment



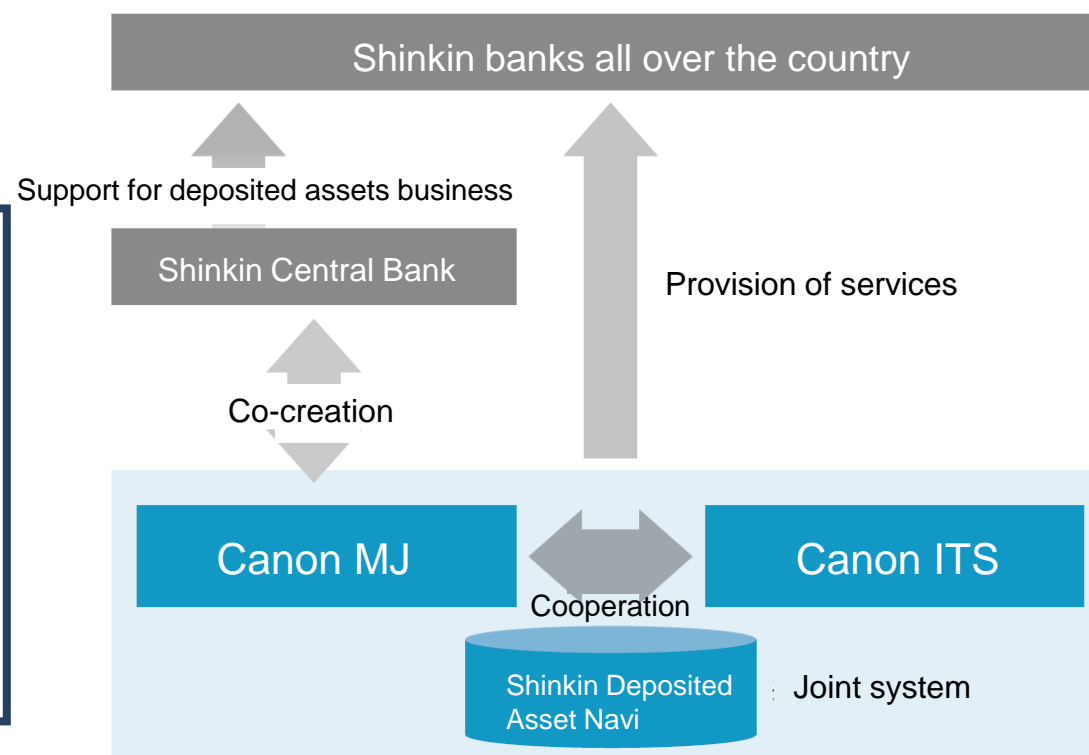
Diversification of deposited assets
(investment trust, insurance, public bonds, foreign currency deposits, and others)

● Issues of deposited assets business

- Offer full information (on risks and management policies) to investors
- Improve sales branches' capabilities to give proposals
- Compliance check etc.

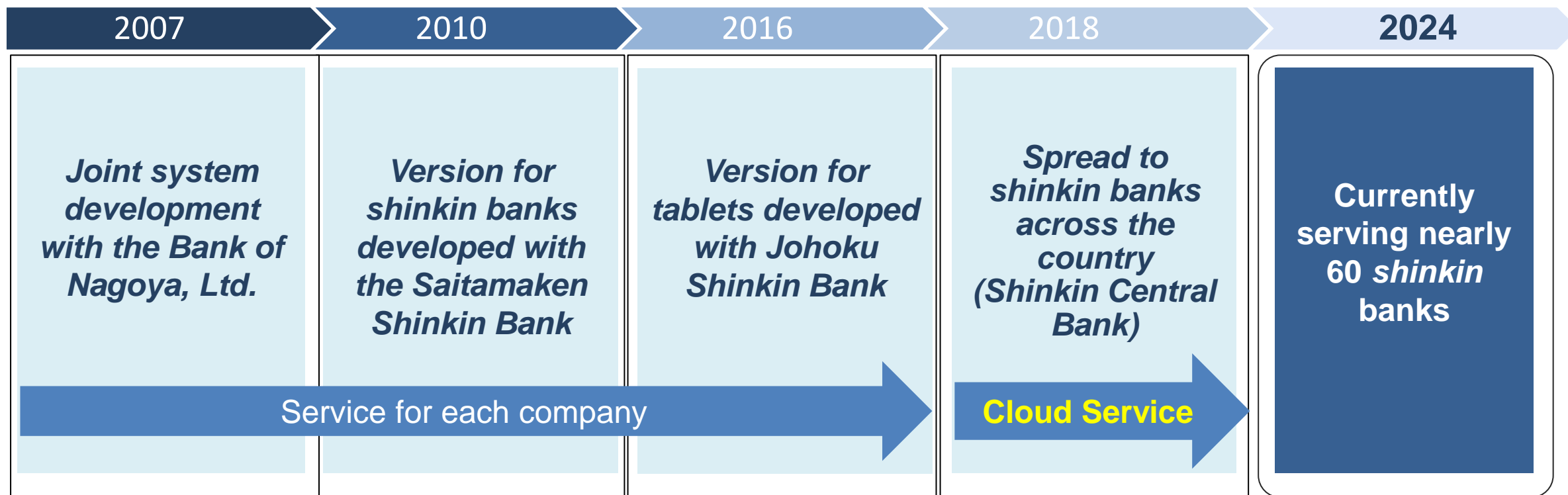
Shinkin Deposited Asset Navi

- ✓ A shared system accessible to all *shinkin* banks in Japan
- ✓ An on-screen guide to all processes from proper product explanations to contracting
- ✓ Compliance efforts and strengthening of sales capabilities conducted at the same time
- ✓ Cloud service employed to reduce introduction costs



Example of Service Business Creation | *Shinkin Deposited Asset Navi*

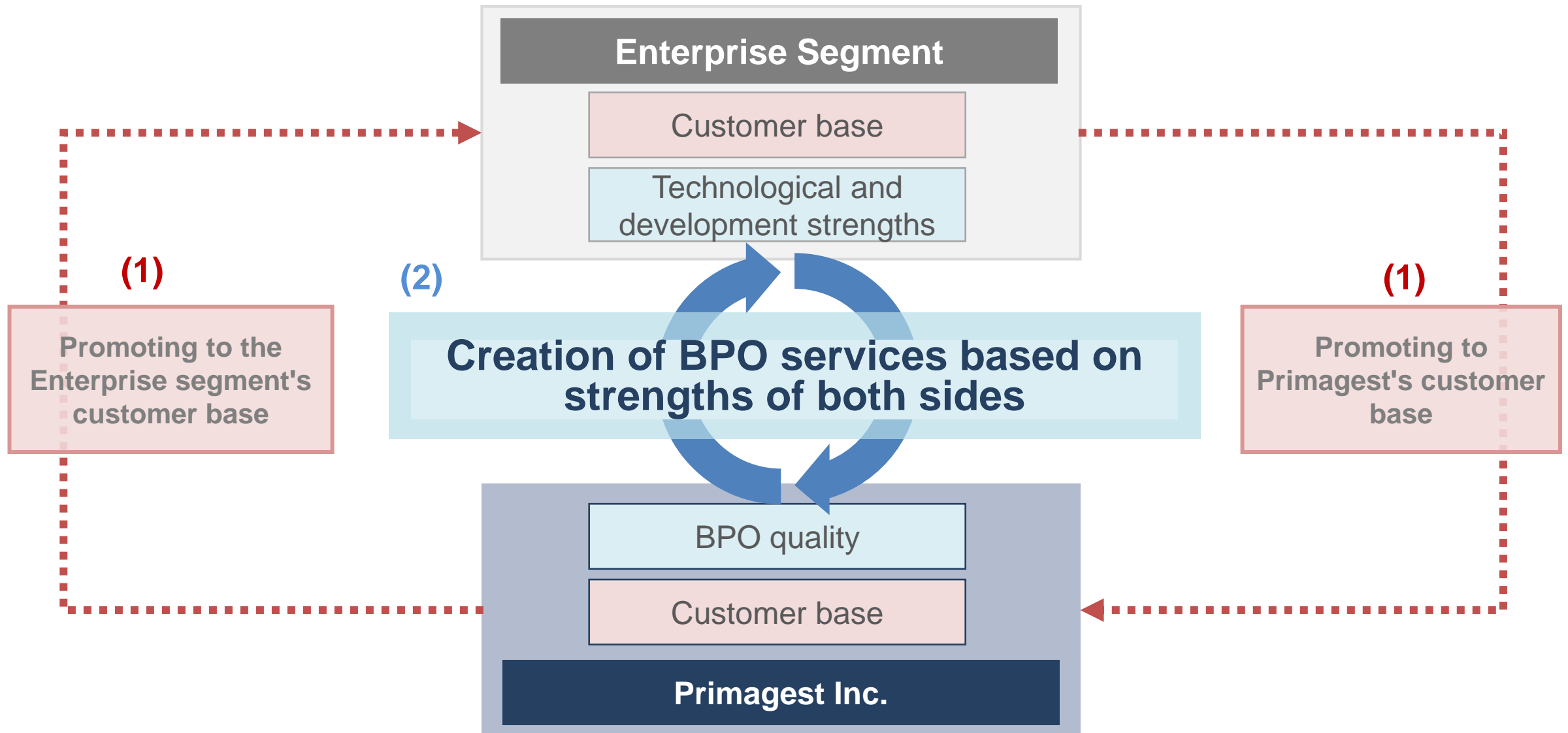
- An original service developed on the basis of reports from the front line



A system created with customers continues to develop with them

3 . For Continued Growth in Future

Primagest Joins Canon MJ Group



Achieving the Purpose



Bringing together hopes and ideas
with technologies to create a future
beyond imagining

MIRAI Marketing Company

Canon Marketing Japan Group



Canon Marketing Japan Group