

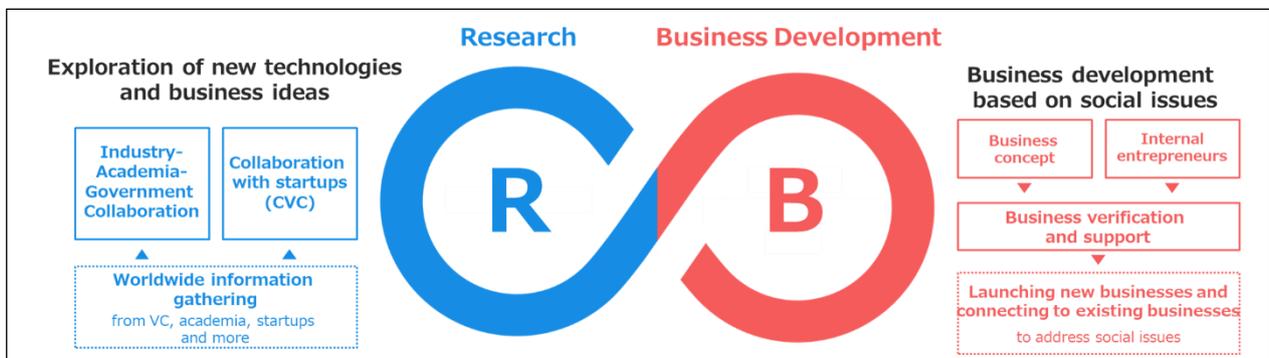
NEWS RELEASE

Canon Marketing Japan Inc.

Canon Marketing Japan Establishes Specialized Organization for R&B to Take a Future-Oriented Approach to Address Solutions to Social Issues.

CVC Fund of 10 Billion Yen Also Launched for Accelerating Open Innovation.

Canon Marketing Japan Inc. (President: Masachika Adachi, "Canon MJ") announces that it has established a specialized organization for Research and Business Development (R&B) that will take a future-oriented approach as it strives to create new businesses to solve social issues. The organization will strive to create new value through collaborative creation with startups, academic institutions, and government entities. In addition, it established "Canon Marketing Japan MIRAI Fund". It is a corporate venture capital fund ("CVC fund") aimed at accelerating open innovation with startups holding cutting-edge technologies and business ideas. The fund size is 10 billion yen.



An overall picture of R&B (Research & Business Development)

The Canon MJ Group has been responding to the changing demands of society and customers and cultivating new markets. Meanwhile, social issues are becoming increasingly complicated and serious. To develop a sustainable society, it is necessary to constantly look to the future and create new value that is free from existing frameworks.

In these circumstances, the Canon MJ Group has declared itself as a *MIRAI Marketing Company*, a company that creates the future using the power of marketing to realize a sustainable society. It has also established its Purpose: *Bringing together hopes and ideas with technologies to create a future beyond imagining*.¹

In a practical move towards its Purpose, Canon MJ has established the R&B Promotion Center as a specialized organization fulfilling R&B functions that will take a future-oriented approach as it strives to create new businesses to solve social issues. It will push ahead with open innovation on a worldwide scale together with startups, academic institutions and the government entities that share the objectives, aiming to create new businesses.

As part of the R&B initiative, Canon MJ has established "Canon Marketing Japan MIRAI Fund". It is a CVC fund of 10 billion yen aimed at accelerating open innovation with startups that possess cutting-edge technologies and business ideas. It will invest in the two areas of well-being and business transformation.

1. See the January 29, 2024, news release, Canon Marketing Japan Group Establishes Purpose as MIRAI Marketing Company.

■ Major R&B Functions

The R&B initiative will search for new areas of business based on social issues that are not an extension of Canon MJ's existing business centered on the Canon products business and the IT solutions business. In parallel, it will connect with the existing businesses from the perspectives of business compatibility and use of resources in the hope that this will lead to the expansion of these businesses.

It will continue to create new businesses that will lead to solutions to social issues, taking a future-oriented approach to create future markets and optimize the Canon MJ Group's business portfolio.

The Research function will establish a worldwide network of open innovation through efforts involving a wide variety of stakeholders, such as collaborations with startups, academic institutions, and government entities. In doing this, it will search for technologies and ideas based on which new businesses will be created. The Business Development function will seek to create businesses leveraging the assets that the Canon MJ Group has cultivated, including its strengths in imaging and information technologies, its customer base, and the skill of its personnel, as well as its network for open innovation. These two functions will be performed in an integrated manner to strengthen the business creation function.

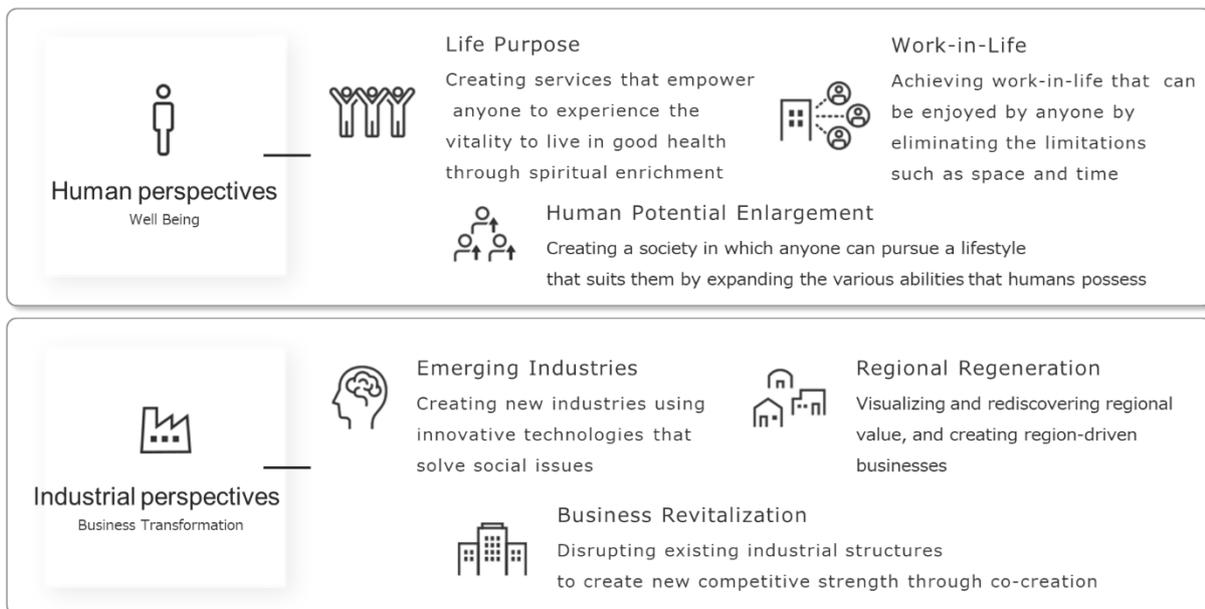
■ About Canon Marketing Japan MIRAI Fund

Canon Marketing Japan MIRAI Fund has been established to accelerate open innovation together with startups that possess cutting-edge technologies and business ideas.



Domains for investment

Based on the concept of addressing social issues that are predicable in the future without being confined to the Canon Marketing Japan Group's existing businesses, it will invest in the two areas of well-being and business transformation.



(1) In the domain of Well-Being, it will understand problems and issues from the points of view of the individuals that make up society with the goal of helping create a reassuring and healthy living environment.

(2) In the domain of Business Transformation, it will search for innovative technologies and business models from the perspectives of business operators, local governments and research institutions supporting industries aiming to help ensure sustainable economic activity.

Overview of the fund

Registered name	Canon Marketing Japan MIRAI Fund L. P.
Fund term	10 years from January 29, 2024 (planned)
Investment targets	Domestic and overseas startups at all stages, with a focus on early and middle
Fund size	10 billion yen (planned)
Operator	Global Brain Corporation

Overview of Global Brain

Established	January 14, 1998
Location	10-11 Sakuragaoka-cho, Shibuya-ku, Tokyo
Representative	Yasuhiko Yurimoto, CEO
Description of business	Venture capital business

Website

R&B <https://canon.jp/corporate/en/rb>

Canon Marketing Japan MIRAI Fund <https://canon.jp/corporate/en/rb/mirai-fund>

Inquiries

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