

NEWS RELEASE

Canon Marketing Japan Inc.

Canon Marketing Japan Group, a *MIRAI Marketing Company*, Establishes its Purpose “*Bringing together hopes and ideas with technologies to create a future beyond imagining*”

The Canon Marketing Japan (hereinafter "Canon MJ") Group announces that it 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 established its Purpose, which states the significance of the Canon MJ Group's presence in society, *Bringing together hopes and ideas with technologies to create a future beyond imagining*.



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

The Canon MJ Group's Purpose

The Canon MJ Group started its history as a camera and office equipment sales company. It has opened new markets through marketing to meet the ever-changing demands of society and customers. Today, it is continuously widening the range of its solutions to social issues by combining the Canon product business with the IT solutions business.

Meanwhile, social issues are increasingly complicated and serious. To establish a sustainable society, it is necessary to look to future issues and create new value that is free from conventional frameworks.

The Canon MJ Group has declared itself as a *MIRAI Marketing Company* with a view toward continuing to solve an extensive range of future social issues with the power of marketing together with various stakeholders. This expression has been adopted as a symbol of the Group.

In addition, it has also established the Canon MJ Group's Purpose, *Bringing together hopes and ideas with technologies to create a future beyond imagining*. In an era marked by accelerating change and growing uncertainty, the Group will thus look to the future constantly as a *MIRAI Marketing Company* and clarify the significance of its presence in society to unite the aspirations of Group employees and speed up solutions to social issues by increasing collaborative creation and cooperation with stakeholders.

■ The hopes and ideas incorporated into the Purpose are expressed in the form of the Story

Each person imagines a different future. It is here that their hopes and ideas lie.

We are committed to making these hopes and ideas reality. That is why we seek to deeply understand our customers. It is why we work with a wide range of partners to bring together these hopes and ideas with various technologies. And why we create a constant stream of value that satisfies customers' expectations.

Imagining the future beyond where customers are headed, we continue to hone our skills.

And, harnessing our technologies, skills, knowledge, and the power of our people, we challenge ourselves to do the impossible. We are creating a future full of hope and joy by providing value that satisfies what customers truly desire.

And it is all for one purpose: to witness the spectacle of a future beyond imagining with our customers.

The Canon MJ Group's Purpose Story

■ Establishing Research & Business Development (R&B)

The Canon MJ Group 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 aimed at accelerating open innovation with startups holding cutting-edge technologies and business ideas. The fund size is 10 billion yen.

※1. See the January 29, 2024 news release, Canon Marketing Japan Establishes Specialized Organization for R&B to Take a Future-Oriented Approach to Address Solutions to Social Issues.

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About *MIRAI Marketing Company*

MIRAI Marketing Company is an expression that symbolizes the Canon MJ Group. It represents its resolution to continuing to solve an extensive range of future social issues using the power of marketing together with various stakeholders.

In the future, the Group will use this phrase in a wide variety of its communications with stakeholders.

About the Canon MJ Group's Purpose

1) The aspiration that goes into the purpose

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

The phrase *hopes and ideas* suggests that the Group aspires to value stakeholders' views and its own intrinsic drive amid the social issues that are becoming more and more complicated.

The word *technologies* is not confined to the technologies that the Group has nurtured through imaging and information technologies (IT). It also includes skills related to devising ideas, making proposals, listening and talking to others as well as know-how and expertise including experience, personal connections and knowledge about the industry. It also refers not only to the technologies owned by the Canon MJ Group but also to those owned by its various business partners.

The phrase *create a future beyond imagining* indicates the Group's will to constantly create new value that is free from conventional frameworks to solve social issues which lie ahead our customers. The term *create* is based on the Group's wish to clearly state its pioneering spirit with which it has incessantly cultivated markets.

2) Symbol Mark

This mark symbolizes the Group's Purpose, *Bringing together hopes and ideas with technologies to create a future beyond imagining.*

Individual circles that differ in size and color represent diverse hopes, ideas and technologies. The infinite ring of these circles creates an image of the endless circulation of a new future.



Bringing together hopes and ideas with technologies
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Symbol Mark

3) The Canon Group's corporate philosophy, *Kyosei*, and the Canon MJ Group's Purpose

Kyosei is the corporate philosophy of the Canon Group which aims to enable the prosperity of the world and the happiness of humans.

The Canon MJ Group's Purpose states the significance of its presence in society more specifically based on the unwavering philosophy of *Kyosei*.