

Canon

Canon Inc.

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Agenda

- **Company Overview**
- **Company History**
- **Competition**
- **Social Media & Communication**
- **Reputation**

Canon

Company Overview



**“Canon’s Brand Promise
is to help people realize
the Power of Image”**

(Source: Canon)



Company Overview

2010 Financial Information

Revenues	Operating Income	Stock	Dividend
\$45,764,210,000	\$4,784,593,000	\$44.76	\$0.68
+78.6%	+79.1%	+5.1%	Consistent

(Source: Yahoo! Finance)

Canon

Company History



1934

Kwanon

1934

Canon

1935

Canon

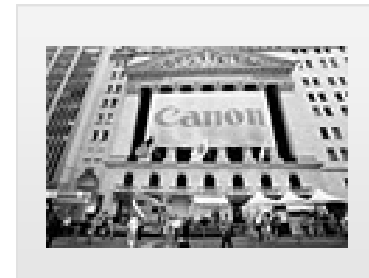
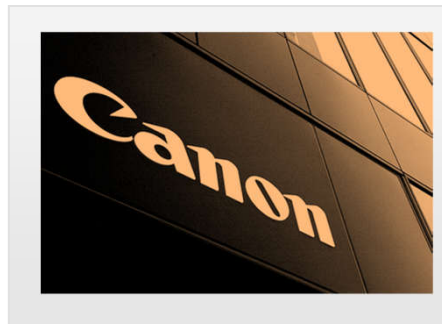
1953

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1956

Timeline of Company History

Precision
Optical
Instruments
Laboratory
established



1933

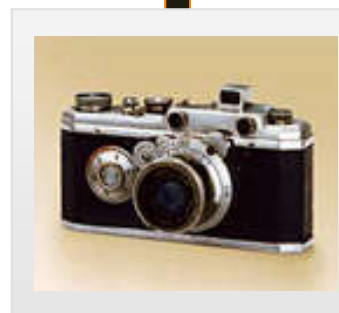
1934

1955

1961-1985

2000

THE FUTURE



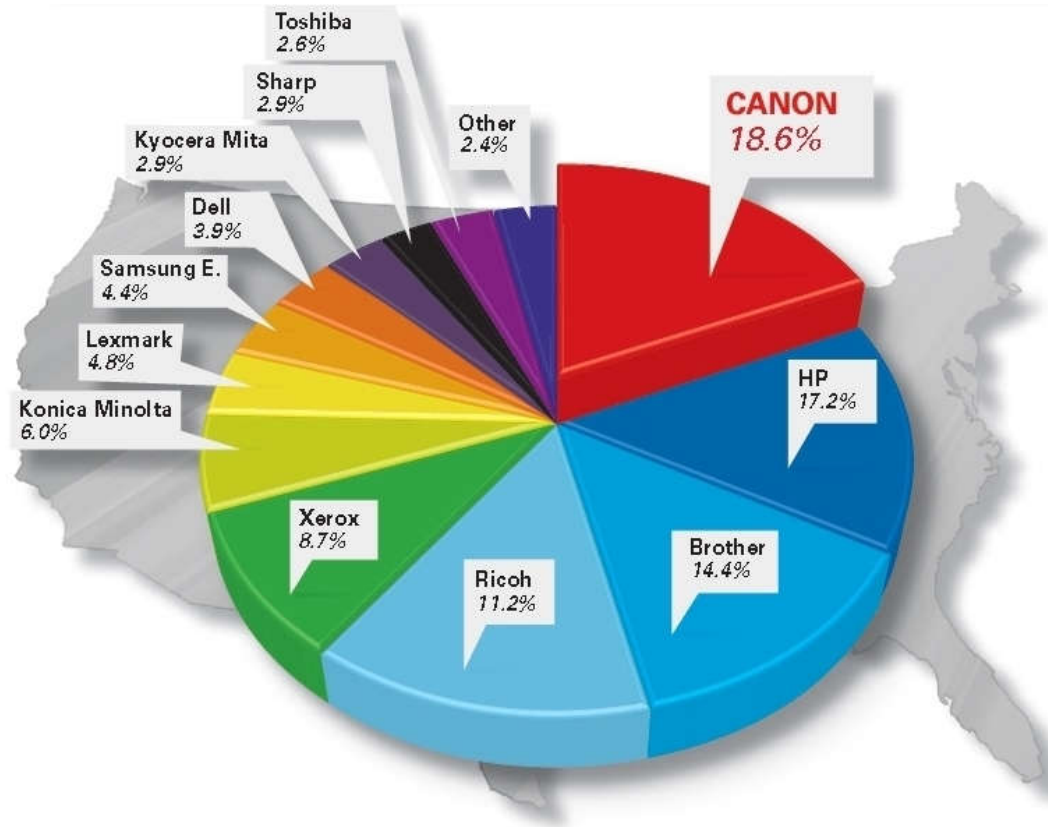
Next
generation of
printers,
copiers, and
cameras
released

Canon's
cameras break
into the world
of movies



Competition

Canon #1 in total copier market share



(Source: Canon)

Canon

Competition

All Cameras



Canon

19%

SONY

17.9%



12.6%

Interchangeable
Lens Cameras



SONY

11.9%

(Source: Bloomberg)



Social Media & Communication

Canon Global

HOME Products & Solutions Support **News** About us

Media Center

Media Center

PDF Library

- THE CANON STORY (PDF: 6.7MB)
- CANON FACT BOOK (PDF: 1.3MB)
- CANON ANNUAL REPORT
- CANON TECHNOLOGY HIGHLIGHTS (PDF: 8.9MB)
- CANON SUSTAINABILITY REPORT
- CANON SOCIAL & CULTURAL SUPPORT ACTIVITIES (PDF: 12.4MB)

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Print Ads



Photographed by Carlos J. Navarro

WILDLIFE AS CANON SEES IT

Who are the top dogs in town? In the case of the Mexican prairie dog, it is the dominant males who rule their family groups. These groups form a colony, or "town," that covers about 18 square kilometers on average. Members of this southernmost prairie dog species spend their lives in close contact, whether foraging for grasses or sharing living quarters. When a bird of prey, coyote or badger appears, a lookout posted at the burrow

entrance calls out and the colony rushes to safety underground. But when it comes to the dire threat of habitat loss, there is no such simple escape: some 80% of its habitat has already disappeared.

As we see it, we can help make the world a better place. Raising awareness of endangered species is just one of the ways we at Canon are taking action—for the good of the planet we call home. Visit canon.com/environment to learn more.

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Reputation



Wrinkled Hornbill
Listed primary
Unknown



Canon Endangered Species Series - featured in National Geographic since 1985

WILDLIFE AS CANON SEES IT



WILDLIFE AS CANON SEES IT

Wrinkled hornbills fly great distances over the rain forest canopy in search of fruiting trees. They travel an undulating flightpath, calling with soft coughing sounds while their wingbeats produce a loud rushing noise audible for over a kilometer. Monogamous pairs rear their offspring cooperatively. In a behavior unique to hornbills, the female seals herself inside a tree cavity prior to laying

eggs. During the prolonged nesting cycle the male delivers food to its mate through narrow slit in the sealed entrance. Logging and agriculture are diminishing the wrinkle hornbill's habitat. As a global corporation committed to social and environment concerns, we join in worldwide efforts promote greater awareness of endangered species for the benefit of future generations.

Adult weight:
To 100,000 kg or more
Habitat: Polar to
tropical seas
Surviving number:
Estimated at 10,000
Photographed by
Hans-Joachim Roedelich



Watch "NATURE" on PBS, Sunday 8:00 p.m.
This program is funded, in part, by Canon U.S.A., Inc.



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Canon



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Europe, Middle East & Africa
Conservation Partner

Canon

Reputation



Canon

Conclusion



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advanced simplicity®

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Questions?

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The Power of Image