



Towards the Continuous Growth of the Canon MJ Group

January 29, 2024

Canon Marketing Japan Inc.

President

Masachika Adachi

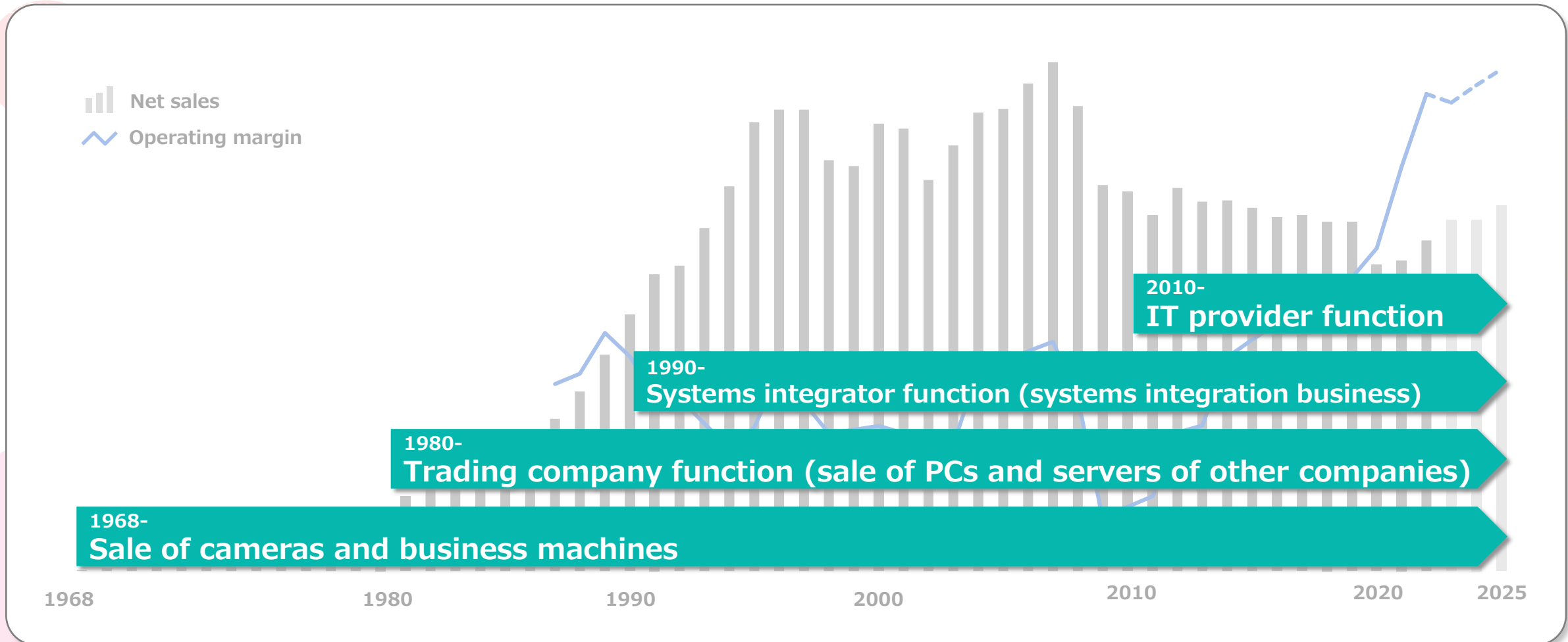


Canon Group's Corporate Philosophy, *Kyosei*



The History of the Evolution of the Canon MJ Group

- ▶ We have evolved by hearing voices from the market based on our customer-centric approach and by exerting our enterprising nature that is a part of our DNA.



Increasingly Complicated and Serious Social Issues

Climate
change

Long working
hours

Uniformed
school
education

Destruction of
ecosystems

Food shortage

Declining
population

Concentration
of the
population
in cities

Low birthrate
and aging
population

Aging
infrastructure

Decline of
Japan's rural
regions

Declining
birth rate



MIRAI Marketing Company

The Canon MJ Group's Purpose



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

想いと技術をつなぎ、
想像を超える未来を切り拓く



Approach to Solving Social Issues



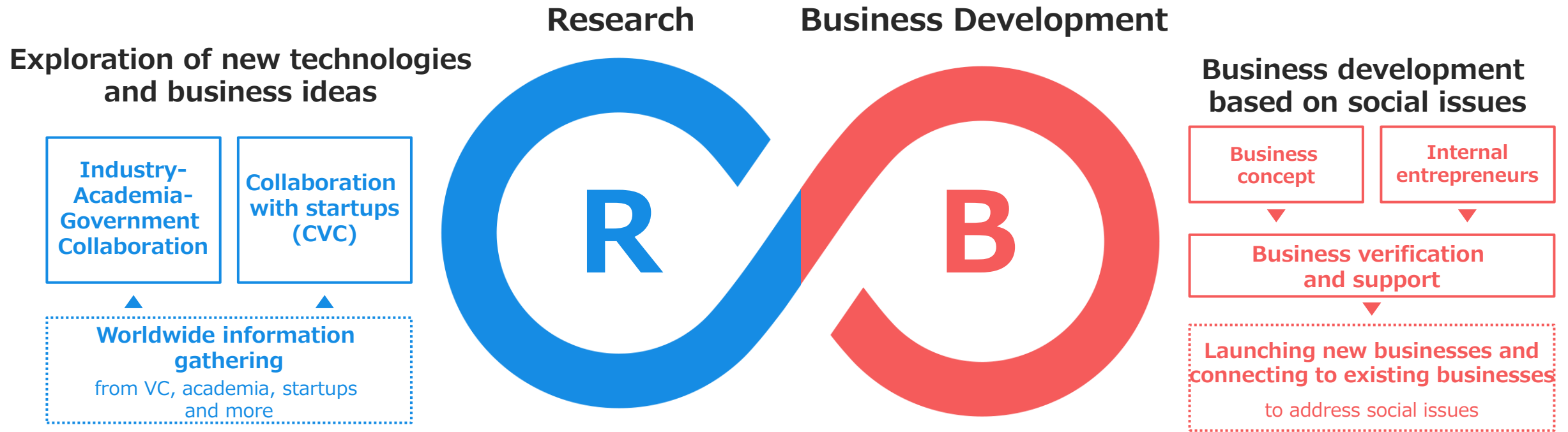
Approach to Solving Social Issues



To increase actions in exploring new business areas with a future-oriented approach, establishing a specialized R&B organization

R&B Initiatives

Creating new businesses through open innovation by connecting technologies and needs



**Establishing a corporate venture capital fund
to create a better future together with startups**

Establishment of a Corporate Venture Capital Fund

Canon Marketing Japan

MIRAI Fund

Investment Area



Human perspectives

Well Being



Life Purpose

Creating services that empower anyone to experience the vitality to live in good health through spiritual enrichment



Human Potential Enlargement

Creating a society in which anyone can pursue a lifestyle that suits them by expanding the various abilities that humans possess



Work-in-Life

Achieving work-in-life that can be enjoyed by anyone by eliminating the limitations such as space and time



Industrial perspectives

Business Transformation



Emerging Industries

Creating new industries using innovative technologies that solve social issues



Regional Regeneration

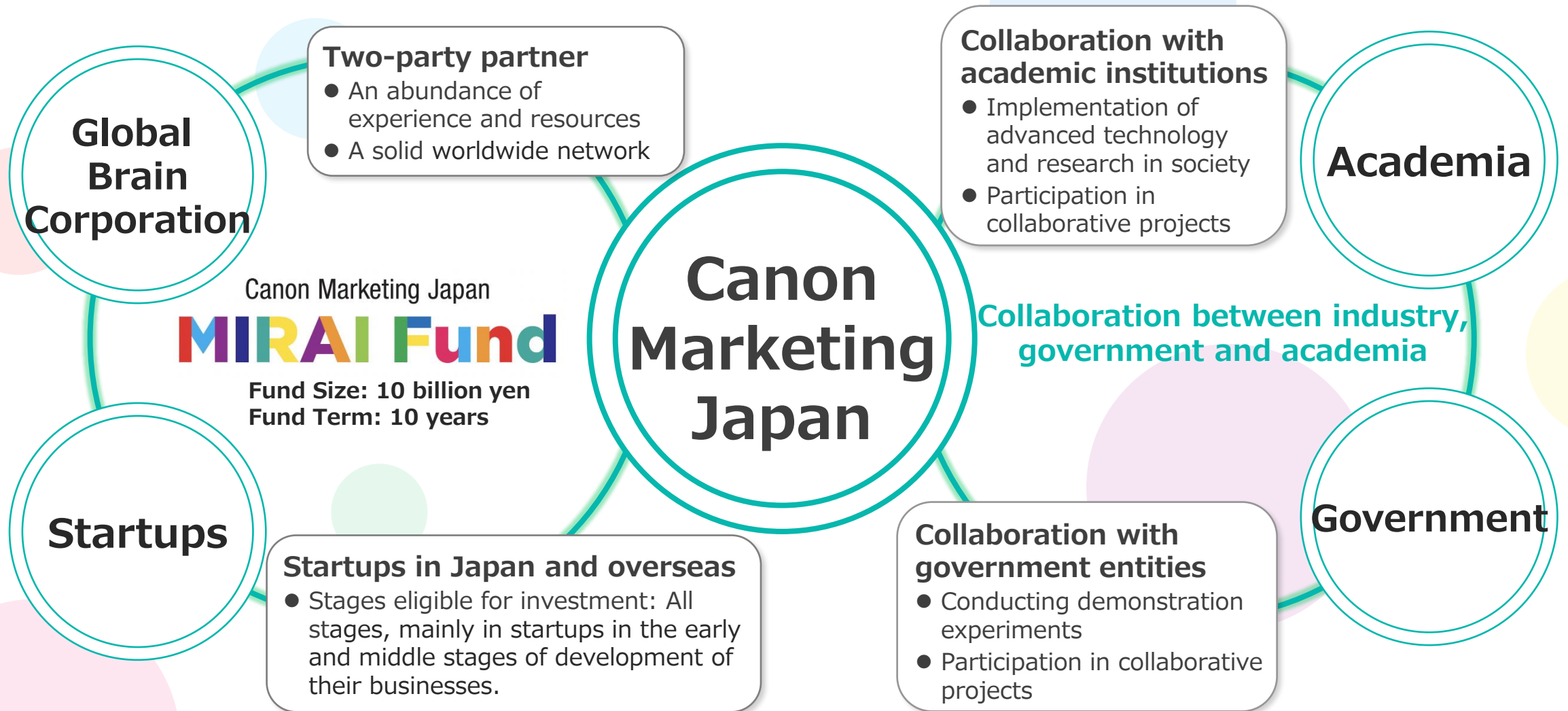
Visualizing and rediscovering regional value, and creating region-driven businesses



Business Revitalization

Disrupting existing industrial structures to create new competitive strength through co-creation

Acceleration of Open Innovation



**Carrying out open innovation with stakeholders
aspiring to co-create a future filled with hope and joy**

MIRAI Marketing Company



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



Reference materials



Canon MJ Group's Purpose, Story and Symbol Mark

Purpose

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

Symbol Mark



This mark symbolizes the Purpose.

The individual circles that differ in size and color represents diverse hopes, ideas and technologies.

The infinite ring of these circles evokes the image of the endless circulation of the new future.

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.

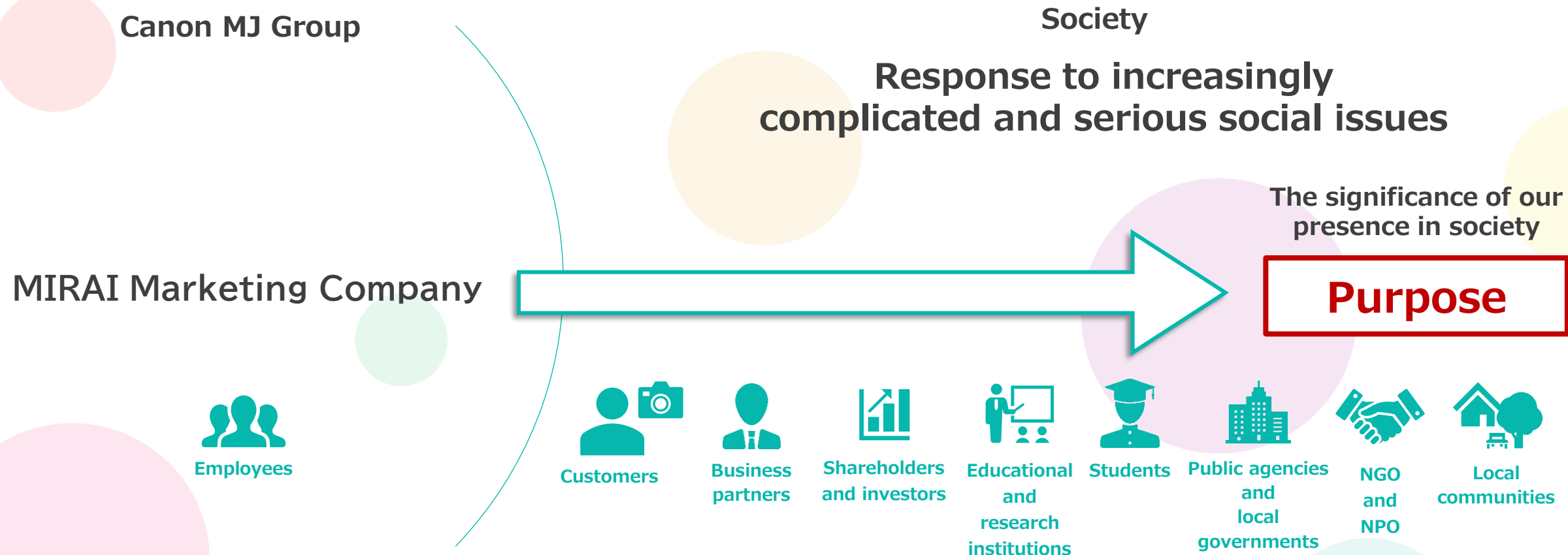
Imagining the future beyond where customers are headed, we continue to hone our skills. And, harnessing our technologies, skills, knowledge, and the power of our people, we challenge ourselves to do the impossible. We are creating a future full of hope and joy by providing value that satisfies what customers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

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

Canon MJ Group's Purpose
Bringing together hopes and ideas with technologies to create a future beyond imagining

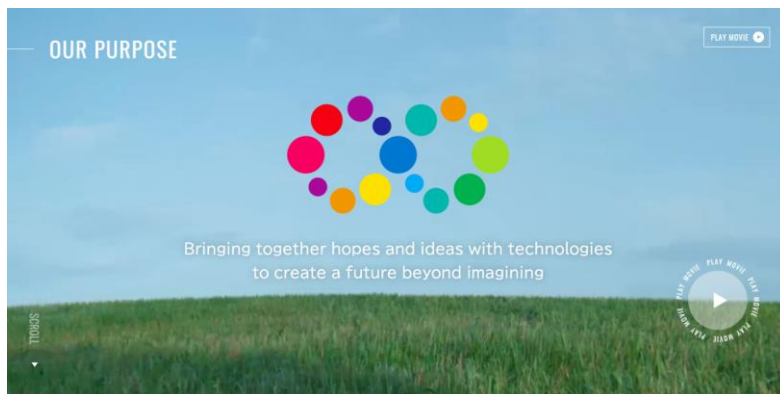
Together with Stakeholders

- ▶ By stating our “purpose (significance of our presence in society)”, we aim to further refine ourselves and extend the scope of social issues we can solve together with stakeholders.



Website

- Purpose



<https://canon.jp/corporate/en/purpose>

- R&B



<https://canon.jp/corporate/en/rb>

- CVC



<https://canon.jp/corporate/en/rb/mirai-fund>



Canon
Canon Marketing Japan Group

