

# OUR PURPOSE



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

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.

## MIRAI Marketing Company

Canon Marketing Japan Group



### PURPOSE SYMBOL



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

This mark symbolizes our Purpose, "bringing together hopes and  
ideas with technologies to create a future beyond imagining."  
The individual circles that differ in size and color represent diverse  
hopes, ideas and technologies. The infinite ring of these circles  
evokes the image of the endless circulation of the new future.