

## We carry out CSR activities globally following the Canon Group CSR Activity Policy

### Canon Group CSR Activity Policy

At Canon, we believe that in order to become a truly excellent global corporation that is admired and respected by our stakeholders around the world, we must not only advance our business activities but also contribute to the realization of a better society as a good corporate citizen.

In carrying out CSR activities, we capitalize on our advanced technological strengths, global business deployment, and diverse, specialized human resources. At the same time, we believe that these citizenship activities need to be shared and practiced across the entire Canon Group worldwide.

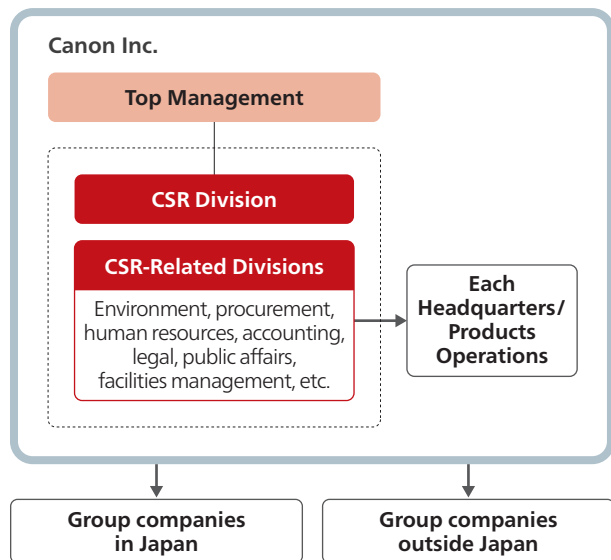
In 2012, we established the Canon Group CSR Activity Policy, defining clearly Canon’s stance and activities.

Following this policy, Canon shares the same core values group wide while pursuing citizenship activities that are specifically tailored to the individual countries and regions where it operates.

### CSR Promotion System

Canon implements CSR activities across the entire Canon Group. Our activities are planned and developed under the direction of top management, with the support of the

CSR division as well as other CSR-related divisions, such as environment, procurement, human resources, accounting, legal, public affairs, and facilities management. Approved activities are then put into action globally with the collaborative efforts of each headquarters, products operations, and Group companies.



## Canon Group CSR Activity Policy

— Contributing to the Realization of a Better Society as a Good Corporate Citizen —

The Canon Group, recognizing that its corporate activities are supported by the development of society as a whole, aims to achieve growth through sound and fair business activities while contributing to the realization of a better society as a good corporate citizen.

Therefore, Canon will promote its CSR activities within the international and local communities, effectively leveraging the company’s advanced technological strengths, global business deployment, and diverse, specialized human resources.

### Key Activities

- Contribute to cultural improvement; support the arts, science, sports, etc.
- Provide humanitarian support to people and regions facing harsh conditions due to disasters, etc.
- Contribute to the promotion of both enriched lifestyles and the global environment
- Contribute to society through business activities
- Contribute to the realization of a sound and fair society

## Reinforcing CSR Activities

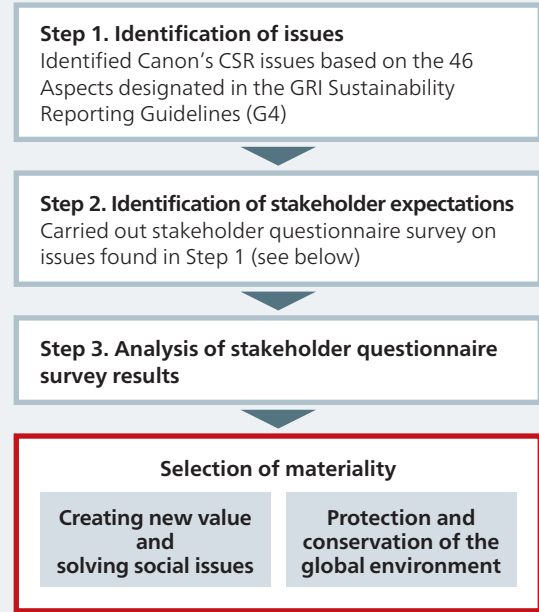
# We identify Canon's CSR materiality in order to respond faithfully to stakeholder expectations

The GRI Sustainability Reporting Guidelines (G4) used as the basis for preparing this report require companies to identify materiality in terms of CSR. Materiality refers to issues that reflect a company's significant economic, environmental, and social impacts, or that substantively influence the assessments and decisions of stakeholders.

In 2015, Canon conducted a questionnaire survey to ascertain stakeholder expectations. Analysis of the survey results alongside our past initiatives and medium- to long-term management plans led us to identify two holistic themes of materiality for Canon.

In the environmental field, Canon also identifies materiality at the Aspect level as stipulated in the GRI Sustainability Reporting Guidelines (G4) (see page 36). In future, we will continue to incorporate the views of stakeholders in order to identify more specific themes of materiality.

### Materiality Identification Process



### Stakeholder Questionnaire Survey Outline

Canon strives to better understand stakeholder opinion in order to continually improve its CSR activities. One way we do this is through an annual questionnaire survey that asks stakeholders about their interests and expectations of Canon. In identifying materiality for this report, Canon used the results of a survey conducted in 2015.

### Survey Summary

- Method: Questionnaire survey
- Survey period: March to April 2015
- Target: Consumers, suppliers, investors and analysts, NGOs and NPOs, persons affiliated with universities and research organizations, national and local governments in Japan, the Americas, Europe and Asia; Respondents: 82

### Stakeholder Level of Interest (2015 Questionnaire Survey Results)

