

# Canon's Response to the Great East Japan Earthquake

**On March 11, 2011, a magnitude 9.0 earthquake struck eastern Japan, causing massive damage across the region. Canon provided support for the victims of the disaster through a variety of efforts while working to fully restore operations at all of our offices and Group companies.**

## **Support for Restoration and Recovery in the Affected Areas**

On March 12, Canon donated a total of ¥300 million to the Japanese Red Cross Society and other humanitarian aid organizations to support relief efforts for the earthquake victims. Fukushima Canon Inc. also made a donation of ¥100 million to Fukushima Prefecture to support those affected by the disaster and help the region during the rebuilding process. In addition, Canon Group employees in Japan, the United States, Europe, Asia and Oceania conducted charity drives to support relief efforts.

Canon Inc. also provided support to the Japanese Red Cross Society through the donation of five portable digital radiography systems, which have contributed to medical efforts in disaster areas.

Canon Marketing Japan Inc. provided web conferencing systems free of charge to businesses located in regions covered by Japan's Disaster Relief Act, as well as free copies of the company's PC energy-saving software to businesses in response to the serious power-supply shortages caused by the disaster.



Portable digital radiography system

"Furusato Project—Linking Our Dreams to the Future," a social contribution program launched in 2010, is also making donations to NPOs involved in recovery and restoration efforts in areas affected by the disaster.

We at Canon will continue to provide support to the stricken regions.

## **Support for Customers Affected by the Disaster**

Canon Marketing Japan will repair at half price any reparable business machine, camera or personal product damaged by the disaster in the regions covered by the Disaster Relief Act, if received by September 21, 2011.

In addition, all Canon service centers resumed regular operations less than two weeks after the earthquake struck.

## **Canon's Damage and Recovery Status**

Following the disaster, Canon immediately began gathering information regarding damage at each of our operation sites and Group companies to determine recovery prospects. We found that three operation sites and five Group companies, including Canon Inc. Utsunomiya Office and Fukushima Canon, incurred power outages, damage to buildings and stoppages in production equipment.

In response, the Earthquake Disaster Recovery Task Force (Task Force Chief: Chairman & CEO Fujio Mitarai; Task Force Assistant Chief: President & COO Tsuneji Uchida; Executive Director: Executive Vice President & CFO Toshizo Tanaka) was established, based on Canon's Business Continuity Plan framework, to facilitate recovery activities through a collective effort across the Canon Group. As a result, by the end of April, we were able to resume operations spanning development, production and sales at all Group companies and operation sites.