

Canon Inc.

Corporate Strategy Conference 2011

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Canon

Key Strategies



Achieving the overwhelming No. 1 position in all core businesses and expanding related and peripheral businesses



Developing new business through globalized diversification and establishing the Three Regional Headquarters management system



Establishing a world-leading globally optimized production system



Comprehensively reinforcing global sales capabilities



Building the foundations of an environmentally advanced corporation



Imparting a corporate culture, and cultivating human resources befitting of a truly excellent global company

Business Sphere Expansion

1. Expanding Printing Sphere

Canon & Other Products



Online



Cloud



Smartphones & Table PCs



 imagePROGRAF



DreamLabo



PIXUS



Satera
LASER BEAM PRINTER

Printing-Capture Strategy

Canon



 **océ**



 imagePRESS



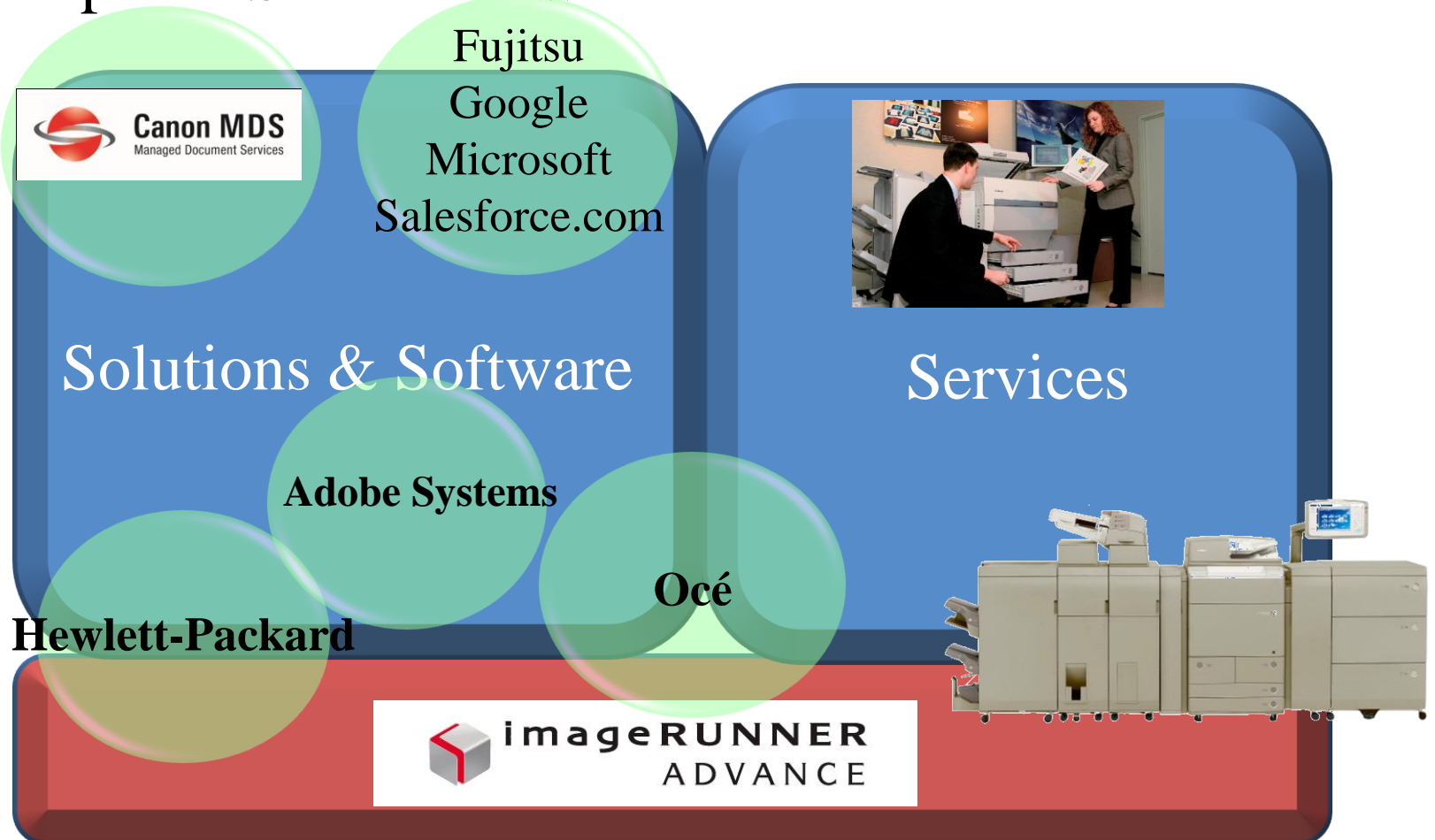
 imageRUNNER
ADVANCE

Business Sphere Expansion

Office

2. Enhancing Solutions & Services

Expand Profits through Solutions, Software, and Services on Top of a Solid Hardware Foundation



Business Sphere Expansion

Consumer

2. Enhancing Solutions & Services

Canon Photo Solutions

Inkjet Printers



- Further improve compatibility with new information terminals and applications
- Respond to diversified customer needs

Further Improvement
in Usability

Cameras

- Products that support Studio Photography



SLR Cameras



Software



Wireless LAN
Accessories



Servers, Storage

Develop systems for photo business area
Provide Canon's photo solutions

Business Sphere Expansion

Litho. Equip.

2. Enhancing Solutions & Services

IC Steppers



LCD Aligners



Full-fledged Business Development in Asia

● Office

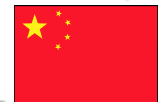
- Expanding sales of maintenance-free products
- Responding with tailored strategies such as launching products etc. targeting emerging markets
- Actively expanding sales of Color printing and MFP devices



● Cameras

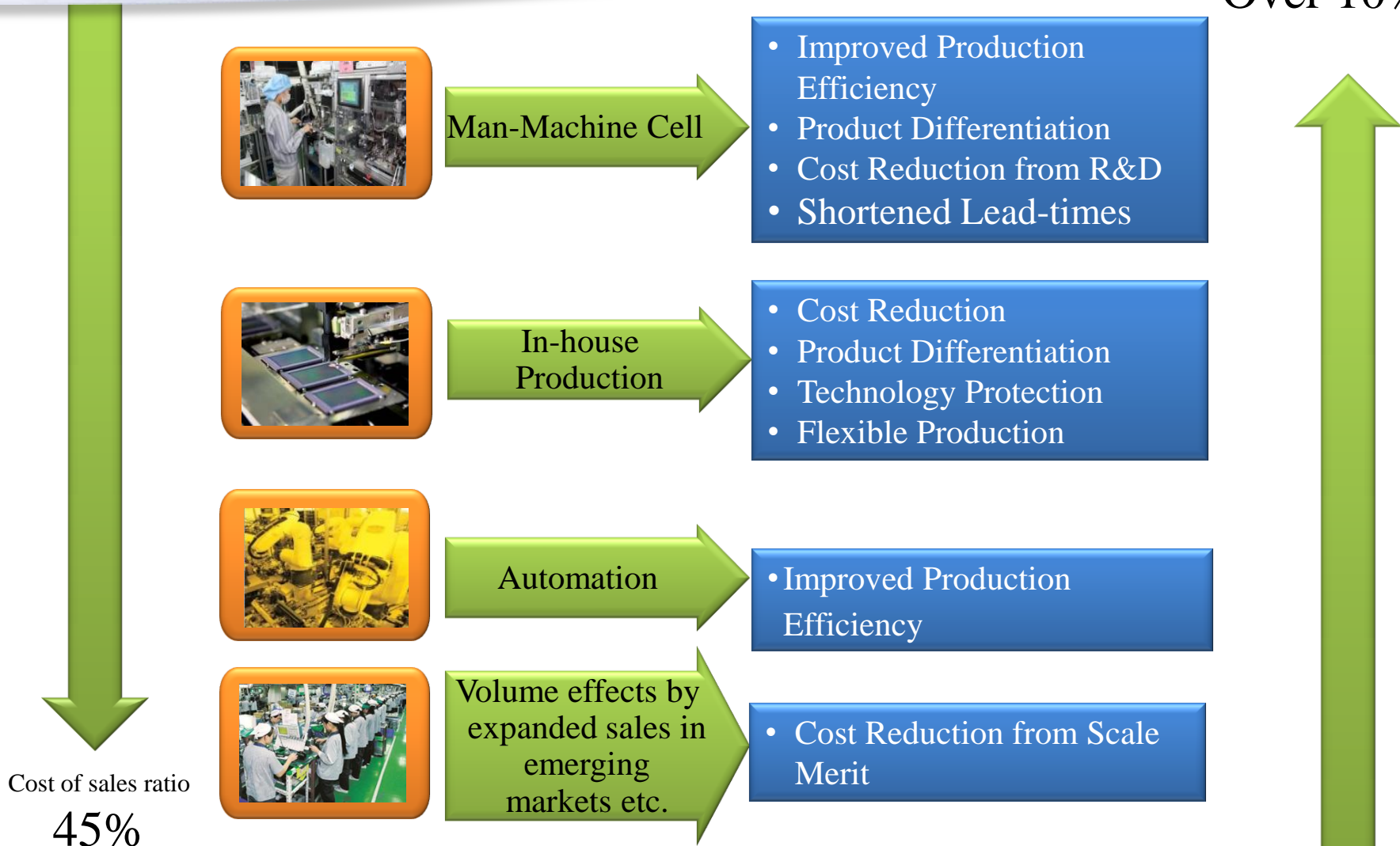


- Continuously launching global models (China)
- Developing tailor made product and sales strategies that match the special characteristics of each region



Comprehensive Efforts to Reduce Costs

Net income ratio
Over 10%



Canon