

WELCOME!

WILLKOMMEN! SHALOM! באַגריסן ! בברכה !

DOBRODOŠLI! ΚΑΛΩΣΟΡΙΣΜΑ!

ՈՂԶՈՒՅՆ! ХОШ! ДОБРЕ ДОШЉ! მისასალმებელი!

САЛАМДАШУУ! ДОБРЕДОЈДЕН!

BUN VENIT! ДОБРОДОШАО! ХУШ ОМАДЕД! ΛΑΣΚΑΒΟ ΠΡΟΣΙΜΟ !

FOGADTATÁS! XUSH KELIBSIZ!

English, German, Hebrew/Yiddish, Serbo-Croatian, Greek, Armenian, Azeri, Bulgarian, Georgian, Kirghiz, Macedonian, Romanian, Tadjik, Ukrainian, Hungarian,
Uzbek

Introduction to Canon Global

Canon Inc. is one of the world's leading technology brands, now undergoing strategic transformation to drive future global growth in new areas alongside existing business



Commercial printing



A CANON COMPANY

Network Visual Solutions



Core business



Industrial products



Medical systems



CANON MEDICAL SYSTEMS

Imaging for industry

Canon is using its imaging expertise to drive technological advances across a range of industries that rely ever-more heavily on visual data.



Medical Imaging

Developing new tools through deep learning to predict and monitor conditions with incredible accuracy



Machine Vision

Providing industrial robots with 3-D recognition capabilities



CMOS Image Sensor

Ultrahigh-Sensitivity, Ultrahigh-Resolution



Network Visual Solutions (NVS)

The cornerstone of smart cities and civic safety



Nanoimprint lithography

The ground-breaking miniaturisation of semiconductors at the heart of the tech revolution



User Interface Technology

The development of a variety of technologies, including gesture recognition and mixed reality

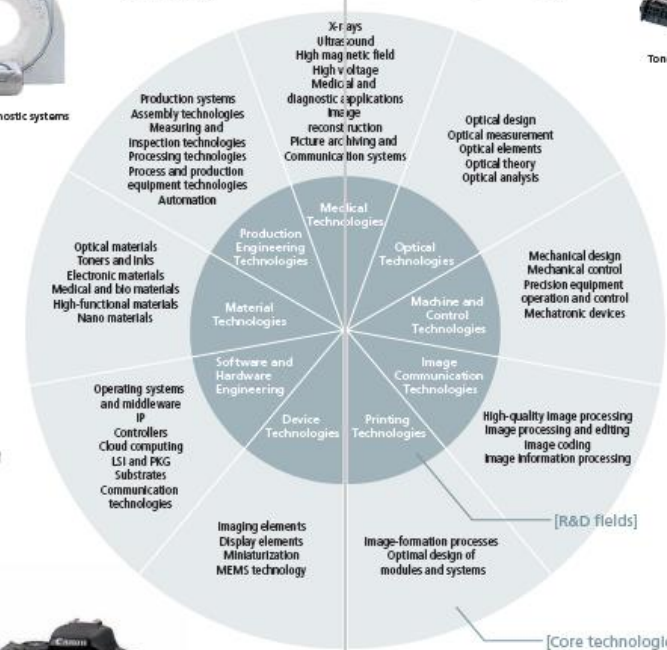


Canon Tokki

Equipment for manufacturing the OLED displays, found everywhere from smartphones to car dashboards

Technologies Supporting Canon

Innovative Technologies that Support Lifestyles, Business and Industry



Over the course of Canon's more than 80 year history, prioritizing technology has been a part of Canon's corporate DNA and represents the source of Canon's innovative technologies. The unique core technologies that the company has cultivated over the years have led to the creation of nine fields of R&D, which include optical technologies and image communication technologies. The company is engaged in business activities for products and services in four major areas of use: Professional, Home, Office and Industry. With the aim of developing new, one-of-a-kind technologies and products, Canon combines the creativity of its engineers with the company's core technologies to create never-before-seen value.



Canon by Numbers Global

80
years in
business

Fortune
500
company

\$35,603 M
Net sales in 2018

3056
patents
granted

376
worldwide
subsidiaries
in 2018

195,056
employees
worldwide

\$2,277M
Net Income (2018)

Group Data

Employees (2018)

195,056



Top ten U.S. patent holders by company (2018)

Rank	Organization	Number of patents
1	IBM	9,100
2	SAMSUNG ELECTRONICS	5,850
3	CANON	3,056
4	INTEL	2,735
5	LG ELECTRONICS	2,474
6	TSMC	2,465
7	MICROSOFT TECHNOLOGY LICENSING	2,353
8	QUALCOMM	2,300
9	APPLE	2,160
10	FORD GLOBAL TECHNOLOGIES	2,123

Net sales (2018)

\$35,603 million



Sales ratio by business unit (2018)



Net income (2018)

\$2,277 million

Consolidated subsidiaries (2018)

379

Canon Europe

Canon China

Canon Headquarters

Canon Marketing Japan

Canon U.S.A.

EUROPE*

ASIA & OCEANIA

JAPAN

AMERICAS

Canon Singapore

Canon Australia

Major operational sites

- R&D and software
- ▲ Manufacturing
- Marketing
- ◆ Other

Net sales	\$9,148 million
Employees	25,281

Net sales	\$8,924 million
Employees	77,954

Net sales	\$7,834 million
Employees	73,460

Net sales	\$9,697 million
Employees	18,361

* Here, and in other published data, "Europe" refers to EMEA (Europe, the Middle East and Africa).
 * Number of employees and consolidated subsidiaries as of December 31, 2018. * U.S. dollar amounts are translated from yen at the rate of 1 ¥ = 111.11 U.S. \$, the approximate exchange rate on the Tokyo Foreign Exchange Market as of December 31, 2018, solely for the convenience of the reader. * Figures based on preliminary data released by ITCIA/US Patent Services, a U.S. research company specialized in patent information. * IBM is an abbreviation for International Business Machines Corporation. * TSMC is an abbreviation for Taiwan Semiconductor Manufacturing Company Limited. * Sales ratios do not total 100% due to sales between segments of 2.7%.

Canon

Always looking to the future

Research and Development is the lifeblood of Canon and **every year we invest more than 8% of our sales into developing new products.**

Our continued innovation in cutting edge technologies can be seen in the thousands of patents we file.

In 2018, Canon Inc. was ranked third for **U.S. patents filed**, making it the only company to achieve a **top 5 ranking for 33 years in a row.**



Canon by Numbers EMEA



THE COMPANY | CANON CENTRAL EASTERN EUROPE - CCEE



Entire Canon
branded Product
Line up

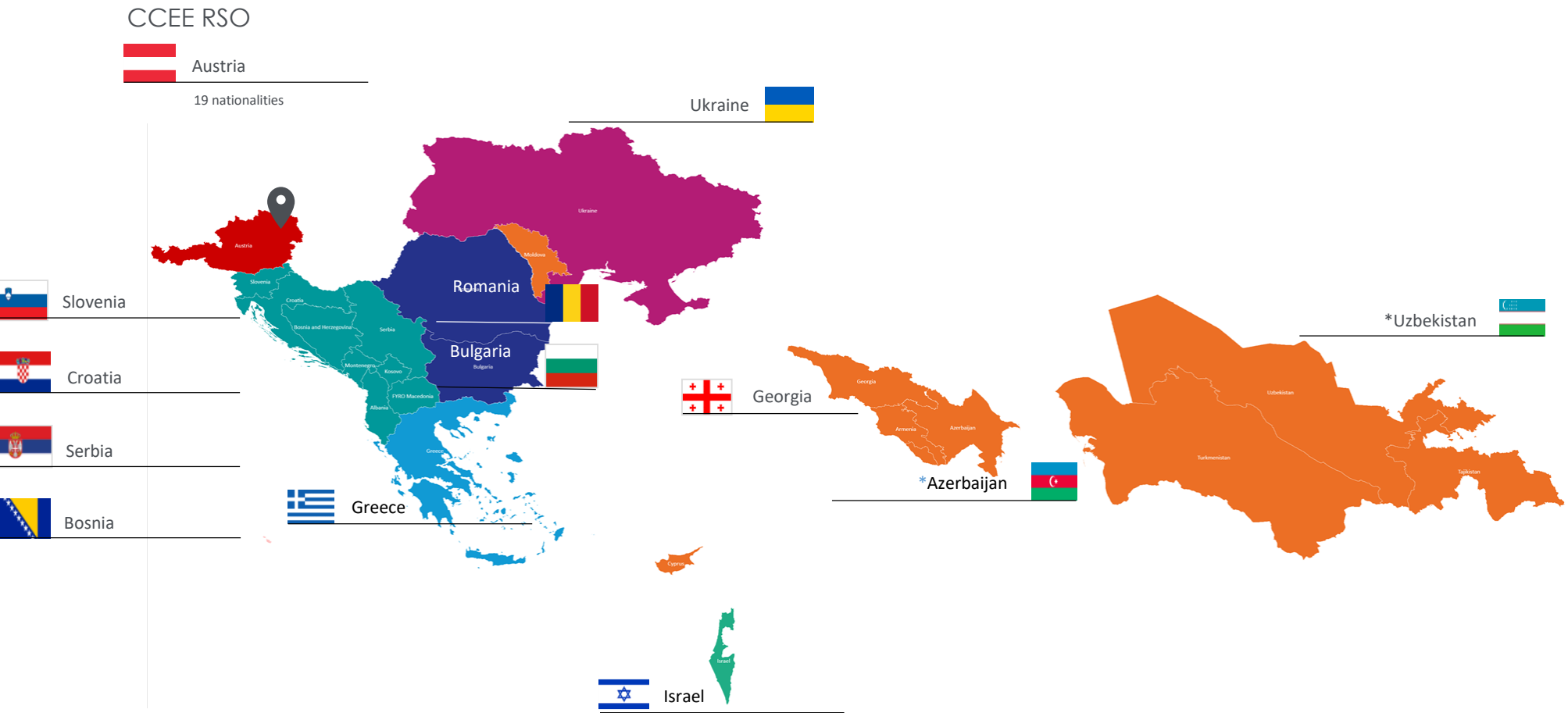
24 Countries

1994 – 2019
25 years of CCEE

1989: Fall of the
Iron Curtain



THE TERRITORY | 8 LOCAL OFFICES – 13 LOCAL PRESENCES



THE CCEE TERRITORY | CHALLENGES & OPPORTUNITIES

Main economical challenges

Brain-drain to EU-Western Europe & US (White & Blue color)

Poverty rate: 30% (30% of population is living on income below the poverty line)

FX accessibility limited in many countries

EU “new” member states are dependent on **EU subsidies**

Risk of **currency devaluation**

Interest rates : >20%(!)

Dependency on **few key industries**

Slowly loosing “**low cost** country status”



TERRITORY

Main economical opportunities

Technological **leapfrogging**

No heritage-limiting investments

From “**Zero to Hero**”

Need to improve efficiency/productivity due to lack of labour! (Brain-drain)

Increasing wages = increasing purchase power

Digitization

Be part of the value chain e.g.

Digital services

Manufacturing

SW development

Infrastructural investments

EU membership applications/association treaty:

Georgia

Ukraine

Serbia

North Macedonia

Bosnia

Thank you!

