



Canon Quality Trust Satisfaction and Evolution

Canon's aim is to create the kind of quality that will give our customers a sense of trust and satisfaction. This will also result in sustainable prosperity for Canon and its customers. We are fully committed to earning the trust of customers by providing well developed services and support along with well designed products that are easy to use and reliable. We believe that customer confidence is built through the activities of every single employee as we work to make our customers feel truly glad that they purchased a Canon product.

Canon Quality is realised through our global quality management system, a set of rules and regulations that enables the entire Canon Group to synchronise its efforts through all processes from planning to final disposal. Apart from providing human-centred technology that is reliable and safe to use, Canon Oceania is committed to providing:

- Instruction and support materials and services that are easy to access and understand
- Comprehensive Warranty and Service support
- Effective ways for customers to provide feedback on our products and services
- Prompt and effective responses to customer issues
- Compliance with all local laws, regulations and codes applicable to our products and services.
- Evolution of Canon Quality to meet customers' future needs.

We will achieve this through:

- Living the San-Ji Spirit – through self motivation self management and self awareness, each employee taking responsibility for satisfying the needs of our internal and external customers.
- Defining our Processes and monitoring our performance against challenging targets
- Maintaining robust corrective action processes
- Fostering a culture of continual improvement including strong project management discipline
- Creating strong core technologies and strong patents for future products through Canon Inc's Australian Research and Development company, CiSRA.

Takonobu Nakamasu
Managing Director

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