CAPTURING CHANGE, CREATING IMPACT.

CANON OCEANIA
SUSTAINABILITY REPORT 2025

IMAGE DETAILS
IMAGE BY: MICHAEL JALARU TORRES,
MEMBER OF THE CANON COMMUNITY AND FOUNDER OF BLAK LENS.
TAKEN ON A CANON 5D MARK III.

MANAGING DIRECTOR'S MESSAGE 02

2024 CANON OCEANIA HIGHLIGHTS 03

OUR OPERATIONS 04

SUSTAINABILITY STRATEGY 06

MATERIALITY APPROACH 08

OUR MATERIAL ISSUES 10

COVER STORY
"Min Min are the mysterious balls of light that roam the remote landscape and this capture represents the connection the lights have to the moon on my country." – Michael Jalaru Torres.

Michael Jalaru Torres is an Indigenous fine art photographer and poet, born in 1976, in Broome, Western Australia. He is a Djugun-Yawuru man with tribal connections to the Gooniyandi/ Jabbir Jabbir/Ngarluma peoples. He draws inspiration from the unique landscapes and people of the Kimberley region, which feature prominently in his work.

Michael is also the visionary founder of Blak Lens, a thriving community of First Nation photographers in Australia. With a passion for empowering Indigenous voices and perspectives, Michael has brought together a talented collective of photographers who celebrate the richness and diversity of Aboriginal culture through their artistry.

ABOUT THIS REPORT
This report is structured and informed by our Canon Oceania material issues for 2024. The report is not independently assured, although our carbon data is included in the Canon global independent verification process, with details available in the Canon Sustainability Report.

This summary report is supported by the following documents that contain more detailed information:

Governance Fact Book

Environmental Fact Book

Social Fact Book

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Canon Australia Pty Ltd
5 Talavera Road, Macquarie Park
NSW 2113, Australia.
Telephone 13 13 83

Canon welcomes feedback on the report at sustainability@canon.com.au

Canon Companies
"Canon" refers to all companies in the Canon Group including Canon Inc. and its consolidated subsidiaries. Canon Inc. indicates the non-consolidated parent company. Canon Oceania refers to Canon Australia and its consolidated subsidiaries Canon Finance Australia, SUNSTUDIOS, Canon New Zealand, Canon Finance New Zealand, Canon Business Services and Canon Business Service Centre Philippines. Refer to companies within the Canon Oceania Group as described on page 4.

MANAGING DIRECTOR'S MESSAGE

+ OUR CONSISTENT EFFORTS TO CONTRIBUTE TO A MORE SUSTAINABLE WORLD HAVE SEEN THE SEEDS SOWN IN RECENT YEARS START TO BLOSSOM DURING 2024.

Sustainability is at the heart of Canon's corporate philosophy – *Kyosei* – living and working together for the common good. This philosophy guides our goals and decisions, ensuring we help create a thriving, sustainable society where people and the planet can flourish together.

It echoes our shared responsibility to care for our environment and our society, and to improve our world for future generations.

Kyosei is reflected in the initiatives we share in this Sustainability Report, and the value that we create for our customers, stakeholders and society. Our consistent efforts to contribute to a more sustainable world have seen the seeds sown in recent years start to blossom during 2024.

We are more than half-way towards achieving our 2030 target to reduce Scope 1 and 2 emissions, through our use of renewable energy and hybrid vehicles, and efficiency initiatives. We are also contributing to the growing circular economy, collaborating to support reuse and recycling initiatives that encourage innovation.

Through commitments such as our Innovate Reconciliation Action Plan, we are helping to create a sustainable society where all people can live harmoniously. We are working together with our suppliers to understand and manage complex global challenges, including modern slavery and supply chain emissions.

We are unleashing the opportunities and benefits of digital transformation, both within our business and for our customers. We are streamlining systems and processes and continuing to build our expertise to provide innovative customer solutions.

Award-winning in-store experiences and the new Canon Pro Imaging Hub are two examples of our focus on creating compelling customer experiences. We are collaborating with our partners to support their sales and product knowledge, so that our customers can access Canon products, information and advice at the right time.

We have continued to enhance how we serve our customers and reshape our business for the future. We have not shied away from challenges or difficult tasks; rather, we have patiently worked to identify and act upon the opportunities that have sprung from them. We have worked diligently to nurture and advance innovations, both in our products and services and in our sustainability initiatives and solutions.

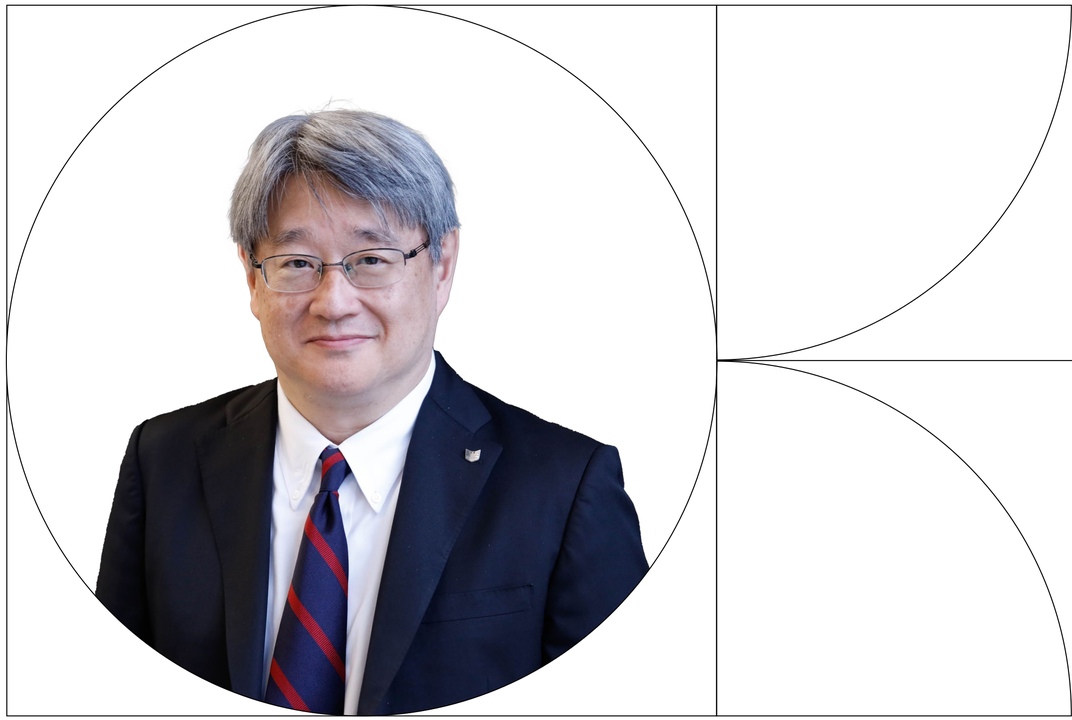
In this way, we are creating our own future.

Collaboration is essential if we are to leave the world in a better place than it was when we each arrived. Thank you to our employees, customers, partners, suppliers, and stakeholders for their ongoing support as we work towards our sustainability goals and a more sustainable future.

Regards,

Kotaro Fukushima

KOTARO FUKUSHIMA
MANAGING DIRECTOR – CANON OCEANIA



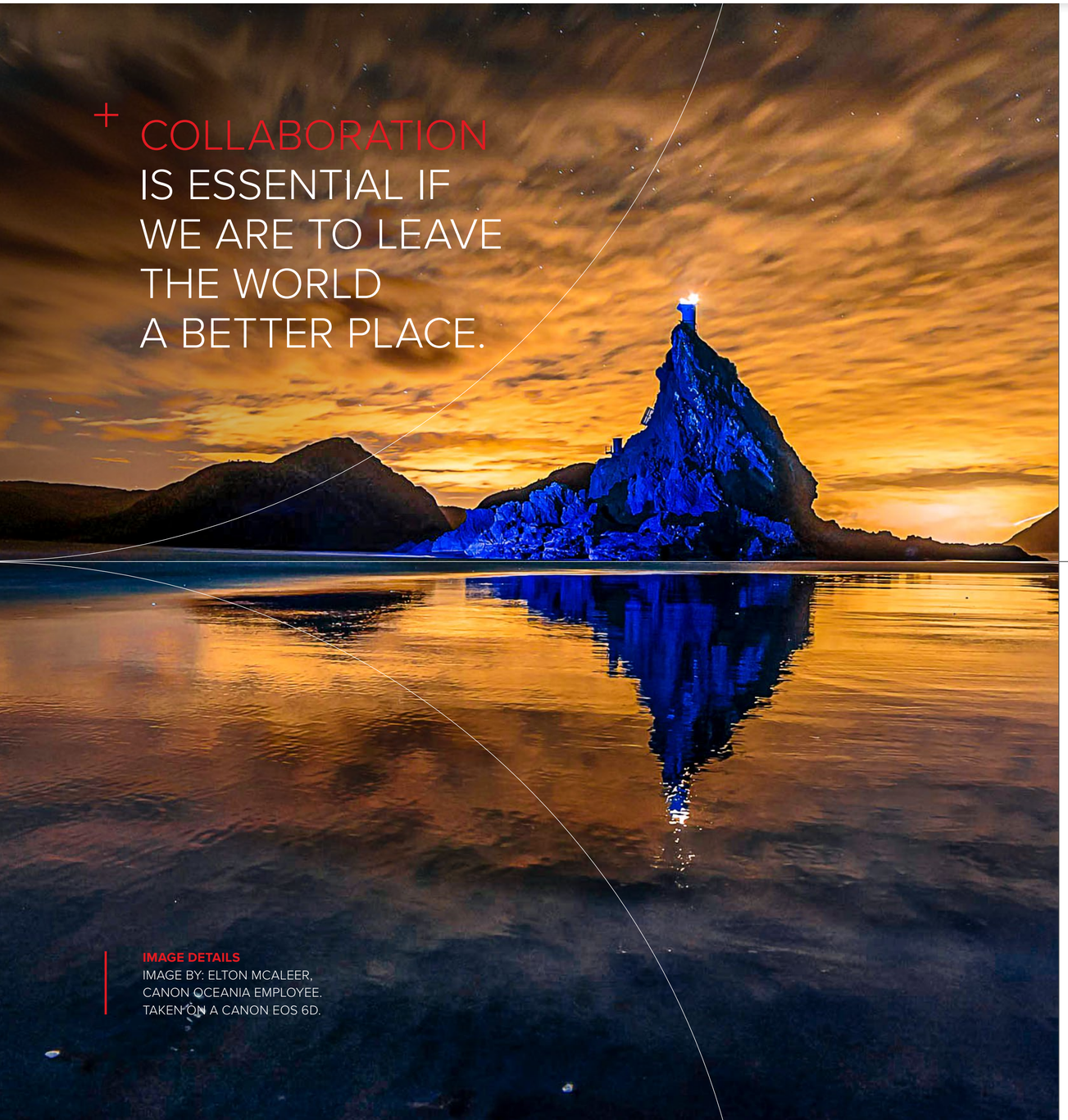


IMAGE DETAILS
IMAGE BY: ELTON MCALEER, CANON OCEANIA EMPLOYEE. TAKEN ON A CANON EOS 6D.

2024 CANON OCEANIA HIGHLIGHTS

TARGET TO REDUCE SCOPE 1 AND 2 EMISSIONS BY 2030 ON TRACK

We have achieved a 39.2% reduction in Scope 1 and 2 emissions compared to our 2022 baseline, putting us well on track to achieve our target of 42% by 2030. Key contributors include purchasing 100% renewable energy for our New Zealand offices and 78% for our Australian offices, and consolidating office locations.

PACKAGING TARGET EXCEEDED

We removed EPS packaging from 94.8% of our inkjet printer range, exceeding our target of 90% under the APCO Roadmap.

INNOVATE RECONCILIATION ACTION PLAN LAUNCHED

Canon Australia stepped up its commitment to a reconciled Australia, publishing an Innovate Reconciliation Action Plan (RAP) in September 2024, which will be in place until August 2026.

COLLABORATION TO SUPPORT SUPPLIER EMISSION REDUCTION PILOTED

As part of our Sustainable Value Chain Leadership Accelerator pilot, we worked with three suppliers to better understand how they measure emissions, helping us improve our data and guide future targets and decisions.

ERP IMPLEMENTATION UNDERWAY

Phase 1 of our Enterprise Resource Planning (ERP) system is now live with Phase 2 underway, enabling our business to streamline our processes and enhance efficiency.

IN-STORE EXPERIENCES ENHANCED FOR CUSTOMERS

We enhanced in-store experiences for our retail customers, increasing brand recognition and sales. We realigned our team and launched the new Canon Pro Imaging Hub to better service the professional photography and videography community.

CANON'S OPERATIONS IN OCEANIA

CANON INC.

CANON OCEANIA GROUP

CANON AUSTRALIA

(Including SUNSTUDIOS and Canon Finance Australia)

479 Employees

HQ Macquarie Park, NSW

Horsley Park, NSW

Sydney City, NSW

Zetland, NSW

Port Melbourne, VIC

South Melbourne, VIC

Adelaide, SA

Perth, WA

Brisbane, QLD

Tuggeranong, ACT

CANON NEW ZEALAND

(including Canon Finance New Zealand)

156 Employees

HQ Auckland

Wellington

Hamilton

Christchurch

Nelson

Invercargill

Dunedin

CANON BUSINESS SERVICES

CANON BUSINESS SERVICES ANZ

(Including Satalyst from 31/12/2024)

353 Employees (AU)
163 Employees (NZ)
27 Employees (Satalyst)

HQ Macquarie Park, AU

South Melbourne, AU

Port Melbourne, AU

Tuggeranong, AU

Brisbane, AU

Perth, AU

Adelaide, AU

Auckland, NZ

Christchurch, NZ

Wellington, NZ

CANON BUSINESS SERVICE CENTRE PHILIPPINES

875 Employees

HQ Taguig City, Manila

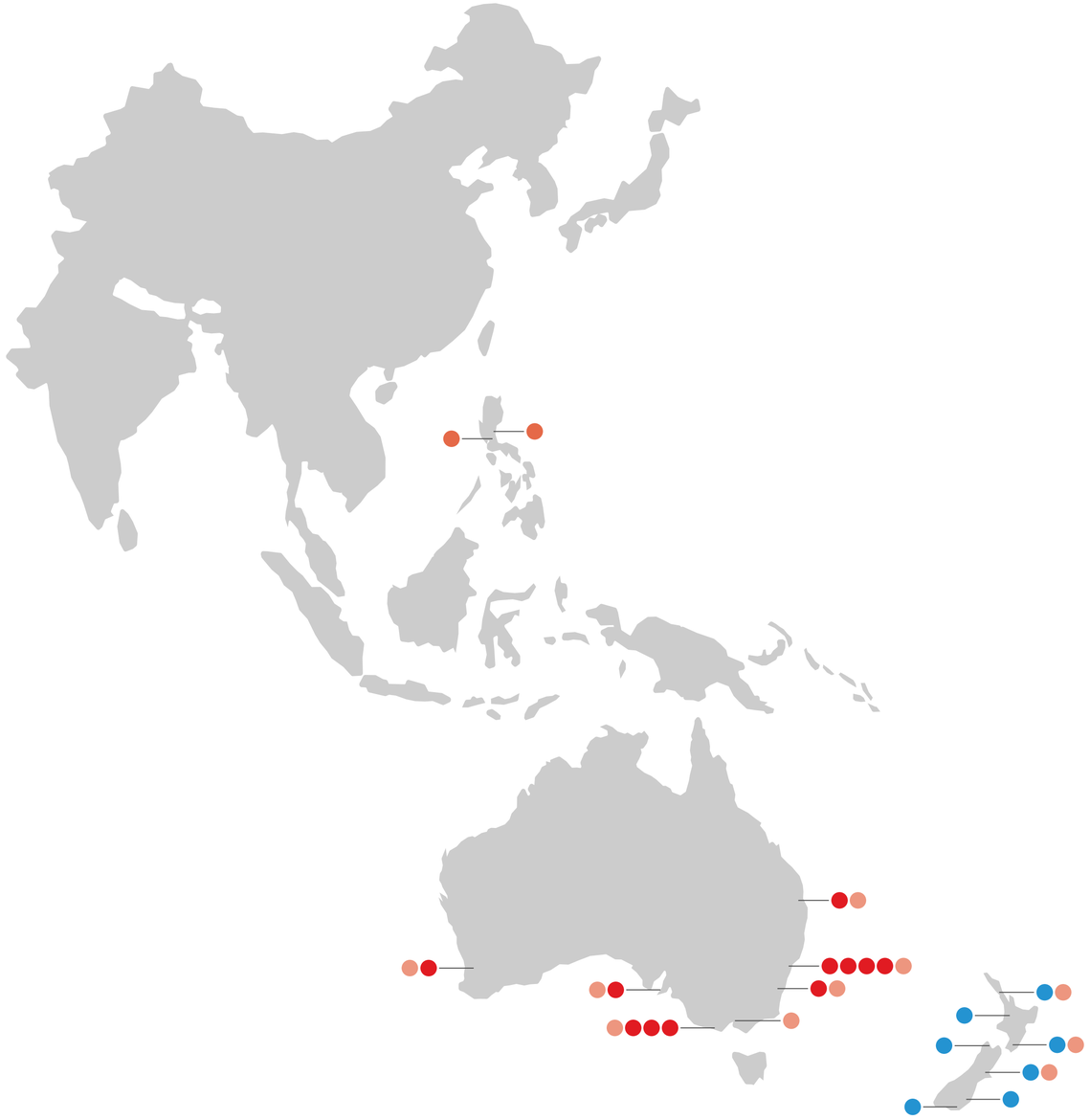
Angeles City, Pampanga

OTHER*

CANON MEDICAL SYSTEMS ANZ

CANON PRODUCTION PRINTING AUSTRALIA

* These Canon companies operate in Australia and New Zealand but they are not part of the Canon Oceania Group and are outside the scope of this report. Details correct as at 31 December 2024.



HOW WE CREATE VALUE

We share the Canon philosophy of *Kyosei* and are led by a respect for humanity, an emphasis on technology, and an enterprising spirit.

Our approach to creating customer value begins with Canon's comprehensive range of imaging products and services. As the markets mature and customer expectations evolve in the digital era, we continuously invest in developing services that align with these changing needs and enhance our core offerings. By leveraging advancements in digitisation and artificial intelligence, we provide innovative solutions for capturing and sharing images and information. This empowers our customers to boost productivity and creativity.

For our business customers, we facilitate the transformation into connected, customer-centric organisations. For creative enterprises and individual consumers, we offer support to help them push their creative boundaries – allowing them to achieve new levels of innovation and expression.

CANON PRODUCTS

- Cameras
- Video Cameras
- Broadcast Cameras
- Lenses
- Software Solutions
- Printers
- Scanners
- MFDs
- Medical Devices

DIGITAL IMAGING

TRANSFORMATION JOURNEY

- Digitisation
- Information Management
- Data Analytics
- Process Management and Improvement
- Automation
- Artificial Intelligence

BUSINESS AND COMMUNITY BENEFITS

ENHANCED CONNECTIVITY AND CUSTOMER FOCUS
We empower our business customers to become connected, customer-centric organisations, enabling efficiency and growth.

EMPOWERING CREATIVE INNOVATION
We support creative enterprises and individuals in pushing their creative boundaries, unlocking new levels of innovation.

SUSTAINABLE APPROACH TO BUSINESS
Creating value that will improve the security, safety, comfort, and enrichment of society.

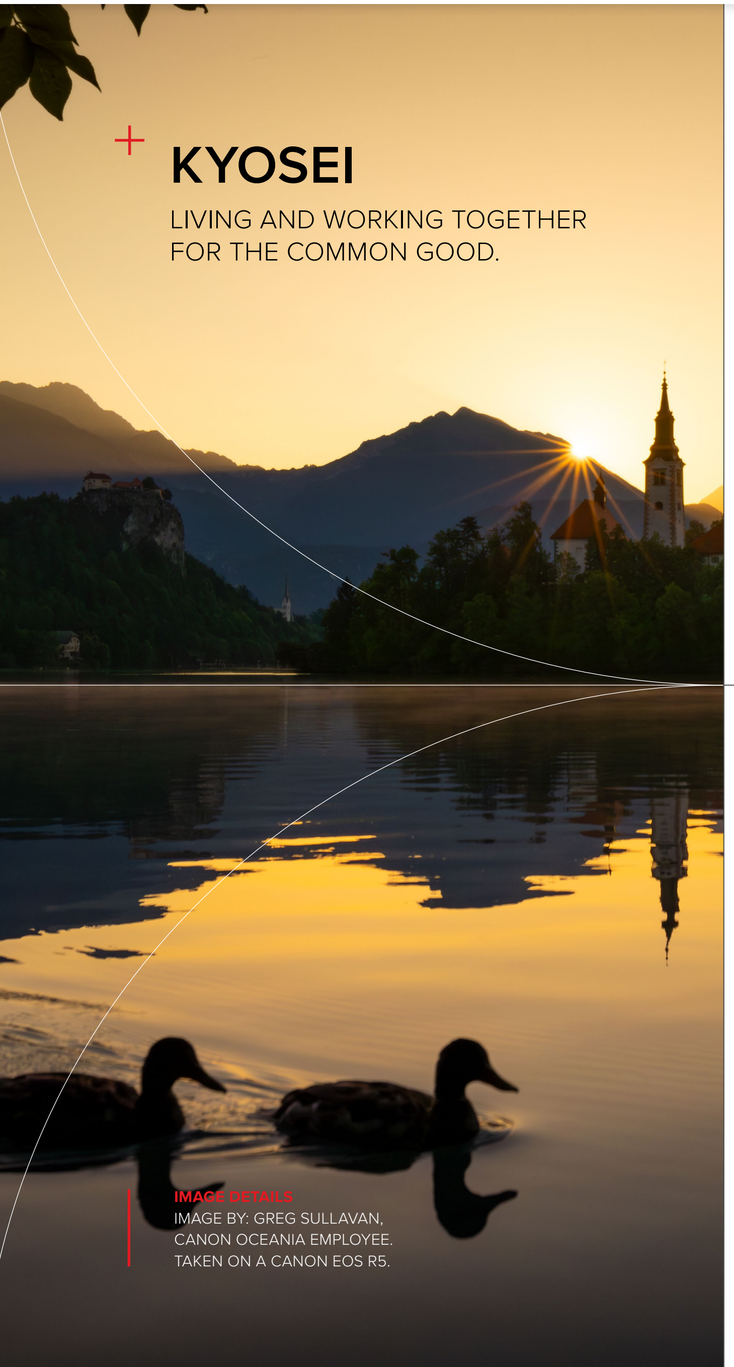
CANON CORE SERVICES

- Technical Service and Support
- Document and Data Capture
- IT Professional Services
- Financial Services
- Process Automation
- Business Process Outsourcing
- Document and Print Management
- Managed Services
- Robotics Process Automation
- Cloud Services
- Network Voice and Data
- Cybersecurity Services
- SUNSTUDIOS
- Canon Photographic Community Support and Engagement

DRIVERS OF SECURE AND COLLABORATIVE INNOVATION

Collaboration | Community | Inspiration | Governance | Privacy | Security | Cloud

IMAGE DETAILS
IMAGE BY: KIERAN MELLOR, MEMBER OF THE CANON COMMUNITY. TAKEN ON A CANON EOS 5D MARK III.

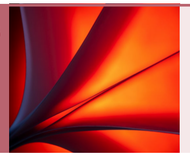


KYOSEI

LIVING AND WORKING TOGETHER
FOR THE COMMON GOOD.

IMAGE DETAILS
IMAGE BY: GREG SULLAVAN,
CANON OCEANIA EMPLOYEE.
TAKEN ON A CANON EOS R5.

BUILDING A SUSTAINABLE BUSINESS

CANON OCEANIA'S MATERIAL ISSUES	PROGRESS AGAINST 2024 OBJECTIVES
01 **RESPONDING TO THE GLOBAL NET ZERO IMPERATIVE** For further details see page 10	● Purchase 100% green energy for New Zealand offices. ● Purchase 70% green energy for Australian offices. ◌ Develop a Climate Transition Action Plan ◌ Engage with key suppliers to identify realistic opportunities for supply chain GHG reductions.
02 **STRENGTHENING OUR PRODUCTS AND SERVICES THROUGH CIRCULAR ECONOMY INNOVATION** For further details see page 16	◐ Pilot reuse/recycling scheme for cameras in Australia and New Zealand. ◐ Standardise the process for ensuring traceability of machines collected from Canon, customers and business partners that are recycled through TechCollect. ● Deliver commitments under the APCO roadmap to phase out EPS packaging from 90% of applicable consumer products. ◌ Work with the C4PA program to achieve its goal of an ink and toner cartridge return rate of 30% by 2027.
03 **BUILDING AN AUTHENTIC, DIVERSE AND INCLUSIVE CULTURE** For further details see page 22	● Publish our first Innovate Reconciliation Action Plan. ● Further analyse our employee data metrics by gender to work towards equity. ● Continue to evolve our Women in Leadership Program. ◐ Publish an employee LGBTQIA+ Ally Guide. ◐ Align the D&I frameworks across Oceania.
04 **SECURING RESILIENT SUPPLY CHAINS** For further details see page 27	◌ Undertake a climate risk assessment for the Oceania region. ● Complete Phase 1 ERP implementation mid-2024. ◐ Refine ESG data required from suppliers.
05  **TRANSFORMING BUSINESS OPERATIONS THROUGH DIGITALISATION** For further details see page 30	● Upgrade our Information Security Management System and achieve certification to the updated standard ISO 27001:2022. ● Implementation of Canon Oceania's new ERP system in Australia and progress towards New Zealand implementation. ◐ Further invest in our Microsoft partnership to attain Azure Expert MSP certification.
06 **COLLABORATING WITH PARTNERS TO ENHANCE THE CUSTOMER EXPERIENCE** For further details see page 34	● Enhance the in-store retail experience for customers in New Zealand. ● Enhance the in-store experience for Canon's professional photography community. ● Focus on enhancing efficiencies across Canon Oceania.

● Fully Achieved ◐ Partially Achieved ○ Not Achieved ◌ Ongoing

KYOSEI

OUR GUIDING PHILOSOPHY IS KYOSEI, LIVING AND WORKING TOGETHER FOR THE COMMON GOOD.

MATERIAL TOPICS
KEY INITIATIVES FOR EACH OF OUR ENVIRONMENTAL MATERIAL ISSUES.

IMAGE DETAILS
IMAGE BY: MICHAEL HALUWANA, MEMBER OF THE CANON COMMUNITY. TAKEN ON A CANON EOS R5.

ENVIRONMENTAL STEWARDSHIP

RESPONDING TO THE NET ZERO IMPERATIVE

Science Based Targets

Canon has SBTi validated targets for 2030 against a 2022 baseline:

- 42% reduction in Scope 1 and 2 emissions.
- 25% reduction in Scope 3 (Category 1 and 11) emissions.

Product Lifecycle Emissions Target

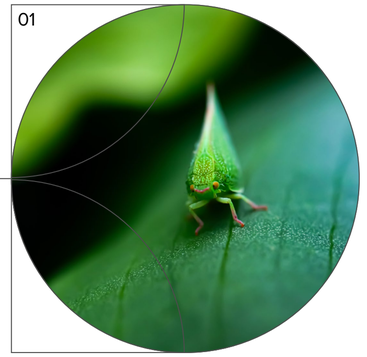
Canon is targeting a 3% annual average improvement in lifecycle carbon emissions per product unit, with a target of 50% improvement by 2030 compared to 2008.

Toitū Net Carbon Zero Certification

Maintained Canon New Zealand's Toitū Net Carbon Zero Certification since 2019.[1]

Renewable Energy

In 2024, we used 100% renewable energy used in our New Zealand offices, and 78% in our Australian offices.



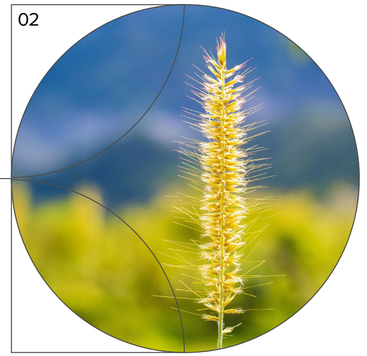
CIRCULAR ECONOMY

Cartridges 4 Planet Ark Program

565,097 Canon cartridges (89 tonnes) collected and transformed into innovative products.

Sustainable Packaging

94.8% of our Australia and New Zealand consumer inkjet printers have eliminated EPS packaging.



TechCollect Program

2,079 tonnes of Canon Australia e-waste recycled.

Battery Recycling with B-Cycle

2,934 tonnes of batteries collected and recycled through the program.

BIODIVERSITY

Rainforest Rescue

Funded planting of more than 5,000 trees since 2017 in the Daintree rainforest, as a partner of Rainforest Rescue.

Conducted Nature Diagnostic

To improve our understanding of how our operations interact with and depend on nature, and plan our next steps towards nature-positive practices.

Canon Oceania Community Grants

Australia:

Farmers for Climate Action received a $5,000 grant to advance decarbonisation policies that benefit farmers and farming communities.

New Zealand:

Supporters of Tiritiri Matangi received a $5,000 grant to support the Tiritiri Matangi island sanctuary.

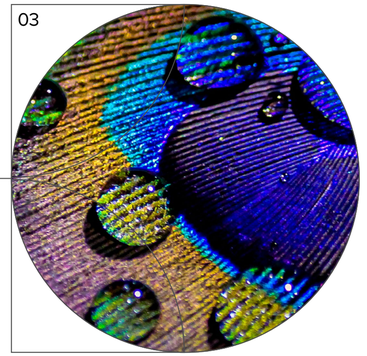


Image 1: Image by Hiromi Kobayashi, Canon Oceania Employee. Taken on a Canon M100.
Image 2: Image by Marilyn Tiongkiao, Canon Oceania Employee. Taken on a Canon EOS M6 Mark II.
Image 3: Image by Dennis Lucem, Canon Oceania Employee. Taken on a Canon EOS 700D.

1. Toitū Net Carbon Zero certification is currently going through the final stages of approvals and should be issued late August; in the event there are differences in figures published here we will update the report.

MATERIALITY

Identifying and prioritising the sustainability-related impacts, risks, and opportunities most important to our business is fundamental to building long-term value and resilience. In line with international best practice, we group these under material issues (or sustainability priorities), which inform stakeholders about how we create value and our broader impact on people, the economy, and the environment.

Canon Oceania's current sustainability strategy is built on six material issues identified through a detailed materiality assessment completed in 2022. These are outlined on page 6.

ASSESSMENT PROCESS

The assessment process combined internal and external stakeholder views with extensive research to identify the material issues most relevant to our business and stakeholders. Our key stakeholders are shown in the graphic below. We then set annual commitments and targets to advance progress on each material issue, reporting our performance in our annual Sustainability Reports.

As part of our materiality review process, we also consider emerging sustainability-related impacts, risks, and opportunities that may become material in the future. In 2023, we identified that biodiversity is likely to become material to our business. This remained an emerging issue in 2024. See right for further information.

CANON OCEANIA'S STAKEHOLDERS

- SUPPLIERS
- CANON INC.
- GOVERNMENT
- COMMUNITIES IN WHICH WE OPERATE
- RETAILERS, DISTRIBUTORS
- EMPLOYEES
- CONSUMERS
- BUSINESS CUSTOMERS
- PARTNERS, AGENTS

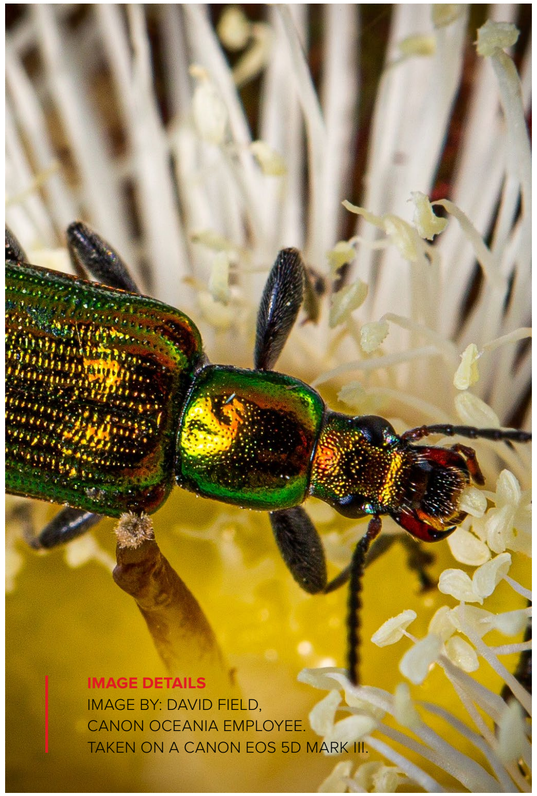


IMAGE DETAILS
IMAGE BY: DAVID FIELD,
CANON OCEANIA EMPLOYEE.
TAKEN ON A CANON EOS 5D MARK III.

BIODIVERSITY: EVOLVING OUR APPROACH

Canon recognises biodiversity as essential for a sustainable society. We carry out various activities to conserve and protect biodiversity under the Canon Group Biodiversity Policy.

Across Oceania, we have long-standing engagements with local communities and projects to conserve and repair the environment. This includes our ongoing support for Rainforest Rescue, a non-profit that protects and restores the Daintree Rainforest. This is the world's oldest, UNESCO World Heritage listed surviving rainforest, that seeks to boost biodiversity and help endangered animals. Find out more about our support for their reforestation projects on page 7.

Nature impacts and benefits also influence our decisions and actions to address our other material issues.

During 2024, we worked with the NSW Government Sustainability Advantage Program to trial a nature assessment tool. The Nature Diagnostic Tool is designed to help businesses understand and evaluate how their operations, products or services interact with and depend on nature. It supports the identification of risks and opportunities related to biodiversity and natural capital, ultimately guiding organisations toward building nature-positive practices.

We used the pilot tool to establish our current position as a baseline from which to mature our nature and biodiversity approach, and develop an action plan. This will inform our '2026 and Beyond' sustainability strategy.

MATERIALITY (CONTINUED)

2025 MATERIALITY ASSESSMENT

In 2025 we undertook a comprehensive materiality assessment to consider anew the sustainability-related impacts, risks, and opportunities material to our business.

The assessment adopted the 'double materiality' approach, which considers both sustainability-related financial risks and opportunities, and positive and negative stakeholder impacts. The approach adopts best practice guidance from International Financial Reporting Standards (IFRS) Sustainability Standards and Global Reporting Initiative (GRI) Standards and addresses the requirements of the Australian Sustainability Reporting Standards (ASRS).

Guided by an external consultant, the comprehensive assessment consisted of four key steps, shown right.

Current status

While the assessment process is ongoing at the time of writing, preliminary findings indicate that issues such as Climate Action and Resilience, Circular Economy and Product Stewardship, Digital Innovation and Cybersecurity, Ethical and Resilient Supply Chains, Future-ready Workforce and Inclusive Culture, and Business Model Evolution are emerging as priorities. While nature-related impacts are being monitored as an emerging area, they have not yet reached the threshold for standalone material issue status. A comprehensive framework detailing our updated priorities and a strategic implementation roadmap will be provided in our 2026 report.

01 **Initial analysis:** Desktop research considered internal and external sources, including our enterprise risk register and framework, and identified the 10 global megatrends most likely to impact our organisation and operating environment.

02 **Stakeholder engagement:** We interviewed 15 internal and external stakeholders to confirm the relevance of these megatrends in addition to Canon Oceania's capacity to address them. The interviews were supported by a review of our internal strategy documentation, existing enterprise risks, and best practice sustainability strategy and reporting standards, including the latest IFRS, GRI and ASRS guidance. We completed a value chain mapping to show important dependencies, impacts and external factors.

03 **Identify and assess sustainability-related impacts, risks and opportunities:** The process initially identified 75 potential sustainability-related impacts, risks and opportunities, which were assessed for magnitude and likelihood using our enterprise risk framework and in line with reporting standards guidance. After this evaluation, 32 were assessed as 'High' or 'Very High' for significance of financial effects or stakeholder impacts, and therefore material to Canon Oceania. These impacts, risks, and opportunities were then grouped into six material issues.

04 **Validation:** The assessment findings are scheduled to be validated by the Senior Leadership Team in the second half of 2025.

PREPARING FOR MANDATORY CLIMATE-RELATED DISCLOSURES

Australia has introduced mandatory climate-related financial disclosures for qualifying companies through the Australian Sustainability Reporting Standards (ASRS).

Canon Australia is a 'Group 1' entity under these requirements and must prepare a Sustainability Report containing the prescribed climate information as part of its annual reporting obligations in 2026. This report will address the standard AASB S2 *Climate-related Disclosures*, which is based on the international standard IFRS S2. It includes reporting on Scope 1 and 2 emissions.

We are undertaking a work program during 2025 to address these requirements, which will expand on and adapt the Canon Climate Risk and Opportunity assessment to Canon Australia. Following a preparatory independent Limited Assurance Audit in 2024, we are also updating our reporting platform to consolidate all data sets and ensure reporting data is maintained in a single platform. We are well placed for our first mandatory report, which will report our 2025 performance when published in 2026.

IMAGE DETAILS
IMAGE BY: WEEKS LEE,
CANON OCEANIA EMPLOYEE.
TAKEN ON A CANON EOS M3.

RESPONDING TO THE GLOBAL NET ZERO IMPERATIVE

Customers, business partners, suppliers, policymakers and our employees all expect Canon Oceania to implement a credible decarbonisation agenda with ambitious emissions reduction targets.

SDG 12:
RESPONSIBLE CONSUMPTION AND PRODUCTION

Target 12.7

SDG 13:
CLIMATE ACTION

Target 13.2

IMAGE DETAILS

IMAGE BY: CRAIG CROSTHWAITE, MEMBER OF THE CANON COMMUNITY. TAKEN ON A CANON EOS 5D MARK IV.

RESPONDING TO THE GLOBAL NET ZERO IMPERATIVE (CONTINUED)

WHY IS THIS IMPORTANT TO CANON AND ITS STAKEHOLDERS?

Global emissions need to be reduced significantly by 2030 and reach net zero by 2050 if global warming is to be kept to 1.5°C, in line with the Paris Agreement. This can only be achieved if we, as a society, take urgent action.

Canon Oceania has an opportunity to leverage supply chain partnerships and capitalise on opportunities for innovation that reduce emissions and increase energy efficiency. A collaborative approach to decarbonisation will help support broader societal progress towards a low-carbon economy, strengthen our brand and social licence, and ensure we stay ahead of regulatory developments. Our efforts will contribute to Canon's science-based emissions reduction targets.

HOW ARE WE MANAGING THIS ISSUE?

Canon is working globally to cut greenhouse gas (GHG) emissions by looking at the climate impact of each stage of a product's life. This includes making parts and materials, to transport, customer use, as well as disposal and recycling.

Canon Oceania has developed a pathway to our 2030 emission targets with the support of the NSW Government Sustainability Advantage Program. The pathway describes the priority initiatives and activities that will drive emission reduction in line with our targets. We plan to address our Scope 1 and 2 emissions by increasing use of renewable energy and electrifying our vehicle fleet. Reducing our Scope 3 emissions in the relevant categories will involve collaboration with our key suppliers.

PROGRESS AGAINST 2024 OBJECTIVES

OUR 2024 OBJECTIVES		PROGRESS AGAINST KEY INITIATIVES
01	Purchase 100% green energy for New Zealand offices.	ONGOING / NOT ACHIEVED / PARTIALLY ACHIEVED / **ACHIEVED** Toitū accreditation renewed for the sixth consecutive year in New Zealand, including purchasing 100% green energy for our offices.[1,2]
02	Purchase 70% green energy for Australian offices.	ONGOING / NOT ACHIEVED / PARTIALLY ACHIEVED / **ACHIEVED** Purchased 78% renewable energy for our Australian tenancies offices including GreenPower, mandatory renewables and on-site solar.
03	Develop a Climate Transition Action Plan.	**ONGOING** / NOT ACHIEVED / PARTIALLY ACHIEVED / ACHIEVED Plan development is underway, with completion expected in 2025.
04	Engage with key suppliers to identify realistic opportunities for supply chain GHG reductions.	**ONGOING** / NOT ACHIEVED / PARTIALLY ACHIEVED / ACHIEVED Progressed supply chain emissions reductions, with pilot recycling programs and supplier engagement. Three suppliers engaged in pilot project with NSW Sustainability Advantage to explore supplier emissions reporting for our procurement spend. Signed up to the IBISWorld ESG Risk Assessment platform to better understand the benchmarking, risks and opportunities of our tier 1 and 2 suppliers.

IMAGE DETAILS
IMAGE BY: NEIL BANEK, CANON OCEANIA EMPLOYEE. TAKEN ON A CANON EOS 70D.

PROGRESS TOWARDS CANON EMISSION REDUCTION TARGETS

Canon is making progress towards its 2030 GHG emission reduction targets as well as its ongoing product life cycle emissions reduction targets.

Canon Science-Based Targets

The Canon global GHG emission reduction targets for 2030 have been validated under the Science-Based Targets initiative (SBTi), which aims to provide a consistent and robust approach for corporates to set net zero targets aligned with climate science.

Canon's 2030 targets are to reduce its absolute emissions compared to 2022 as follows:

42%
Reduction in Scope 1 and 2 emissions.[3]

25%
Reduction in Scope 3 (Category 1 Purchased goods and services and Category 11 Use of sold products) emissions.[3]

Canon's work towards reducing our product life cycle emissions is as follows:

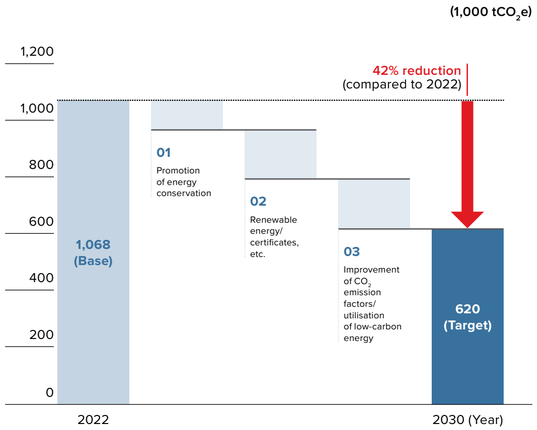
- **3 per cent average annual improvement** in the index in the life cycle carbon emissions per product unit.
- **50 per cent improvement** in per-unit life cycle carbon emissions index by 2030.

Canon's progress against these global targets is disclosed in the Canon Inc. 2025 Sustainability Report.

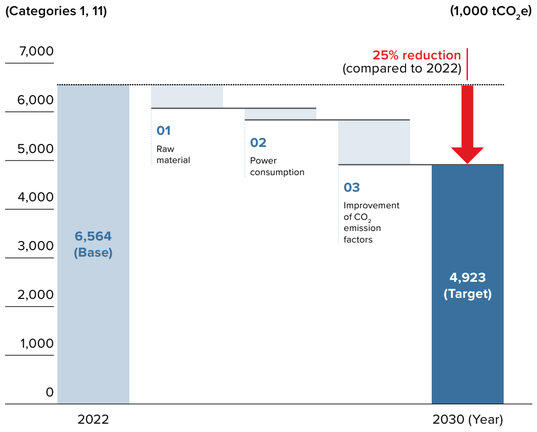
1. Canon New Zealand includes the office and base building.
2. Toitū Net Carbon Zero certification is currently going through the final stages of approvals and should be issued late August; in the event that there are differences in figures published here, we will update the report.
3. Canon Australia purchases renewable energy for use in our offices only. This excludes the base building (common facilities like lifts and lobby lighting) as it is managed by the landlord. It includes GreenPower, mandatory renewables and on-site solar and excludes Macquarie Park and South Melbourne.

RESPONDING TO THE GLOBAL NET ZERO IMPERATIVE (CONTINUED)

CANON GHG EMISSIONS REDUCTION – SCOPE 1 AND 2[1]



CANON GHG EMISSIONS REDUCTION – SCOPE 3[1]



Canon Net Zero Target

Canon has maintained its target to achieve net zero carbon emissions for the whole product life cycle (Scopes 1, 2 and 3) by 2050. Further information about Canon targets is available on the Canon website.

Canon Oceania Targets

Canon Oceania has adopted the GHG emission reduction targets set by Canon, and measured against a 2022 baseline year calculated using the SBTi measurement methodology.

- **42 per cent reduction** in Scope 1 and 2 emissions by 2030.[1]
- **25 per cent reduction** in Scope 3 emissions by 2030.[2]

Canon Oceania 2024 Performance

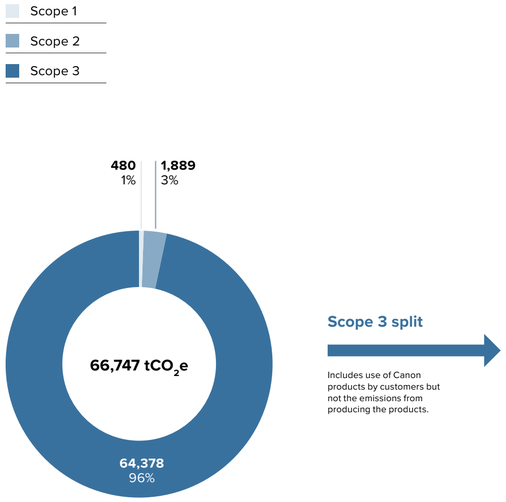
2024 marks the second year of our journey towards these targets.

Canon Oceania's 2024 emissions footprint was 66,747 tonnes of carbon dioxide equivalent (tCO_2e), with Scope 1 and 2 emissions accounting for 2,369 tCO_2e (4 per cent), and Scope 3 accounting for the remaining 64,378 tCO_2e (96 per cent).

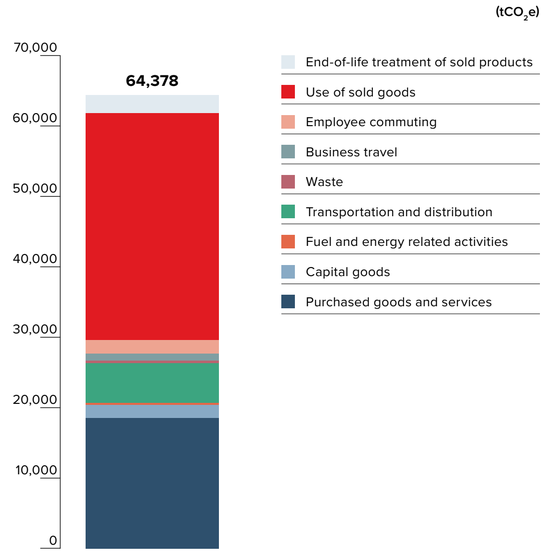
We are improving the accuracy of our Scope 3 emissions data (specifically Category 1 Purchased Goods and Services), with some fluctuations in performance recorded in 2023 and 2024 and more anticipated in future years as data quality improves. We remain committed to improvements each year to strengthen the reliability of our Scope 3 emissions reporting. This will be further enhanced when Australia and New Zealand are on the same ERP system in 2026, with the Philippines planned for 2027.

1. Scope 1: Direct emissions (city gas, LPG, light oil, kerosene, transport fuel, non-energy-related greenhouse gases, etc.). Scope 2: Indirect emissions (electricity, steam, etc.).
2. Scope 3: Supply chain emissions in Category 1: Purchased goods and services; Category 11: Use of sold products as defined by the GHG Protocol.

CANON OCEANIA – 2024 FOOTPRINT



CANON OCEANIA – SCOPE 3 EMISSIONS



RESPONDING TO THE GLOBAL NET ZERO IMPERATIVE (CONTINUED)

Canon Oceania

During 2024, we undertook a Limited Assurance Audit of Canon Oceania's 2023 performance data, which resulted in several adjustments to our published 2023 emissions. For our Scope 1 and 2 emissions, these adjustments related to the purchase of GreenPower and the calculation of electricity consumption for some of our Australian sites during 2023. Details are available in the Environmental Fact Book.

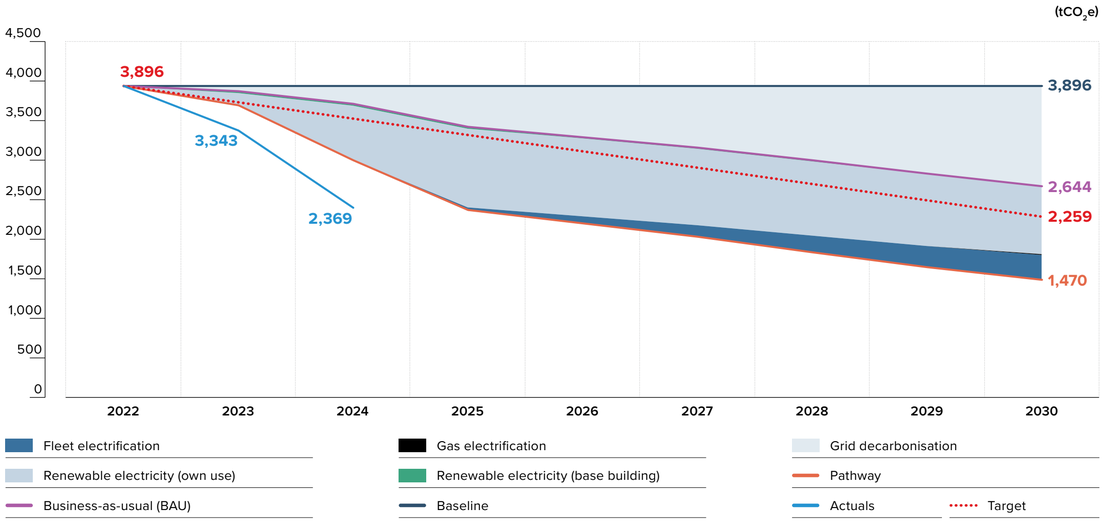
Our total Scope 1 and 2 emissions decreased by 974 tCO_2e in 2024 based on 2023 Adjusted figures, across Australia, New Zealand and the Philippines – this equates to a 29.2 per cent reduction compared to 2023 Adjusted, and 39.2 per cent reduction compared to our 2022 baseline.

Factors that drove this reduction in 2024 include:

- purchasing GreenPower for our Australian and New Zealand offices,
- re-evaluating our South Melbourne electricity tenancy data,
- reduced consumption following the consolidation of some offices, including the closure of our last site using gas (Alexandria, NSW), and
- continuing to transition our fleet to hybrid vehicles across Australia and New Zealand.

Find out more in the Environmental Fact Book.

CANON OCEANIA – SCOPE 1 AND 2 PATHWAY



CANON OCEANIA – SCOPE 1 AND 2 EMISSIONS

EMISSIONS	2022	2023 PUBLISHED	2023 ADJUSTED	**2024**
Scope 1 and 2 (tCO_2e)[1]	3,896	3,155	3,343	**2,369**
Change (year-over-year)	Baseline Year	19% reduction	14.2% reduction	**39.2% reduction** (compared to baseline year) **29.2% reduction** (compared to 2023 Adjusted)

Canon Oceania anticipates that we will reduce our Scope 1 and 2 emissions by 42 per cent before 2030, and are aiming to achieve a 63 per cent reduction by 2030. Achieving this stretch goal will require continued focus on renewable energy use in the Philippines and Australia (base building), and vehicle electrification. While we are pleased with this result, we note that Scope 1 and 2 emissions represent only 4 per cent of our total footprint.

CANON OCEANIA – SCOPE 3 EMISSIONS

EMISSIONS	2022	2023 PUBLISHED	2023 ADJUSTED	**2024**
Scope 3 (tCO_2e)	65,005	59,845	68,877	**64,378**
Change (against baseline)	Baseline	8% reduction	6% increase	**1.0% reduction** (compared to baseline year) **6.5% reduction** (compared to 2023 Adjusted)

The Limited Assurance Audit also had impacts on our published Scope 3 2023 emissions. For Scope 3 emissions, these adjustments related to the definition of our Category 1 Purchased Goods and Services reporting boundary and emission factor mapping. Details are available in the Environmental Fact Book.

Our total Scope 3 emissions were 64,378 tCO_2e, a 6.5 per cent reduction compared to 2023 Adjusted. During the year, we moved the calculation of some Scope 3 emissions from spend-based to business-specific data, which increases data accuracy but may result in data variances compared to prior years. We also continued the reporting boundary assessment in 2024.

Category 1 Purchased goods and services, calculation methodologies, supplier data maturity, our data set, and data accuracy across the value chain continue to evolve. As a result, fluctuations – whether increases or decreases – in reported emissions should not be interpreted, at this stage, as definitive indicators of positive or negative impact. While Canon Oceania recorded a 6.5 per cent reduction in Scope 3 emissions compared to 2023 Adjusted, this is only a 1.0 per cent reduction when compared to baseline. We remain committed to year-over-year improvements in data quality, input granularity, and methodological consistency to strengthen the reliability of our Scope 3 reporting, and to help inform carbon reduction decisions.

Following the independent Limited Assurance Audit in 2024, Canon Oceania is updating our reporting platform to improve our emissions reporting, consolidate data sets, and centralise Scope 3 emissions information and reporting data. This will also support our preparations for Australian mandatory climate reporting.

One of the reasons we can confidently target a 25 per cent reduction in Scope 3 emissions by 2030 is that many of our suppliers have also committed to the SBTi and have plans in place to reduce emissions at the level we are targeting.

Detailed information about Canon Oceania's performance in 2023 Adjusted and 2024 is available in the Environmental Fact Book.

1. Scope 2 emissions were calculated using the market-based method. These net emissions do not include the carbon offsets purchased as part of our Toitū Net Carbon Zero certification. Our South Melbourne base building data was included in 2023 by estimating electricity use for the building area occupied by Canon; this data has been removed for 2024 onwards, as the site is fully occupied by Canon. For detailed information, see the Environmental Fact Book.

RESPONDING TO THE GLOBAL NET ZERO IMPERATIVE (CONTINUED)

CANON OCEANIA PROJECTS

We progressed several projects and initiatives to reduce Canon Oceania's emissions during 2024.

Purchasing Renewable Energy in Australia, New Zealand and the Philippines

We achieved our targets to purchase renewable energy in Australia and New Zealand, with 78 per cent purchased for our Australian offices (not including base building), and 100 per cent for our New Zealand offices. We will continue to utilise existing markets and schemes to increase our use of renewable energy in these locations in the future.

Renewable energy is not commonly available in the Philippines, where there are several unique and complex challenges in the shift toward green energy.

Despite these challenges, the Philippines remains a vital part of Canon Oceania's contribution to the global pathway to achieving net zero. Canon Oceania is reviewing strategies to enhance its environmental performance. This includes exploring opportunities to exert influence, such as engaging with landlords and local stakeholders, participating in renewable energy programs, and advocating for sustainable practices, as well as the responsible and credible use of carbon offsets to address emissions that cannot yet be eliminated.

Canon Oceania remains committed to aligning with global climate goals while navigating the practical constraints of its operations in the Philippines.

Transitioning our Fleet to Hybrid Vehicles

We have made substantial progress in transitioning our vehicle fleet from petrol to hybrid vehicles. The Canon Business Services New Zealand fleet reached 100 per cent hybrid vehicles in late 2024, following the Canon New Zealand fleet's transition in 2023. The Canon Australia fleet added a further 18 hybrid vehicles during 2024, replacing existing vehicles as leases expire and hybrids become available.

Our Australian fleet was 80 per cent hybrid vehicles at the end of 2024, with a goal to reach 85 per cent by 2025. A further three hybrid vehicles will join the Australian fleet in 2025, with 10 remaining to replace in future years.

Our fleet transition program demonstrates our commitment to reducing carbon emissions. We plan to move to a fully electric vehicle fleet in the future when it becomes viable, given the range constraints, recharging infrastructure and the distances typically travelled by our vehicles.

80%
hybrid vehicles in Australian fleet (targeting 85% by end 2025).

100%
hybrid vehicles in New Zealand fleet.

CANON OCEANIA HAVE MADE SUBSTANTIAL PROGRESS IN TRANSITIONING OUR VEHICLE FLEET FROM PETROL TO HYBRID VEHICLES.

IMAGE DETAILS
PICTURED HERE IS GLENN MOIR, ONE OF CANON BUSINESS SERVICE'S FRONT-LINE DRIVERS BASED IN NEW ZEALAND. BY THE END OF 2024, CANON BUSINESS SERVICES IN NEW ZEALAND HAD TRANSITIONED 100 PER CENT OF THEIR FLEET TO HYBRID VEHICLES.

RESPONDING TO THE GLOBAL NET ZERO IMPERATIVE (CONTINUED)

Maintaining our Toitū Net Carbon Zero Certification

Canon New Zealand maintained its carbon neutral certification under the Toitū Net Carbon Zero program in 2024, for the sixth consecutive year.[1] This certification recognises that Canon New Zealand has taken action to reduce emissions, then offset the remaining emissions by purchasing verified carbon credits during the year.

Canon New Zealand achieved the following emissions reductions during 2024:

- **45.2 per cent reduction** in total emissions, compared to 2018 (920.19 tCO_2 vs 416.24 tCO_2).[1]
- **43.0 per cent reduction** in flights, compared to 2018.[1]
- **43.1 per cent reduction** in fleet fuel consumption, compared to 2018.[1]

Toitū Envirocare sources a portfolio of carbon credits from a range of compliance and voluntary standards, including Gold Standard (and Fairtrade Gold Standard) and Clean Development Mechanism (CDM). Many support conservation and reforestation projects in New Zealand. While these offsets are not included in our emissions reporting, they are a useful additional contribution while we reduce our absolute emissions.

Participating in the Sustainable Value Chain Leadership Accelerator Pilot

To explore how we can support emission reduction in our value chain, our Sustainability and Procurement team participated in the Sustainable Value Chain Leadership Accelerator pilot project. The Accelerator is an initiative of the NSW Government's Sustainability Advantage Program. Through the Accelerator, we engaged three suppliers in the Canon Australia value chain to explore opportunities to collaborate to reduce and measure emissions.

SUPPLIER	PROPORTION OF 2023 CATEGORY SPEND	GHG CATEGORY
Salesforce	**6.6% of software spend**	Computer and Technical Services
Pure Storage	**N/A (engaged through resellers)**	Computer and electrical components
Dicker Data	**80% of the category**	Computer and electrical components

We held targeted workshops with each supplier to review their emissions data and climate targets, aiming to identify opportunities for collaboration. These sessions explored the potential for joint action plans to align emissions factors and data sources and resulted in agreed protocols for information sharing. Through this engagement, we uncovered opportunities to improve the accuracy of emissions data, and gained a clearer understanding of the limitations suppliers face in influencing emissions across their own value chains.

Upgrading and Consolidating our Properties

Our Australian property consolidation project continued in 2024, which is changing our emissions profile. At our Macquarie Park head office, we worked with our landlord to install an electric vehicle (EV) charging station. Additionally, the solar panels originally installed by Canon have now reverted to the landlord, contributing to the energy supply for the base building.

We improved the efficiency of our office footprint by closing and relocating employees from our Clayton (Victoria) and Satalyst Perth (Western Australia) offices into other existing facilities in these locations.

In line with our focus on supporting our professional photography and videography (Pro) community, we launched the new Canon Pro Imaging Hub in Zetland, Sydney. This opening followed the decision to close our SUNSTUDIOS Sydney location in Alexandria.

These strategic moves have reduced our overall environmental impact while supporting operational efficiency.

Preparing our Climate Transition Action Plan

During 2024, we began preparing our Climate Transition Action Plan (CTAP). The CTAP will set out our near-term strategy and key actions to achieve our 2030 emission reduction targets, playing our part in the global transition to a low-carbon economy.

The CTAP will include current emission reduction projects, such as purchasing renewable energy, transitioning our vehicle fleet, and engaging with key suppliers, and new initiatives such as a detailed local analysis of climate-related risks and opportunities in line with the Canon Risks and Opportunities Framework. We expect to complete the CTAP in 2025.

OUR PATHWAY TO NET ZERO

Our Scope 1 and 2 targets can be achieved progressively by increasing our renewable energy use and electrifying our vehicle fleet. Reducing our Scope 3 targets will involve collaboration with our key suppliers.

SCOPE	INTERVENTION OPTIONS	CURRENT PLAN
1	**Electrification of fleet**	Planned to commence when viable fleet vehicle options are available
	Electrification of gas	Minor impact – as of end 2024 we now have no locations utilising gas
2	**Renewable electricity** (own use)	Follow SBTi recommendations for 80% by 2025 and 100% by 2030 Explore Philippines renewable options for 2026
	Renewable electricity (base building)	Follow SBTi recommendations for 80% by 2025 and 100% by 2030 Calculate existing base building emissions
3	**Use of sold products**	Decrease will occur as result of Canon's ongoing reduction in product lifecycle emissions and regulated improvements in grid electricity emissions
	Purchased goods and services	Prefer goods and services with low carbon intensity Improve data capture of suppliers – from spend to actual emissions, where practicable.

Our pathway to achieve net zero GHG emissions by 2050 will require both Canon and Canon Oceania to rigorously improve energy efficiency throughout product lifecycles through more efficient design, production and distribution. We will also seek to reduce emissions through advances in the recycling of resources and collaborating on initiatives with stakeholders throughout the value chain.

1. Toitū Net Carbon Zero certification is currently going through the final stages of approvals and should be issued late August; in the event there are differences in figures published here we will update in next year's sustainability report.

STRENGTHENING OUR PRODUCTS AND SERVICES THROUGH CIRCULAR ECONOMY INNOVATION

A new generation of Canon Oceania customers is increasingly aware of the costs of business-as-usual. They view waste and pollution as flaws in our current economic model, rather than inevitable by-products of economic output.

SDG 8:
DECENT WORK AND ECONOMIC GROWTH
Target 8.4

SDG 12:
RESPONSIBLE CONSUMPTION AND PRODUCTION
Target 12.7

IMAGE DETAILS

IMAGE BY: ALISHA LOVRICH, MEMBER OF THE CANON COMMUNITY. TAKEN ON A CANON EOS R1.

STRENGTHENING OUR PRODUCTS AND SERVICES THROUGH CIRCULAR ECONOMY INNOVATION (CONTINUED)

WHY IS THIS IMPORTANT TO CANON AND ITS STAKEHOLDERS?

Humans are using natural resources 1.7 times faster than they can regenerate, depleting the natural world. Finding local ways to reuse, repurpose and recycle our products is important, as it will reduce costs and create new revenue streams while maximising the efficient use of resources and helping to restore planetary health. Improving the efficiency and productivity of our service offerings can also support the adoption of circular business models internally and for customers.

Canon Oceania works with upstream and downstream partners in our value chain, including Canon, to implement our circularity principles.

HOW ARE WE MANAGING THIS ISSUE?

We continue working with Canon on increasing the amount of packaging made from renewable resources for products sold in the Australian and New Zealand markets.

During 2024, we also continued our investment in partnerships with the Australia New Zealand Recycling Platform (ANZRP) and Close the Loop to improve recycling technology. This improvement will ensure valuable polymers and alloys from our products and other sources maintain their quality during the recycling process and can be used to manufacture new products.

CANON'S APPROACH TO CIRCULAR ECONOMY

The Canon environmental vision captures our global ambition to use fewer resources throughout the entire product lifecycle – produce, use, recycle – to achieve highly functional products with minimal environmental burden. Canon acts on that ambition by focusing on recycling and reusing resources and making a meaningful contribution to the development of a circular economy.

Canon promotes the reduction of resource consumption and has invested significantly in recycling technology for many years, while also investing in product design that reduces waste and uses resources more efficiently. Canon is also making products smaller and lighter, reusing and recycling materials as much as possible, and reducing waste consumption and generation from manufacturing at our operational sites.

Resource Recovery and Recycling

Canon is working to improve resource recovery and recycling at the product manufacturing and end-of-life stages. Canon has a number of projects that integrate circularity principles, such as closed-loop recycling of toner cartridges, and re-manufacturing office multifunction devices. Both projects make collected post-use materials into products with good-as-new quality.

These programs are currently run in Japan, Germany, France, the United States and China, therefore reducing the need for virgin materials. We also aim to collect and recycle the resources in the same region as they are consumed, to reduce carbon emissions associated with logistics.

For more information, visit Canon Resource Efficiency site.

Design for the Environment

Canon designs all products using Environmentally Conscious Design Guidance to reduce environmental impact. The guidelines cover multiple aspects of product design including materials, maintenance, durability, product dismantling and product information for disclosure purposes.

To further identify and minimise impact, Canon applies life cycle assessment (LCA) methodology and management systems to the end-to-end product journey. The LCA process quantitatively evaluates impacts at all stages of the value chain – from the sourcing of raw materials, manufacturing, packaging, storage and logistics to product use and end treatment.

To find out more about Canon's design thinking, visit the Design for Environment site.

PROGRESS AGAINST 2024 OBJECTIVES

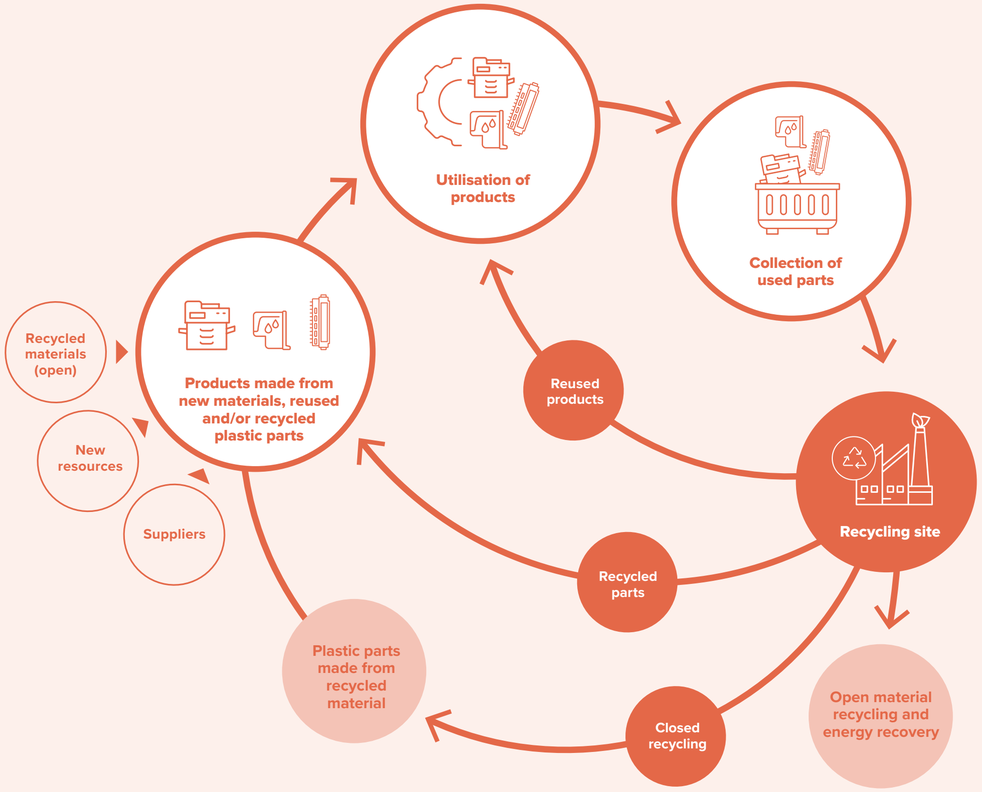
	OUR 2024 OBJECTIVES	PROGRESS AGAINST KEY INITIATIVES
01	Pilot reuse/recycling scheme for cameras in Australia and New Zealand.	ONGOING | NOT ACHIEVED | **PARTIALLY ACHIEVED** | ACHIEVED Put in place diversion of cameras from recycling to reuse. Camera recycling pilot to go live in Australia in 2025.
02	Standardise the process for ensuring traceability of machines collected from Canon, customers and business partners that are recycled through TechCollect.	ONGOING | NOT ACHIEVED | **PARTIALLY ACHIEVED** | ACHIEVED Tech Collect deployed a small number of GPS trackers on random machines to ensure traceability and governance.
03	Deliver commitments under the APCO roadmap to phase out EPS packaging from 90% of applicable consumer products.	ONGOING | NOT ACHIEVED | PARTIALLY ACHIEVED | **ACHIEVED** Removed EPS from 94.5% of our inkjet printer range by the end of 2024.
04	Work with the C4PA program to achieve its goal of an ink and toner cartridge return rate of 30% by 2027.	**ONGOING** | NOT ACHIEVED | PARTIALLY ACHIEVED | ACHIEVED Cartridges 4 Planet Ark program goals yet to be finalised. Some discussion and progress on this.

IMAGE DETAILS
IMAGE BY: AIDEN MACKEY, CANON OCEANIA EMPLOYEE. TAKEN ON A CANON EOS R5.

STRENGTHENING OUR PRODUCTS AND SERVICES THROUGH CIRCULAR ECONOMY INNOVATION (CONTINUED)

CANON'S RESOURCE EFFICIENCY

Canon pursues product-to-product recycling – in other words, recycling used products into new ones – to maximise its value. Closed loop recycling and remanufacture of office multifunction devices are two such examples. Further information is available in the Canon Inc. 2025 Sustainability Report (p30).



CASE STUDY: A NEW LIFE IN THE ROAD FOR WASTE TONER

Materials from post-consumer toner cartridges are being reused to create more sustainable roads, through our partnership with Close the Loop.

Ink and toner cartridges are collected through the Cartridges 4 Planet Ark program and processed at Close the Loop's Melbourne facility. With the post-consumer toner powder and soft plastics used to produce TonerPlas®, an asphalt improvement additive, it can help roads to last longer and require less maintenance.

Canon Australia diverted 133,324 toner-based cartridges* from landfill in 2024, a 12.33 per cent increase compared to 2021.

From our contributions:

- **~5,333 kg of toner** was recovered
- **~25,395 kg of TonerPlas®** was produced
- **~3.39 million kg of asphalt** was created,
- equivalent to approximately **6.27 km of new road**.

This asphalt is now being used by local councils and State Government infrastructure projects throughout Australia – turning Canon's product stewardship into tangible circular outcomes. The recycled asphalt pavement can be recycled again at end-of-life, establishing an endless loop of circular value.

Canon Australia's ongoing commitment to recycling and reuse reduces environmental harm and actively creates value while supporting a circular, low-waste future.

TONERPLAS®.
AN ASPHALT IMPROVEMENT ADDITIVE THAT HELPS ROADS LAST LONGER AND REQUIRE LESS MAINTENANCE.

* Canon Australia recycled 565,097 cartridges through Cartridges 4 Planet Ark in 2024, of which 133,324 were suitable for reprocessing into TonerPlas®.

STRENGTHENING OUR PRODUCTS AND SERVICES THROUGH CIRCULAR ECONOMY INNOVATION (CONTINUED)

CANON OCEANIA'S COMMITMENT TO CIRCULAR ECONOMY INNOVATION

Canon Oceania actively encourages national industry-led product stewardship schemes in Australia and New Zealand and investment in local technology to improve the recovery and reuse of valuable materials from our products.

We are active participants in the development, implementation and improvement of the industry schemes set out in the table shown right, some of which are voluntary.

We are also members of industry bodies addressing sustainability in the IT sector, including the Australian Information Industry Association (AIIA), the Association for the Battery Recycling Industry (ABRI), and the Consumer Electronics Suppliers Association (CESA). Through these memberships, we provide input into proposed government policy and legislation on topics such as the Australian National Television and Computer Recycling Scheme (NTCRS) and the New Zealand Consumer Guarantees (Right to Repair) Amendment Bill.

AUSTRALIA		MATERIAL RECYCLED IN 2024	PRODUCT STEWARDSHIP SCHEME
01	**TechCollect:** a national program collecting e-waste from consumers and businesses for free. The program is regulated under the Recycling and Waste Reduction Act. Canon and other responsible brands run TechCollect through the ANZRP. The ANZRP leads the application of transparent and stringent health, safety and environmental standards, increasingly investing in modern technology to improve the value of recycled material and its usability in making new products.	**TechCollect** 17,803 tonnes[1] **Canon Australia** 2,079 tonnes[1]	TechCollect Recycling e-waste responsibly
02	**Cartridges 4 Planet Ark:** a voluntary scheme run by industry in partnership with Planet Ark and Close the Loop. C4PA is a leader in take back and recovery programs and circular economy solutions. Ink and toner cartridges are collected from customers nationally, recycled with a 100 per cent zero waste-to-landfill guarantee, then transformed into new products. This includes TonerPlas®, an award-winning asphalt additive that extends the life of asphalt roads.	**C4PA** 2,277,279 cartridges[2] 453 tonnes[2] **Canon Australia** 565,097 cartridges[2] 89 tonnes[2]	CARTRIDGES 4 PLANET ARK
03	**B-cycle:** a voluntary, industry-run program collecting and recycling batteries in Australia. B-cycle is authorised by the Australian Competition and Consumer Commission (ACCC) and accredited by the Australian Government. This is Canon's second year in the program.	**B-Cycle** 2,934 tonnes[1] **Canon Australia** No data available	B-cycle Battery Recycling

NEW ZEALAND		MATERIAL RECYCLED IN 2024	PRODUCT STEWARDSHIP SCHEME
01	**Recycling Group:** collects ink and toner cartridges nationally and directly from customers. Canon also uses Recycling Group to recycle e-waste. Recycling Group commits to less than 1 per cent waste to landfill.	**Recycling Group** 71,824 cartridges[2] **Canon NZ cartridges** 28 tonnes[2,3] **Canon NZ e-waste** 135 tonnes[2]	recyclingroup a brighter future for recycling
02	**TechCollect NZ:** works with collection partners to provide a free collection and ICT equipment recycling service for households and small businesses in New Zealand. TechCollect NZ, a subsidiary of ANZRP (see above), is running a pilot program supported by Canon and other responsible suppliers, while the NZ Government prepares legislation for a mandatory e-waste product stewardship scheme.	**TechCollect NZ** 160 tonnes[2] **Canon NZ** 259 tonnes[2]	TechCollect NZ

1. 2023/24 financial year.
2. Calendar year 2024.
3. This amount represents Canon's share of the national program.

Note: Canon Oceania operates a service centre in the Philippines and does not sell physical products in the country.

STRENGTHENING OUR PRODUCTS AND SERVICES THROUGH CIRCULAR ECONOMY INNOVATION (CONTINUED)

PARTNERING TO MANAGE E-WASTE IN THE PACIFIC

TechCollect NZ is helping to build capability and establish e-waste recycling in the Pacific, supported by the ANZRP and others. Canon is a founding member of TechCollect NZ and contributed to its New Zealand pilot, which has informed their approach to expanding e-waste recycling in the Pacific.

TechCollect NZ is working with the Secretariat of the Pacific Regional Environment Programme (SPREP) to plan and establish e-waste operations in the Pacific Island nation of Niue. The project will build local e-waste management capability and manage local legacy stockpiles, so that the management system can be managed locally on an ongoing basis to provide economic opportunities.

REUSE AND RECYCLING INITIATIVES

Developing our Reuse/Recycle Scheme for Cameras

Canon Australia mapped out a consumer take-back recycling scheme for cameras during 2024, building on our existing schemes for batteries, printers and cartridge recycling. A pilot of the scheme went live in May 2025, providing camera users in Australia with the opportunity to improve their environmental impact at their camera's end of life.

Ensuring the Traceability of e-waste Recycling

As part of our compliance program, we implemented a machine traceability process in partnership with ANZRP to verify that our Australian e-waste is recycled as intended and to a high standard. The process deploys GPS trackers in selected e-waste shipments, which send regular signals during the shipment's journey to ensure it reaches its intended destination for recycling. The first unit was deployed in mid 2024, with the reported data helping us to optimise our e-waste management processes.

Piloting e-waste Recycling with TechCollect NZ

Canon New Zealand continued to support the TechCollect NZ pilot program during 2024, which provides e-waste recycling options for New Zealand households and small businesses. Now in its fifth year, the program collected 149 tonnes of information and communication technology (ICT) e-waste for recycling in 2024, a 49 per cent increase on the previous year. Recycling e-waste reduces greenhouse gas emissions, energy consumption and water usage compared to its disposal in landfill.

TechCollect NZ is working with the New Zealand Government, on behalf of members including Canon, to advocate for a permanent national scheme for responsible and sustainable e-waste management. This builds on the regulated national pilot scheme planned to take effect in July 2026 – moving New Zealand towards best practice product stewardship.

Eliminating EPS Packaging from our Consumer Products

Canon Oceania is committed to eliminating expanded polystyrene (EPS) packaging from our Australian and New Zealand consumer products. Our commitment is consistent with Australia's 2025 national packaging targets and the Australian Packaging Covenant Organisation (APCO) roadmap to phase out business-to-consumer (B2C) EPS packaging.

We are on track to meet the APCO roadmap targets to progressively eliminate or replace consumer moulded EPS packaging by:

- **80 per cent by July 2023** – Achieved
- **90 per cent by July 2024** – Achieved
- **100 per cent by July 2025.**

We are continuing to eliminate EPS packaging from our inkjet printer range to achieve the 2025 target, with 94.8 per cent removed in 2024. Although exempt from the APCO targets due to their weight and method of sale, Canon is also transitioning away from EPS packaging for its larger business-to-business (B2B) products, where possible. Packaging for the main units of large format printers and some multifunction devices (DX 3900 series, DX 4900 series, imageFORCE C7165) has changed to cardboard, with future multifunction devices also eliminating EPS. Also in line with the APCO commitment, we will continue to work with Canon to gather data to better understand our total environmental packaging footprint.

94.8% OF OUR INKJET PRINTERS ARE NOW POLYSTYRENE FREE. IN ADDITION, OUR NEW CAMERAS HAVE LESS PLASTIC AND USE INNOVATIVE PACKAGING MATERIALS SUCH AS PLANT-DERIVED BAGS AND PAPER MATERIALS.

STRENGTHENING OUR PRODUCTS AND SERVICES THROUGH CIRCULAR ECONOMY INNOVATION (CONTINUED)

Reusing Waste Toner with Cartridges 4 Planet Ark

We continued to support the Cartridges 4 Planet Ark reuse and recycling scheme in Australia, with 565,097 Canon cartridges (89 tonnes) collected through the scheme in 2024. Collected waste toner is finding new uses in innovative products, such as the TonerPlas® asphalt additive produced by Close the Loop. Find out more in the case study on page 18.

Supporting the B-cycle Battery Recycling Scheme

Canon Oceania is a member of the Battery Stewardship Council's B-cycle scheme, a national Australian, government-backed battery recycling initiative. Funded by a battery import levy, B-cycle supports the collection, sorting and recycling of batteries, with recovered materials used to manufacture new products.

B-cycle collected more than 2.9 million batteries from over 5,000 drop-off points across Australia during FY2023–24, with a material recovery rate of 73 per cent. In the years ahead, B-cycle plans to expand the range of battery types that can be recycled through the scheme. They also plan to strengthen member compliance requirements, and look to lead a single national scheme for mandatory battery producer responsibility, which will expand Canon's reporting requirements.

POLICY DEVELOPMENTS

Adopting and developing a circular economy requires action from both businesses and governments, with several changes planned or proposed in Australia and New Zealand in the next few years.

Packaging

In Australia, the Federal Government has announced new product stewardship legislation and a new sustainable packaging ambition, in addition to the APCO packaging roadmap. Under the sustainable packaging plan, the Federal Government will regulate new mandated packaging design standards, establish minimum recycled content requirements, and prohibit the use of harmful chemicals in packaging.

In the years ahead, the APCO 2030 Strategic Plan aims to reduce packaging waste sent to landfill by 1 million tonnes by 2030. The plan will also incentivise sustainable packaging design by adjusting member fees to reflect the member's environmental impact.

As an APCO member, Canon looks forward to improved coordination between State and Federal governments on packaging regulations, in alignment with international packaging standards.

Product Stewardship

In 2024, the Federal Government proposed new product stewardship legislation for small electrical and electronic items, following a review of the National Television and Computer Recycling Scheme (NTCRS). The NTCRS gives Australian households and small businesses free access to industry-funded collection and recycling services for e-waste. The new legislation is being designed to encourage repair and reuse by customers and cater for end-of-life recycling in both Australia and New Zealand.

Canon Australia participated in the development of the proposed legislation through the AIIA and CESA industry associations and ANZRP to advocate for a more effective, inclusive e-waste recycling framework. While the expansion of the NTCRS is currently on hold, the Government remains open to stakeholder input.

The New Zealand Government is proposing a mandatory scheme covering televisions, computers, printers, and small technology equipment. TechCollect NZ established an effective pilot scheme in 2018, which remains in place, and is preparing to apply for accreditation as the mandatory scheme manager. It is anticipated that the new scheme will come into effect in July 2026.

Energy Efficiency

Canon contributed to the government consultation on improving the energy efficiency of external power supplies in Australia and New Zealand. We support the objective of enhancing efficiency of external power supplies through harmonisation with internationally recognised standards including Energy Star performance levels. We advocate for a pragmatic approach to balance efficiency targets thereby facilitating the delivery of more energy efficient products to the Australian and New Zealand markets.

Sustainable Government ICT Procurement

The Australian Government's Environmentally Sustainable Procurement (ESP) Policy will extend to the procurement of ICT goods valued at or above $1 million from 1 July 2025. This initiative aims to embed environmental sustainability into government procurement across three key areas: climate impact, environmental protection, and circularity.

In support of this policy, a government supplier reporting framework for ICT goods is currently under development and expected to be finalised before the policy takes effect.

Suppliers, including Canon, will be required to complete a Supplier Environmental Sustainability Plan (SESP), detailing how their products meet the ESP Policy's sustainability principles:

- **Climate:** Minimise GHG emissions and optimise energy efficiency.
- **Environment:** Use safe and renewable inputs, and reduce harmful environmental impacts.
- **Circularity:** Design products for durability, repairability, and recyclability to minimise waste.

WE ACTIVELY ENCOURAGE NATIONAL INDUSTRY-LED PRODUCT STEWARDSHIP SCHEMES AND INVESTMENT IN LOCAL TECHNOLOGY TO IMPROVE THE RECOVERY AND REUSE OF VALUABLE MATERIALS FROM OUR PRODUCTS.

BUILDING AN AUTHENTIC, DIVERSE AND INCLUSIVE CULTURE

Canon Oceania is strongest when our operations reflect and celebrate the culture and values of the local communities we serve.

Kyosei **provides our people with a philosophy they can believe in and remains a powerful tool for attracting, retaining and promoting diverse talent. The** ***San-ji Spirit*** **is also part of our global DNA, meaning 'Three Selfs': Self-motivation, Self-management and Self-awareness. It's an ethos that ensures we are accountable for being proactive, responsible for our actions, and collaborating in achieving our vision and purpose.**

SDG 5:
GENDER EQUALITY

Target 5.5

IMAGE DETAILS

IMAGE BY: PAUL BLACKMORE,
MEMBER OF THE CANON COMMUNITY.

BUILDING AN AUTHENTIC, DIVERSE AND INCLUSIVE CULTURE (CONTINUED)

WHY IS THIS IMPORTANT TO CANON AND ITS STAKEHOLDERS?

Canon's global philosophy, *Kyosei*, guides how we operate to achieve living and working together for the common good. This is translated into the cultural contexts in which we operate across Australia, New Zealand and the Philippines to enhance our social licence and support our communities.

HOW ARE WE MANAGING THIS ISSUE?

Our diversity and inclusion (D&I) policies apply across Canon Oceania. Each country has its own D&I working groups to oversee the development, implementation and measurement of culturally relevant activities and initiatives. The outcomes and feedback related to these initiatives are communicated both internally and externally.

In 2024, we continued to work towards building an authentic, diverse and inclusive culture.

We published our first Innovate Reconciliation Action Plan (RAP) in Australia, an action-oriented plan that is in place until August 2026. We continued to highlight the significant contributions Māori and Pasifika communities make within New Zealand's culture through cultural awareness activities.

We continued working towards achieving gender equity outcomes by evolving our Women in Leadership Program and supporting our women employees through a program of activities and initiatives. Our gender pay gap results for 2024 are outlined on page 24. We updated our systems and policies to reflect the diversity of our people, and our LGBTQIA+ Ally Guide was developed and will be published in the first half of 2025.

We worked towards greater alignment of the D&I frameworks across Oceania to ensure consistency and impact. Mental health remained a strong focus with dedicated mental health first aiders providing support in the workplace.

ALIGNING DIVERSITY AND INCLUSION FRAMEWORKS

Since 2013, we have celebrated diversity and raised awareness of unconscious bias together with our employees and employee volunteers. We have matured our approach since forming our first D&I Council more than 12 years ago, notably by defining our D&I strategic pillars in consultation with our people in 2019. Each country had its own approach to addressing our D&I challenges and addressing the pillars in a way that suits their local communities.

We are aligning the D&I frameworks across Canon Oceania to leverage ideas, share lessons and ensure we're working effectively towards common goals. Business changes during 2024 drove the alignment of D&I Frameworks across Australia and New Zealand. Some D&I challenges are common between countries and will be addressed together, so our LGBTQIA+ working group will cover both geographies from 2025 while our Philippines team continues implementing its advanced LGBTQIA+ program.

Improving outcomes and opportunities for First Nations peoples will continue to be addressed at the country level, due to the different historical and social factors at play in Australia and New Zealand, and its limited relevance to the Philippines. We will further align the frameworks in 2025, combining a common approach with initiatives that meet local needs.

PROGRESS AGAINST 2024 OBJECTIVES

	OUR 2024 OBJECTIVES	PROGRESS AGAINST KEY INITIATIVES
01	Publish our first Innovate Reconciliation Action Plan.	ONGOING / NOT ACHIEVED / PARTIALLY ACHIEVED / **ACHIEVED** Innovate RAP published in September 2024 and will be in place until August 2026.
02	Further analyse our employee data metrics by gender to work towards equity.	ONGOING / NOT ACHIEVED / PARTIALLY ACHIEVED / **ACHIEVED** Expanded our SLT and Board reporting on gender metrics of current employees, new hires, and terminations.
03	Continue to evolve our Women in Leadership Program.	ONGOING / NOT ACHIEVED / PARTIALLY ACHIEVED / **ACHIEVED** Evolved our Women in Leadership program to extend learning time and refine the application process.
04	Publish an employee LGBTQIA+ Ally Guide.	ONGOING / NOT ACHIEVED / **PARTIALLY ACHIEVED** / ACHIEVED Prepared draft employee LGBTQIA+ Ally Guide in 2024, which will be published in the first half of 2025.
05	Align the D&I frameworks across Oceania.	ONGOING / NOT ACHIEVED / **PARTIALLY ACHIEVED** / ACHIEVED Alignment across Australia, New Zealand and the Philippines is in progress, and will be completed in 2025.

CANON OCEANIA GROUP LGBTQIA+ ALLY GUIDE.
PUBLISHED EARLY 2025.

BUILDING AN AUTHENTIC, DIVERSE AND INCLUSIVE CULTURE (CONTINUED)

ENHANCING GENDER EQUITY OUTCOMES

Canon recognises the importance of improving gender balance in all roles and in enhancing gender equity outcomes.

In March 2024, we celebrated International Women's Day with multiple events and activities. This ranged from spotlighting our valued women employees and supporting domestic and family abuse charities, to sessions on women's health and wellbeing.

As part of our International Women's Day activities, we also supported 10 women at Canon to participate in Mentor Walks, a mentoring opportunity with exceptional female leaders to hear different perspectives on career development and to build strong networks.

Canon also marked Women's Month in the Philippines during March, with events and activities to empower and celebrate our women employees. This included a cervical cancer awareness session, the provision of HPV vaccines, and 'Purple Wednesdays' to show support through our work attire. We also held the 'She Is' campaign to spotlight our remarkable women people leaders working across a range of functions in the Canon Business Service Centre (CBSC). Each leader shared what leadership means to them and their advice for colleagues aspiring to lead teams.

Our Gender Pay Gap Results

The gender pay gap is the difference in average earnings between women and men in the workforce and is a useful proxy for measuring and tracking gender equality across a nation, industry or within an organisation. At the beginning of 2024 the Australian Workplace Gender Equality Agency (WGEA) published the gender pay gap for employers with over 100 employees.

Canon Australia has been sharing gender pay gap data with the Australian Workplace Gender Equality Agency (WGEA) for several years to understand our own gaps and increase commitment across the business to enhance equity across genders.

At the beginning of 2024 the WGEA published the gender pay gap for employers with over 100 employees. We now report separately for Canon Australia and Canon Business Services Australia.

CANON AUSTRALIA (2023–2024)

	GENDER PAY GAP – ALL EMPLOYEES	INDUSTRY BENCHMARK*
Average (mean) Total Remuneration	**15.2%**	**16.0%**
Median Total Remuneration	7.2%	10.6%
Average (mean) Base Salary	**8.0%**	**11.1%**
Median Base Salary	5.1%	7.6%

* Industry: Wholesale Trade > Other Machinery and Equipment Wholesaling. This industry benchmark data is taken from Canon Australia's report compiled in November 2024.

Canon Australia's reported gender pay gap increased in 2023–24 compared to the previous year, however it is slightly better than the industry benchmark. A detailed explanation of these results is available on the Canon Australia website. We will continue to focus on closing the gender pay gap, with a range of initiatives aimed at promoting gender balance.

CANON BUSINESS SERVICES AUSTRALIA (2023–2024)

	GENDER PAY GAP – ALL EMPLOYEES	INDUSTRY BENCHMARK*
Average (mean) Total Remuneration	**31.7%**	**16.2%**
Median Total Remuneration	3.9%	16.5%
Average (mean) Base Salary	**27.3%**	**17.0%**
Median Base Salary	2.3%	16.7%

* Industry: Administrative and Support Services. This industry benchmark data is taken from Canon Business Services Australia's report compiled in November 2024.

The Canon Business Services (CBS) Australia median gender pay gap is smaller than the industry benchmark, however the mean gender pay gap (the difference between the pay for men and women across a group, expressed as a percentage of men's pay) is significantly higher. We will continue to focus on closing this gap. A detailed explanation of these results is available on the Canon Business Services Australia website.

CASE STUDY: WOMEN IN LEADERSHIP

This year was the third year of Canon's Women in Leadership program, which supports our women leaders to connect, learn and continue to build their networks. This year's program was extended from one day to two days, and the application process was refined. We had 29 women from across Oceania participate in the 2024 program. During the year, six current and past participants received promotions and four took on a secondment or higher duties.

In December 2024, our hybrid Women in Leadership Forum brought together past program participants for a conversation focused on gender equality, personal values, impact, and owning your own narrative.

Here's what Canon attendees had to say:

"ATTENDING THIS EVENT EMPOWERED ME TO EXPAND MY PROFESSIONAL NETWORK WHILE PROVIDING A PLATFORM TO HEAR FROM TRAILBLAZING WOMEN ABOUT THEIR CHALLENGES AND SUCCESSES."

SOMA GOSWAMI, PRODUCT MARKETING SPECIALIST

(L-R) KYLIE GULLICK, HAZEL BONDOC, JESSIE APPS, LYNDAL IRONS, SAYALI MALI ATTENDED OUR WOMEN IN LEADERSHIP COURSE IN 2024.

"THE WOMEN IN LEADERSHIP SESSION WAS EYE-OPENING FOR ME! I HAVE LEARNT THAT LEVERAGING MY VALUES AND DIVERSE CULTURAL EXPERIENCES CAN SIGNIFICANTLY ENHANCE MY LEADERSHIP APPROACH AND INFLUENCE."

DALIA KOSHOK, PROJECT MANAGER

BUILDING AN AUTHENTIC, DIVERSE AND INCLUSIVE CULTURE (CONTINUED)

DIVERSITY AND INCLUSION AT CANON OCEANIA

Championing First Nations Peoples and Communities

OUR CONTRIBUTION TO RECONCILIATION

In Australia, our businesses are operating on land that was never ceded. We have a responsibility to support closing the gap for Aboriginal and Torres Strait Islander Peoples.

We stepped up our contribution to a reconciled Australia by developing our Innovate Reconciliation Action Plan (RAP), which was endorsed by Reconciliation Australia and is in place until August 2026. Building on our Reflect RAP, this Innovate RAP is an important step for us as a responsible business and aligns with Canon's *Kyosei* philosophy on living and working together for the common good.

Canon's Innovate RAP is critical in our reconciliation journey and seeks to foster a workplace that is diverse, inclusive and culturally safe for our First Nations Peoples. It does so by steering how Canon will work to embed reconciliation within our operations and is guided by our RAP/First Nations Working Group. The Innovate RAP includes actions across the areas of Relationships, Respect, Opportunities, and Governance. For more information, visit our Reconciliation Action Plan.

Our Australian teams celebrated NAIDOC Week and National Reconciliation Week. For NAIDOC Week 2024, we encouraged our people to celebrate the theme 'Keep the Fire Burning! Blak, Loud and Proud' and get involved by attending external events. For National Reconciliation Week, employees learnt about the significance of engaging in a meaningful Acknowledgment of Country through an online workshop.

In addition, we updated our procurement systems and processes to accurately measure and report on our spend with First Nations-owned businesses.

MĀORI AND PASIFIKA PEOPLES INCLUSION

In celebration of Te Wiki o te Reo Māori (Māori Language Week) this year, we organised a 'te reo Māori in the office' workshop on language and culture for our team across Aotearoa and Australian leaders. Our CBS and Canon teams in New Zealand also participated in Samoan Language week and Māori New Year (Matariki) with celebrations that included sharing of traditional foods. These events help to build awareness of the significant contributions Māori and Pasifika communities make within Aotearoa, New Zealand's culture.

Supporting our LGBTQIA+ Community

At Canon, we believe that being an ally is about building a safe, inclusive environment for everyone.

Designed to educate employees, the Canon LGBTQIA+ Ally Guide was prepared during 2024 and is due for launch in early 2025. The guide provides information on how employees can be allies and create a workplace that is safe and inclusive for all. Initial feedback has been positive, with the guide helping people to better understand LGBTQIA+ experiences and navigate these topics.

POLICY CHANGES AND UPDATES

In 2024, several policy updates occurred to support Canon's LGBTQIA+ community. We updated our Parental Leave Policy in Australia to include surrogacy to support all employees and acknowledge that families come in many forms.
As part of enhancing mental health outcomes, we appointed LGBTQIA+-related grievance officers to provide both awareness and support. Our internal systems provide advice and support on areas including international travel and domestic violence, and non-binary gender options are now included on IT and HR systems and forms. Finally, we published an internal Inclusive Language Guide, written by Say It Loud, to support employees in respecting LGBTQIA+ relationships and wellbeing.

SUPPORTING PRIDE IN THE PHILIPPINES

As a step forward towards fostering diversity and inclusion, CBSC launched Colourful Stories. This platform allows employees to share their own experiences and stories of coming out, celebrating authenticity, or being an ally. The aim is to cultivate a truly inclusive workplace by celebrating personal narratives.

CBSC employees participated in the games, activities, and performances of Pride Night in Pasig City. As part of Pride Month, CBSC hosted the inaugural Mx. Pride Pageant to celebrate individuality, with a highlight being the 'Walk with Pride' runway. In December, Mx. Pride Pageant winners shared their own unique stories during Walk the Talk as part of HR Week to celebrate self-expression. The Pride Posse Working Group continued to promote inclusivity for individuals across all gender identities, expressions and sexualities.

MENTAL HEALTH ACROSS OCEANIA

Canon aims to ensure the wellbeing of our people by championing mental health initiatives. Across Australia, New Zealand and the Philippines, the Employee Assistance Program is available at any time to assist employees with personal challenges. Mental Health First Aiders provide support to further strengthen the health and safety of our workplace. We had 71 Mental Health First Aiders across Oceania at the end of 2024, with 18 people trained in New Zealand during the year.

To get involved in the conversation, Canon employees were encouraged to engage in several webinars, sessions and resources as part of R U OK? Day. Activities included giveaways, talks on encouraging strong mental health at work, and wearing yellow to support the day.

In New Zealand, we celebrated the Mental Health Foundation's Pink Shirt Day in May to raise awareness and take a stand against bullying. Teams across Aotearoa united in pink and were encouraged to spread aroha (a Māori word for love, compassion and respect) through tear-off compliment posters in the offices.

JULIE GOODWIN, INAUGURAL MASTERCHEF AUSTRALIA WINNER AND MENTAL HEALTH ADVOCATE, SHARED HER JOURNEY WITH FOOD, FAME, FAILURE, AND FREEDOM ON RU OK DAY.

BUILDING AN AUTHENTIC, DIVERSE AND INCLUSIVE CULTURE (CONTINUED)

WORKING WITH OUR COMMUNITY PARTNERS

Our community partnerships speak to our *Kyosei* guiding philosophy to live and work together for the common good. In 2024, we continued working with our partners to give back to the community and achieve social impact outcomes.

2024 highlights include:

ANZRP and TechCollect (AU)

Through ANZRP's TechCollect program, Canon contributed 2,078.72 tonnes of e-waste recycling. Find out more about ANZRP and TechCollect on page 19.

Rainforest Rescue (AU)

Canon invested $7,019 in Rainforest Rescue during 2024, which contributed to the planting of 561 trees to restore and protect the Daintree rainforest in Northern Queensland. To date, Canon has contributed to the planting of 4,878 trees.

OzHarvest (AU)

Canon supported Australian food rescue charity OzHarvest, helping to deliver 8,000 meals to vulnerable communities while saving 4,000kg of food from landfill. Sixty Canon team members participated in their *Cooking For A Cause* activity.

The Smith Family (AU)

In the first year of our three-year partnership with The Smith Family, Canon directly sponsored 75 students through the *Learning for Life Program*, including 15 Aboriginal or Torres Strait Islander students. Learning for Life supports students experiencing disadvantage at every stage of their education with financial support, advice and targeted programs.

Canon also checked more than 730 digital profiles, raised $13,676 through The Dream Run fitness challenge, and supported four of our employees became iTrack youth mentors.

Escabags (AU)

Each year Canon employees visit the Escabags warehouse to pack bags of first night essentials for people escaping family and domestic violence. In 2024, the team packed more than 300 bags. Canon's branches in Sydney and South Melbourne are also stockists, where people can pick up Escabags when they are in need.

I Got Your Back Pack (NZ)

Canon contributed to four volunteer packing days, packing 1,000 backpacks for men, women and children in New Zealand who have experienced a domestic violence situation. Employees also donated first-night essentials through two nationwide product drives to support people in need.

Make-A-Wish New Zealand

We contributed $15,000 of monetary and product support to Make-A-Wish New Zealand to help deliver four life-changing wishes to critically ill children across Aotearoa. Canon also supported two nationwide fundraising events to celebrate seven years of our partnership.

Kanlungan sa Er-Ma Ministry (PH)

Kanlungan sa Er-Ma Ministry (KSEM) is a non-government child-caring agency in the Philippines, providing a refuge for street children, children who have been exploited, neglected, abused, abandoned or orphaned, or the victims of child trafficking. Canon staff volunteered with KSEM to repaint the arts and music room at KSEM Girls' Home in Laguna, participate in coffee harvesting and vegetable planting to sustain supplies for the children at the Boy's Home in Cavite, and prepare meals for children in Paco, Manila.

"THIS GRANT NOT ONLY VALIDATES MY COMMITMENT TO CYPRESS PINE REGENERATION, BUT ALSO EMPOWERS ME TO FURTHER MY WORK IN PRESERVING OUR NATURAL HERITAGE IN THE KIMBERLEY REGION. WITH THIS SUPPORT, I AM INSPIRED TO FOSTER SUSTAINABLE PRACTICES THAT PROMOTE ECOLOGICAL RESILIENCE OF COUNTRY FOR FUTURE GENERATIONS."

DONNY IMBERLONG, FOUNDER OF KIMBERLEY ECOSYSTEM RESTORATION AND CYPRESS PINE CONSERVATION PROJECT AUSTRALIA

CANON OCEANIA GRANTS 2024

The Canon Oceania Grants program continues to support a variety of community and social initiatives aimed at creating positive impact. Over the past 18 years, Canon Oceania has supported more than 110 schools, not-for-profits and community groups with over $550,000 in monetary and product support.

In 2024, the program included a new category dedicated to contributing to positive outcomes and cultural connection for Indigenous peoples.

The inaugural recipient of the Australian First Nations Grant was Kimberley Ecosystem Restoration and Cypress Pine Conservation Project, a First Nations-led project aiming to expand the Cypress Pine population to support ecosystem resilience in the Kimberley region.

In New Zealand, TKKM o Puau te Moananui-ā-Kiwa received the inaugural Cultural Grant. The kura (school) offers full immersion in te reo Māori, nurturing young minds to feel confident in their Māori identity and heritage. They encourage the combination of te reo Māori and technology to make films, sparking passion and future career opportunities in the creative arts sector.

AUSTRALIA (TOP L-R)

First Nations Winner:
Kimberley Ecosystem Restoration and Cypress Pine Conservation Project

Education Winner:
Farm My School

Environment Winner:
Farmers for Climate Action

Community Winner:
The Reconnect Project

NEW ZEALAND (BOTTOM L-R)

Community Winner:
Heartfelt NZ

Environment Winner:
Supporters of Tiritiri Matangi

Education Winner:
The Seed Pod

Cultural Winner:
TKKM o Puau te Moananui-ā-Kiwa

SECURING RESILIENT SUPPLY CHAINS

Canon Oceania is subject to the challenges that resource constraints, geopolitical shifts, increasing input and living costs and extreme weather events impose on global supply chains. We are investing, as needed, to manage physical climate risks and other forms of supply chain disruption along with managing environmental, social and governance risks within our supply chains.

SDG 8:
DECENT WORK AND ECONOMIC GROWTH
Target 8.8

SDG 9:
INDUSTRY, INNOVATION AND INFRASTRUCTURE
Target 9.1

SDG 13:
CLIMATE ACTION
Target 13.1

IMAGE DETAILS

IMAGE BY: CRAIG CROSTHWAITE, MEMBER OF THE CANON COMMUNITY. TAKEN ON A CANON EOS 5D MARK IV.

SECURING RESILIENT SUPPLY CHAINS (CONTINUED)

WHY IS THIS IMPORTANT TO CANON AND ITS STAKEHOLDERS?

Managing escalating risks in complex global supply chains and an uncertain geopolitical landscape creates value by maintaining our reputation for reliability with customers. Encouraging transparency and accountability helps us to detect potential human rights violations in our supply chains. This helps us to reduce the risk of modern slavery whilst strengthening our position as a trusted partner for government and business customers.

HOW ARE WE MANAGING THIS ISSUE?

We have a data-driven approach to identifying, managing and mitigating sustainability-related risks in our supply chains. In 2024, we expanded our use of the IBISWorld data platform to identify and assess ESG risks across supplier industry sectors. We also enhanced the environmental and climate threats included in the Information Security Management System (ISMS) risk register, and took initial steps to understand the maturity of our biodiversity initiatives consistent with the Canon Biodiversity Policy.

We are improving our core business systems to increase the visibility of our supply chains, with the first phase of our Enterprise Resource Planning (ERP) software implementation, involving Canon Australia and Canon Finance Australia, delivered in August 2024. This new ERP provides a more complete view of modern slavery, procurement spend and supplier risk, supported by enhanced employee training on these topics.

We continued partnering with Supply Nation and the Ākina Impact Buyer Programme to enhance the social impact of our procurement, and collaborated with DHL to deliver sustainable outcomes in our logistics supply chain.

PROGRESS AGAINST 2024 OBJECTIVES

	OUR 2024 OBJECTIVES	PROGRESS AGAINST KEY INITIATIVES
01	Undertake a climate risk assessment for the Oceania region.	**ONGOING** / NOT ACHIEVED / PARTIALLY ACHIEVED / ACHIEVED Conducted IBISWorld ESG risk assessments for sourcing projects to support risk mitigation and consider climate as part of supplier engagements. ISMS Risk Register updated to enhance coverage of environmental and climate threats. Progressed initial high-level supply chain climate risks discussions. Preliminary steps have been taken to explore biodiversity impacts and dependencies.
02	Complete Phase 1 ERP implementation mid-2024.	ONGOING / NOT ACHIEVED / PARTIALLY ACHIEVED / **ACHIEVED** **Phase 1** (Canon Australia and Canon Finance Australia) delivered in August 2024. **Phase 2** (Canon New Zealand) underway for delivery in January 2026. **Phase 3** (Canon Business Services) in planning stage targeting delivery in January 2027.
03	Refine ESG data required from suppliers.	ONGOING / NOT ACHIEVED / **PARTIALLY ACHIEVED** / ACHIEVED Updated Envizi environment platform to prepare for ESG data from suppliers.

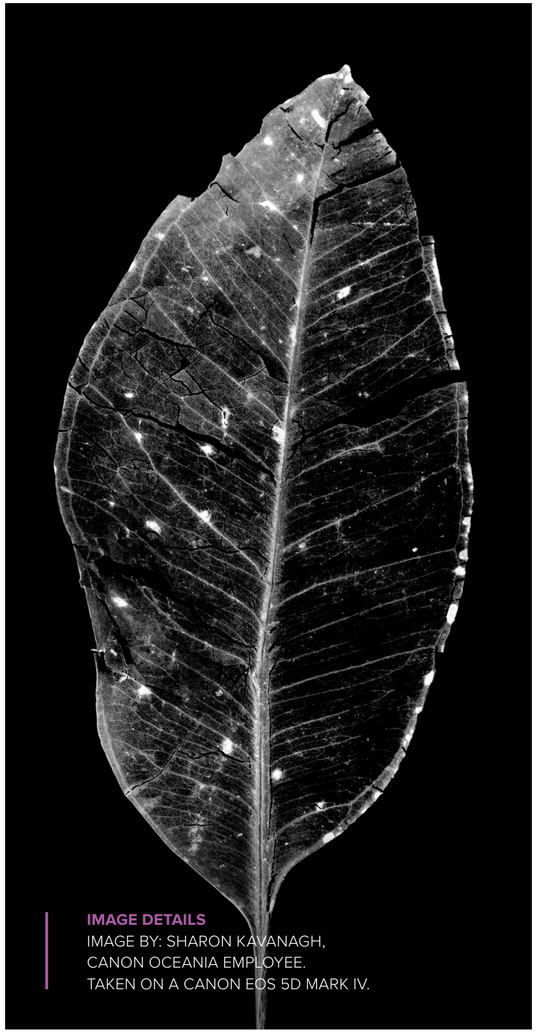


IMAGE DETAILS
IMAGE BY: SHARON KAVANAGH, CANON OCEANIA EMPLOYEE.
TAKEN ON A CANON EOS 5D MARK IV.

MODERN SLAVERY STATEMENT

Canon Oceania has a global supply chain that engages multiple suppliers for a variety of products and services. With such complexity, we recognise the need for visibility and accountability to help minimise the risks for our business and people throughout our value chain.

We detailed the potential risks of modern slavery in our operations and supply chain in our first Modern Slavery Statement in 2021, along with our actions to assess and address them. Published annually, our Modern Slavery Statement covers all Canon Australia subsidiary companies, including our activities and suppliers in New Zealand and the Philippines. Because many customers are interested in where and how our products are manufactured, our Statement includes information about Canon due diligence system for human rights and key risk areas. Our Modern Slavery Statement is available on the Canon Australia website.

During 2024, we implemented the planned actions to strengthen our due diligence system for managing human rights risks, including:

- Implementing the new Microsoft Dynamics 365 ERP for Canon Australia and Canon Finance Australia, which will help streamline procurement and improve data accuracy and management, allowing for a more complete assessment of modern slavery and supplier risk. Canon New Zealand will go live in early 2026, with CBS Australia, New Zealand and the Philippines planned for 2027. When completed, the entire Canon Oceania business will be able to efficiently capture data using our new ERP system.
- Enhancing our online Modern Slavery training module to integrate UN Global Compact training on the Guiding Principles on Business and Human Rights, in line with Canon requirements. This training is assigned to all relevant Canon employees for completion every two years. As part of this initiative, we conducted training sessions for a broad group of Canon Oceania employees that focused on risks specific to our region and our operations, emphasising how to recognise and report potential areas of concern.

SECURING RESILIENT SUPPLY CHAINS (CONTINUED)

Our Modern Slavery Statement covers all of Canon Australia's subsidiary companies, including our activities and suppliers in New Zealand and the Philippines. Because many of our customers are interested in where, and how, our products are manufactured, our Statement also has information about Canon's due diligence system for human rights and key risk areas.

POLICY DEVELOPMENTS

We are monitoring the development of modern slavery legislation in New Zealand. The proposed Modern Slavery Reporting Bill is currently before Parliament and aims to align New Zealand with international standards, such as those in Australia, the United Kingdom and the European Union. We anticipate that our current approach to modern slavery will satisfy the New Zealand requirements.

In December 2024, the Australian Government published its response to the 2023 independent statutory review of the Modern Slavery Act 2018. We anticipate further consultation with stakeholders and will continue to monitor these developments.

ENHANCING DATA TO MITIGATE ESG RISKS IN OUR SUPPLY CHAINS

In late 2024, we expanded our IBISWorld subscription to include the new ESG module, strengthening our access to industry-specific ESG data and insights.

The ESG module supports our supplier evaluation process by helping us assess ESG-related risk profiles during the procurement process. Where high-risk areas are identified in the dataset, we investigate these further as part of our supplier assessment and evaluation. The tool will also inform our annual reviews of existing suppliers to ensure any new or emerging risks are identified and addressed.

LEVERAGING PROCUREMENT TO ACHIEVE POSITIVE CHANGE

We continued to focus on creating positive social change through our social procurement approach.

We partner with Supply Nation and Ākina Impact Buyer Programme to both build transparency and accountability in our supply chain, and create positive social and environmental change.

As members of Supply Nation, our Australian procurement policies and tendering processes help First Nations-owned businesses find and access relevant opportunities to tender for our business. Following the ERP implementation during 2024, we can directly capture supplier composition data in our procurement system to better understand our vendors.

Canon New Zealand has leveraged its 'Guide' level membership in the Ākina Impact Buyer Programme to enhance its social procurement strategy. This membership has provided access to advisory services and expert resources focused on investment, community and impact industry engagement. These services have been instrumental in identifying opportunities to align our procurement practices with the New Zealand Government's Broader Outcomes goals.

CASE STUDY: PARTNERING WITH DHL TO OPTIMISE LOGISTICS IMPACTS

Canon's ongoing partnership with DHL has spanned 15 years in New Zealand and 10 years in Australia – characterised by adaptability, innovation and a shared commitment to enhancing sustainability outcomes.

DHL provides warehousing and logistics services to Canon, with more than 36,000 orders per month fulfilled from 14,000 square metres of dedicated space within DHL warehouses across Australia and New Zealand. Our partnership means that we can scale our warehouse space up and down as needed to meet demand, including growing to fulfill 100,000 product orders per month during the peak season.

We worked closely with DHL to optimise the efficiency and sustainability of our warehouse space. We transitioned our Australian warehouse management system to the new ERP, and integrated with DHL's platform warehouse management system through a globally standardised, cloud-based API.

Both systems modernise business processes, improve agility and help drive business growth – with the same system upgrades and integrations planned for our New Zealand warehouses for greater efficiency and consistency.

Canon was one of the first businesses in New Zealand to implement DHL's Operations Management System (OMS), providing standardised operations, improved productivity and reduced variation. Regular employee engagement, open communication and an employee recognition program all contribute to continuous improvement and operational excellence.

Together, Canon and DHL have also prioritised sustainability across our operations. Both sites in Australia and New Zealand are fully powered by onsite and offsite renewable energy and include solar panels, energy-efficient lighting, and rainwater harvesting. The New Zealand warehouse also includes sub-meters to monitor energy use, EV charging stations, and an innovative packaging solution that repurposes perforated cardboard to protect Canon's products in transit.

Through these initiatives, Canon and DHL have achieved a 20 per cent annual reduction in energy bills, diverted more than 65 per cent of waste from landfill, and reduced reliance on potable (drinking quality) water.

TRANSFORMING BUSINESS OPERATIONS THROUGH DIGITALISATION

Digital transformation, using digital technology throughout an organisation, is essential for adapting to changing customer needs, market conditions, and global events.

SDG 8:
DECENT WORK AND ECONOMIC GROWTH
Target 8.2

SDG 9:
INDUSTRY, INNOVATION AND INFRASTRUCTURE
Target 9.4

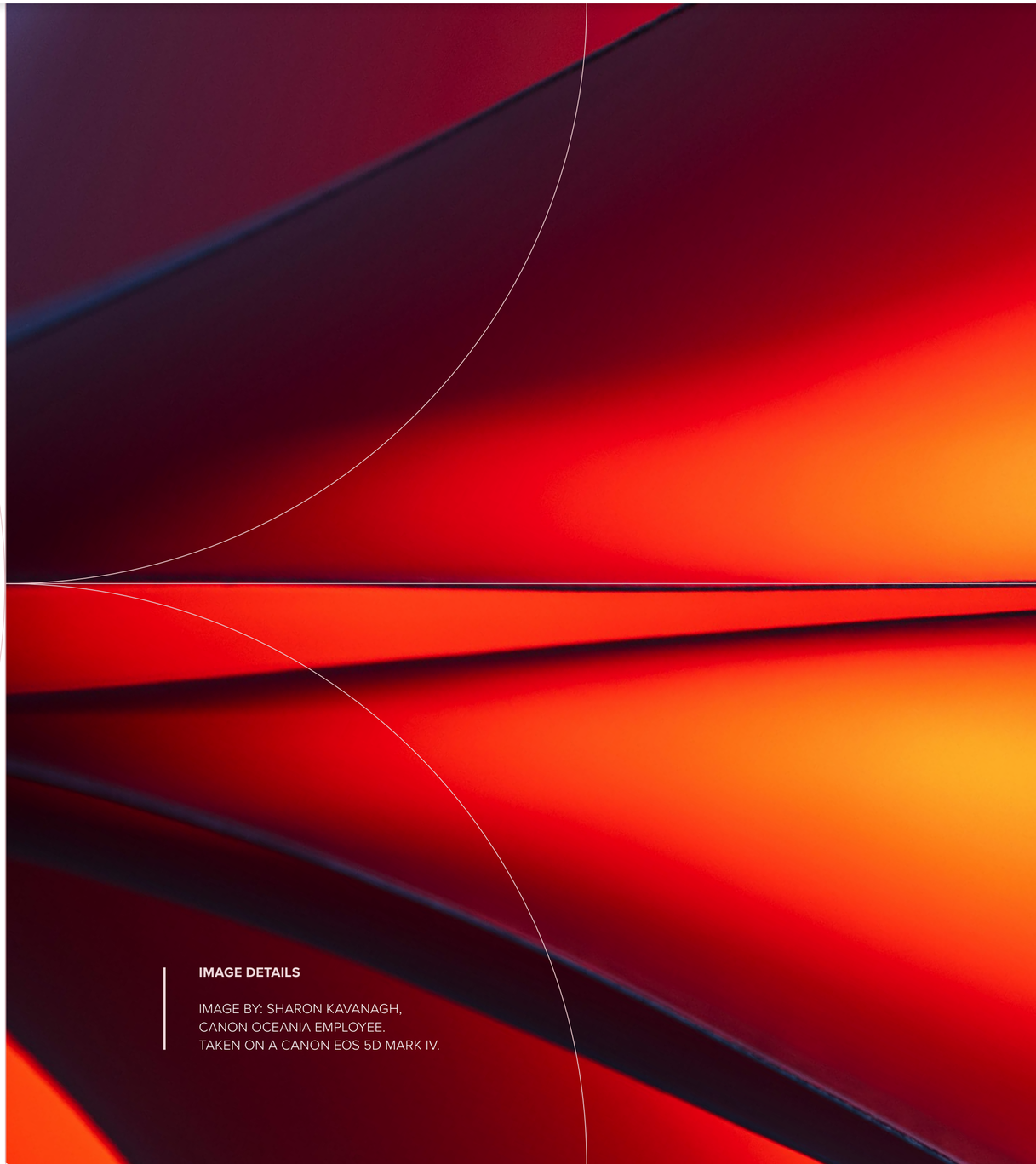


IMAGE DETAILS

IMAGE BY: SHARON KAVANAGH,
CANON OCEANIA EMPLOYEE.
TAKEN ON A CANON EOS 5D MARK IV.

TRANSFORMING BUSINESS OPERATIONS THROUGH DIGITALISATION (CONTINUED)

WHY IS THIS IMPORTANT TO CANON AND ITS STAKEHOLDERS?

Canon's traditional businesses in imaging and printing technology, including business and consumer products and services, are a key part of our customers' digital transformation. Similarly, Canon Business Services focuses on optimising customers' business processes and embedding technologies to help them automate and transform. With our products and services closely connected to digital transformation, it is important we stay across emerging technology and trends, particularly with the growth of artificial intelligence (AI), machine learning and automation.

Digitalisation is also essential for Canon, to future-proof our own business, remain competitive and continue meeting our customers' needs. As we rely on digital processes and systems, the need for strong security and data protection is significant for both Canon and our customers.

Digital transformation also supports progress towards sustainability goals focused on decarbonisation and energy optimisation.

PROGRESS AGAINST 2024 OBJECTIVES

	OUR 2024 OBJECTIVES	PROGRESS AGAINST KEY INITIATIVES
01	Upgrade our Information Security Management System and achieve certification to the updated standard ISO 27001:2022.	ONGOING / NOT ACHIEVED / PARTIALLY ACHIEVED / **ACHIEVED** Audit completed in December 2024, with certification due for issue in February 2025.
02	Implementation of Canon Oceania's new ERP system in Australia and progress towards New Zealand implementation.	ONGOING / NOT ACHIEVED / PARTIALLY ACHIEVED / **ACHIEVED** Phase 1 (Canon Australia and Canon Finance Australia) was implemented in August 2024, with Phase 2 including Canon New Zealand progressing.
03	Further invest in our Microsoft partnership to attain Azure Expert MSP certification.	ONGOING / NOT ACHIEVED / **PARTIALLY ACHIEVED** / ACHIEVED Progress made, with a revised goal to achieve Azure Expert MSP certification in June 2025.

HOW ARE WE MANAGING THIS ISSUE?

We understand the importance of transforming business operations through digitalisation. As a reflection of effective risk management in the cyber security space, our security posture is guided by the Information Security Management System (ISMS) and the accompanying Governance Framework. In 2024 we achieved continued business wide ISO27001 ISMS accreditation confirming our commitment to ongoing improvement in our security measures.

The delivery of our Information Security Strategy and Data Governance Project continues to improve data management across all stages of the data lifecycle.

As part of this program of works, Canon Oceania's three-year Technical Operations Strategy is delivering four key projects to align our corporate platforms and improve efficiencies.

We continue to invest in the most efficient , adaptable IT systems including the Microsoft product suite. Canon Business Services (CBS) is progressing towards cloud transformation and optimisation, and achieving all six Microsoft Solutions Partner designations. We have shown leadership for our customers by hosting AI Accelerator sessions and an AI Envisioning Workshop to help guide the use of AI within their businesses.

Finally, Canon Business Services continued to focus on its support of organisations in their transition to efficient digital workflows through high-speed scanning, intelligent document recognition and secure cloud storage.

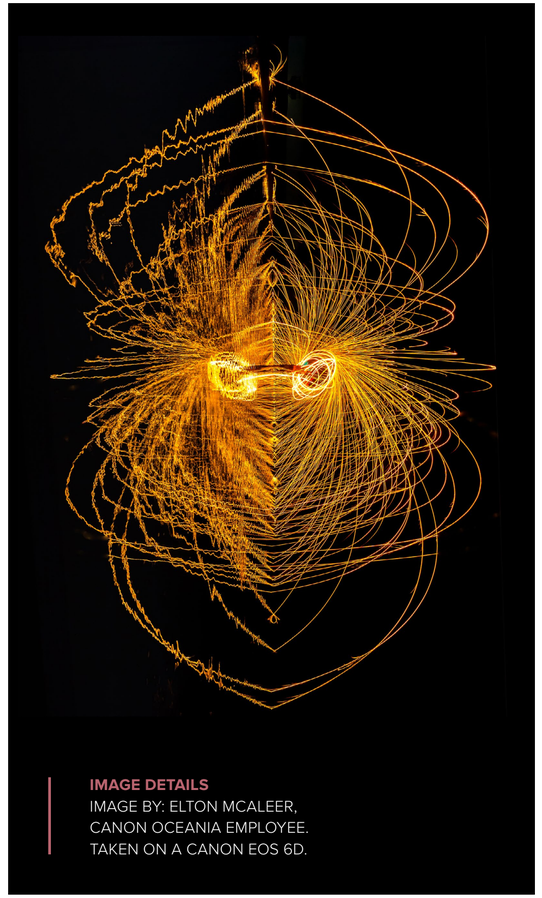


IMAGE DETAILS
IMAGE BY: ELTON MCALEER, CANON OCEANIA EMPLOYEE.
TAKEN ON A CANON EOS 6D.

OUR COMMITMENT TO INFORMATION SECURITY, PRIVACY AND DATA GOVERNANCE

The effective management of cyber and information security risks is fundamental to the successful delivery, operations and management of our services for customers.

Canon Oceania's security posture is guided by its Information Security Management System (ISMS) Governance Framework. This ISMS Framework outlines how we manage information security risks through our commitment to developing, implementing and continually improving our ISMS, in addition to delivering our Security Strategy and Data Governance Project.

We maintained our business-wide ISO 27001 Information Management Systems accreditation during 2024. We also achieved successful outcomes in various process-specific audits including:

- Payment Card Industry Data Security Standard (PCI DSS) for the CBS Metro-Cloud capability.
- System Organisation Control for Service Organisations (SOC 2) for CBS.
- Sarbanes-Oxley Corporate and Auditing Accountability and Responsibility (SOX), and
- Independent penetration testing of CBS Cloud Metro environment, and selected CBS BPO services.

We are committed to cybersecurity, with the Canon Information Security Forum endorsing the Australian Cyber Security Centre (ACSC) Essential Eight as the approved standard to mitigate targeted attacks. Broader governance over security, embedded in our ISMS, allows Canon's internal security team to build processes that integrate with broader business processes and IT Service Management processes.

Security Posture and Strategy

Canon's Information Security Strategy sets the principles and guidelines for security-related decision making in projects and enterprise changes. This ensures our investments align with and adhere to Canon security risk management requirements.

Strategic objectives include:

- Enhancing Canon's security posture to ensure consistent management.
- Aligning controls across enterprise infrastructure with best practice and a standards based approach.
- Aligning security measures to support Canon's business requirements and technology architecture.
- Supporting Canon's growth strategy through building a security framework to assess the risks of integrating acquired organisations.
- Continuing to support business objectives, including addition or changes to products and/or services, in a risk-managed manner.

Canon is progressing towards cloud transformation and optimisation as part of this technology strategy, as well as consolidating resources and tools to enhance efficiency.

Partnering with Microsoft to support our customers

Canon Business Services continues to invest in our partnership with Microsoft as part of our strategy to support clients' digital transformation journeys. We have invested in a suite of integrated Microsoft applications tailored for various business functions, from customer relationship management (CRM) and enterprise resource planning (ERP) to human capital management (HCM).

Working with Microsoft demonstrates our commitment to staying at the forefront of technology and innovation, and to supporting Oceania businesses with the most efficient and impactful solutions available for business services.

THE EFFECTIVE MANAGEMENT OF CYBER AND INFORMATION SECURITY RISKS IS FUNDAMENTAL TO THE SUCCESSFUL DELIVERY, OPERATIONS AND MANAGEMENT OF OUR SERVICES FOR CUSTOMERS.

IMAGE DETAILS
IMAGE BY: GREG SULLAVAN, CANON OCEANIA EMPLOYEE.
TAKEN ON A CANON EOS R5.

TRANSFORMING BUSINESS OPERATIONS THROUGH DIGITALISATION (CONTINUED)

TECHNOLOGY AND OPERATIONS PROJECTS

Data Governance

Canon's Data Governance Project is ensuring that the management and use of our data continues to be worthy of our customers' trust – enabling us to understand what data we have, where it resides, how it is being used, and the processes used to capture or create it. The project aims for continuous improvement for data management across all stages of the data lifecycle and has contributed to a strong 'data ownership mentality' across Canon Oceania.

Key Projects

Canon Oceania's three-year Technology and Operations Strategy involves the delivery of four key projects:

1. **Customer Experience Platform Upgrade.** This project launched our single customer experience (CX) platform in 2023.
2. **Enterprise Resource Planning System Upgrade.** This is the project to uplift Canon Oceania's ERP software to Microsoft Dynamics 365. The ERP supports Canon to manage financial processes, sales, distribution and more in a streamlined way. In 2024, Phase 2 launched for Canon Australia, Canon Finance Australia and SUNSTUDIOS, and a continuous improvement framework is in place for future improvements to Dynamics 365 as the project progresses.
3. **Sales and Support Group Business Information Systems Upgrade.** This project is optimising the existing Sales and Support Group business information systems project processes and centralising data, making it quicker and easier to roll out large, complex installations for customers. It will enhance project visibility within our central CRM platform, reduce manual touch points and improve data quality.
4. **New Zealand Service Platform Upgrade.** This implementation upgraded the system through which we plan and manage jobs for the B2B and B2C technical service teams. The upgraded system provides greater alignment, enhanced software support, and increased visibility and transparency, giving New Zealand the benefit of our best practice tools.

When delivered, these projects will complete Oceania alignment on world-class, cloud-based corporate platforms.

INVESTING IN AI TECHNOLOGIES

There is growing interest in the productivity benefits that artificial intelligence (AI) solutions offer across our industry and the broader business community. We see significant opportunities in investing in AI to assist our customers, while engaging in and encouraging responsible and safe practices when using these technologies.

CBS assists its customers by hosting AI Accelerator sessions designed to help clients identify and prioritise AI opportunities with real-world impact. These sessions guide clients in focusing on high value and suitable using cases, enabling them to leverage AI to automate processes, gain greater access to data, and achieve increased efficiencies.

We are also using AI to optimise the security of our products. In February 2025 Canon launched imageFORCE C7165, a multifunction printer that utilises security-enhancing algorithms to provide extra protection for customers. The algorithms are embedded into the printer and recommend optimal security settings for the device, so that even customers without in-house experience can achieve a robust level of device security.

REALISING EFFICIENCIES FOR CUSTOMERS THROUGH DIGITISATION

CBS offers a range of digitisation solutions to assist organisations in transitioning from paper-based processes to efficient digital workflows. Services include high-speed scanning, intelligent document recognition and secure cloud storage, enabling businesses to convert physical documents into searchable digital formats.

These efficiencies support data accessibility and compliance, allowing organisations to streamline their operations, reduce physical storage, and mitigate risks typically associated with physical paper systems. Our approach meets the specific needs of our business customers to ensure alignment and allow them to be empowered with improved decision making, enhanced operational efficiency, and a more agile approach to business challenges.

During 2024, CBS appointed a Head of Data and AI to its leadership team, further strengthening our technical leadership and ability to advise on digital transformation. CBS continued to invest in Microsoft partnerships and the Azure Expert MSP Status, demonstrating its commitment to providing expert advice and solutions that enable customers to realise the benefits of digital transformation.

CASE STUDY: UNLOCKING RECORDS FOR PORIRUA CITY COUNCIL

Canon Business Services supported Porirua City Council in New Zealand to transform its business records, so the Council could work smarter and serve their customers better.

For Porirua City Council, managing thousands of resource consent files in a physical format had become inefficient and time-consuming.

CBS partnered with the Council to transform its records into a digital, searchable system that met strict compliance requirements including ISO 13028:2012 and Archives NZ standards.

Together we digitised many thousands of files across a 17-month period. Every file went through a meticulous digitisation process, which included collection, preparation, high-quality scanning, embedding metadata, quality assurance and secure delivery.

The process also involved structured reporting and governance to ensure a smooth transition for digitalisation, with CBS providing ongoing support at each step.

CBS understood the importance of improved service and compliance for the Council, and transformed document access times from hours to seconds for their teams. As a result, the Council's work processes are now more effective with reduced administration burdens, and faster response time for customer data enquiries.

By undertaking this digitisation process with CBS, Porirua City Council has future-proofed its operations by enabling long-term digital resilience.

COLLABORATING WITH PARTNERS TO ENHANCE THE CUSTOMER EXPERIENCE

Through collaboration with its partners, Canon promotes inclusive and sustainable growth and productive employment in both metropolitan and regional areas. By working closely with our retail and business partners, we pool resources and expertise to offer premium customer experiences and innovation that ensures that customers get the most from our range of high-quality products and services. The relationships we have with our partners are also critical in achieving our sustainability goals, especially in reducing waste and promoting a circular economy.

IMAGE DETAILS
IMAGE BY: GREG SULLAVAN, CANON OCEANIA EMPLOYEE. TAKEN ON A CANON EOS R5.

SDG 9:
INDUSTRY, INNOVATION AND INFRASTRUCTURE

COLLABORATING WITH PARTNERS TO ENHANCE THE CUSTOMER EXPERIENCE (CONTINUED)

WHY IS THIS IMPORTANT TO CANON AND ITS STAKEHOLDERS?

Canon Oceania works primarily through retailers to distribute our consumer products, and works through partners to distribute and sell our business print products in certain geographies, or to certain customer segments. This approach delivers numerous benefits to Canon and our stakeholders.

Having adopted this approach, we work closely with our partners to create a compelling experience for customers purchasing and using our products, as well as a sustainable business model for the partners. We invest together to drive returns, provide training to retailer and partner teams, and support local employment in communities across Australia and New Zealand.

HOW ARE WE MANAGING THIS ISSUE?

In 2024, we worked with our partners to enhance our customers' retail experience and improve our business operations to become even more efficient. We reimagined the in-store experience by upgrading Canon displays to enhance brand recognition, product information and self-help tools.

We also launched a retailer asset library and the Canon Advantage program, supporting retailers to build their product knowledge by completing a range of Canon and photography and videography-specific learning modules. We aligned the structure of our internal Canon teams, and provided partner resources through the Canon Sales Academy so they can continue to excel in a competitive sales market.

PROGRESS AGAINST 2024 OBJECTIVES

	OUR 2024 OBJECTIVES	PROGRESS AGAINST KEY INITIATIVES
01	Enhance the in-store retail experience for customers in New Zealand.	ONGOING | NOT ACHIEVED | PARTIALLY ACHIEVED | **ACHIEVED** Completed the in-store experience rollout in New Zealand camera specialty stores, including a new cabinet in one of the biggest camera specialty stores (Photo Warehouse Auckland). Greater promotional visibility is leading to increased sales.
02	Enhance the in-store experience for Canon's professional photography community.	ONGOING | NOT ACHIEVED | PARTIALLY ACHIEVED | **ACHIEVED** In-store retail experience rollout completed for Australian camera specialty stores, with further work planned for 2025.
03	Focus on enhancing efficiencies across Canon Oceania.	ONGOING | NOT ACHIEVED | PARTIALLY ACHIEVED | **ACHIEVED** Realising efficiencies from restructured Oceania teams and shared platforms. Retail training provided through the Canon Advantage retail training platform. Partner channel salespeople received training via Canon Partner Sales Academy in September 2024. Growth of the CBS offering to better service B2B customers.

ENHANCE THE IN-STORE EXPERIENCE FOR CANON'S PROFESSIONAL PHOTOGRAPHY COMMUNITY.
WE WORKED TO ENHANCE OUR CUSTOMERS' RETAIL EXPERIENCE AND IMPROVE OUR BUSINESS OPERATIONS.

COLLABORATING WITH PARTNERS TO ENHANCE THE CUSTOMER EXPERIENCE (CONTINUED)

ENHANCING OUR CUSTOMERS' IN-STORE RETAIL EXPERIENCE

We are creating new ways to improve the visibility of the Canon brand to remain competitive in the evolving retail landscape. During 2024, we installed new fit-outs in 23 per cent of camera specialty stores, including nine new Canon cabinet displays in leading retail stores in our network. In addition, 43 per cent of camera specialty stores were refreshed and upgraded to reflect the Canon brand. Updates included enhanced brand representation, product information, and self-help tools such as QR codes and touchscreens.

To provide our retailers with easy access to a range of Canon assets, we launched a new Retailer Asset Library. This database of images, videos and brand guidelines empowers our retail partners to share Canon products on their digital channels and in-store to drive engagement with our products.

These in-store experience enhancements enabled retail staff to engage with customers in a more meaningful way, and drove compound sales growth across the Oceania region.

REALISING EFFICIENCIES ACROSS OCEANIA

To enhance the efficiency of our business, we continued to engage in structural changes to align our teams. We brought together several teams into a Canon Pro Imaging team, consolidating and simplifying our approach to sales and service for our professional customers. This new team enables us to add greater value to our professional customers and align our processes and services. We also made the decision to close our SUNSTUDIOS Sydney space in Alexandria and opened a new Canon Pro Imaging site nearby in Zetland. The Zetland space is a fit-for-purpose Pro Imaging centre for our customers, professional imaging sales and professional services teams.

Canon Partner Sales Academy

We provide training and resources to support our partners through the Canon Sales Academy, so they can excel in a competitive sales market. In September 2024, we hosted over 130 Canon partners, business agents and value-added resellers for two days of learning and growth opportunities as part of our 'Embrace the Challenge' Canon partner conference. The event involved industry guest speakers, as well as opportunities to build valuable connections within Canon and share insights to enhance Canon's success and growth. We plan to continue investing in the growth and empowerment of our partners, business agents and value-added resellers to further enhance our customer experience.

Turning Retail Staff into Advocates with Canon Advantage

We recognise that staff working for our retail and business partners are an essential part of our customers' in-store experience. We introduced the Canon Advantage program in May 2024 to support retail staff in building their Canon product knowledge.

With customers looking for expert product information and advice in-store, the Canon Advantage training platform includes lessons on our Pro products, including cinema basics and the Canon cinema range, photography basics, R-series camera specifics, and the Canon lens range. We plan to expand the platform content to include training for Canon printers in 2025.

Through the Canon Advantage training platform, we are building a network of in-store brand advocates to increase product engagement, improve customer experience and drive sales. In 2024, there were 235 active users across 102 stores, with access to 35 learning topics containing 122 bite-sized lessons.

Growing the Canon Business Services offering

During 2024, CBS obtained new Microsoft Solutions Partner Designations, providing customers with an independent assessment of our credentials and expertise. We added four new fields to our existing Security and Modern Work designations: Business Applications, Data and AI, Digital and App Innovation, and Infrastructure. These designations solidify our position as a trusted partner for customers and enable other advances and specialisations in our business, while increasing the support provided by Microsoft.

AN AWARD-WINNING COLLABORATION WITH THE GOOD GUYS

We applied our retail-first strategy to elevate the Canon customer experience at retailer The Good Guys, with our collaboration recognised with a Bronze award in the Retailer Exclusive Campaign category at the 2024 Shop! Awards.

As part of the strategy, we collaborated with The Good Guys and Breathe Create to build new displays promoting Canon's entry-level cameras, which are ideal for capturing travel experiences and everyday life. The new displays include demonstration cameras that can be touched and tested by our customers, with the back of the display showcasing photographs taken by our talented Canon community.

The displays were introduced in all 108 The Good Guys stores across Australia, accompanied by an expanded in-store camera range.

Our commitment to innovation and collaboration has transformed our approach to in-store displays and elevated the shopping experience for our customers, while delivering positive outcomes for both The Good Guys and Canon. We were proud to be recognised by our peers at the prestigious Shop! Awards.

canon.com.au canon.co.nz business.canon.com.au business.canon.co.nz sunstudiosaustralia.com