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NEWS

CANON AND AXIS ANNOUNCE CHANGE OF GLOBAL SALES AND MARKETING FRAMEWORK FOR NETWORK VIDEO PRODUCTS AND SOLUTIONS

MISSISSAUGA, ON., September 1, 2016—Canon Inc. and Axis Communications AB announced today an agreement under which the two companies would change their sales and marketing efforts in major regional markets worldwide. In Europe, the Middle East and Africa (EMEA) and North America, Axis will assume responsibility for the marketing and sales of Canon's entire portfolio of network video products and solutions, starting in EMEA from September 1, and in North America from October 1. In the Japanese market, Canon Marketing Japan will continue to sell Canon's network video product portfolio and, in addition, will partner with Axis, leveraging its robust sales network and client assets to expand sales of Axis products to customers in Japan.

Capitalizing on Axis's marketing strengths to develop Canon-branded sales in Europe and North America, Canon Europe and Canon U.S.A. will become the sole providers of Canon network video products and solutions to Axis throughout the EMEA and North American markets. As for the rest of the Asia-Pacific region, Canon continues to explore options for the handling of its network video product and solution portfolio.

With the network camera market continuing to show enormous potential, Canon has made a strong commitment to build a long-term presence as a leader within this industry. Since Canon welcomed Axis into the Canon Group in April 2015, both companies have discussed various options for leveraging their innovative network video product and solution offerings. This new sales and marketing framework, which makes use of both companies' established strengths in major regional markets, provides an effective means of maximizing the synergies of the Canon-Axis combination.

Canon's commitment and support of partners and customers remains unchanged. Under the new framework, Canon partners and customers will benefit from Axis's marketing, sales and technical expertise and will have access to a wider range of products and solutions from the leading company in the network video camera market.

Canon is confident that this new framework will enable both companies to make the most of the vast opportunities within the network camera market, demonstrating their commitment to partners and customers while contributing to the Canon Group's long-term presence as a leader within this industry.

About Canon Canada Inc.

Headquartered in Mississauga, Ontario, Canon Canada Inc., a wholly owned subsidiary of Canon USA, is a leading provider of consumer, business-to-business and medical digital imaging solutions. Innovation and cutting-edge technology have been essential ingredients in Canon's success. Canon Canada Inc. is committed to the highest level of customer satisfaction and loyalty, providing 100 per cent Canadian-based service and support for all of the products it distributes. Canon Canada Inc. is dedicated to its Kyosei philosophy of social and environmental responsibility.

For more information, please visit: <http://canon.ca> or follow the company on Facebook, Twitter or Instagram using @CanonCanada.