



THE CANON CHALLENGE

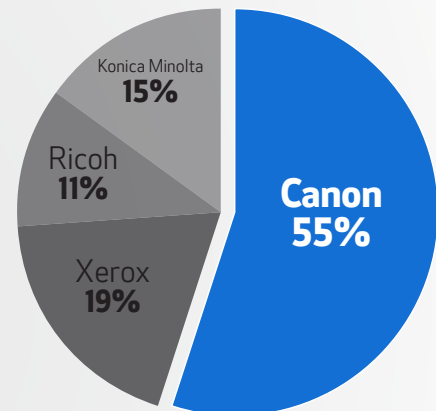
Canadian market research study*

Canadian Office Workers Have Spoken.

7 in 10 (74%) Canadian office workers
rate the Canon copier easiest to use overall compared to
the Xerox, Konica Minolta, and Ricoh copiers.



**Over half (55%) of
Canadian office workers**
rank the Canon copier easiest to
use overall compared to the Xerox,
Konica Minolta, and Ricoh copiers.



**4 to 1 (80%) Canadian office workers rank the Canon copier
easier to use when compared to the Konica Minolta copier.**



**Nearly 3 to 1 (73%) Canadian office workers rank the Canon
copier easier to use when compared to the Ricoh copier.**



**2 to 1 (68%) Canadian office workers rank the Canon
copier easier to use when compared to the Xerox copier.**

"It was the best one."
"It's easy to understand."
"Especially at work, people are already stressed
so with the graphics, it's just a quick simple thing to use .."





THE CANON CHALLENGE

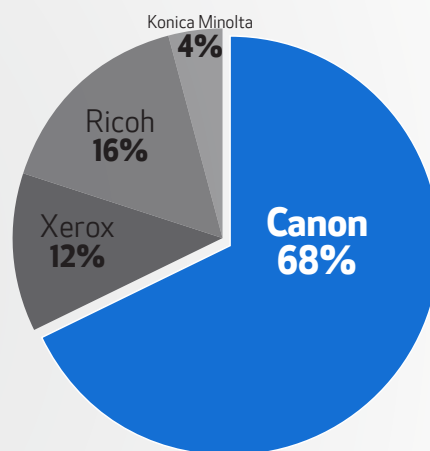
Canadian market research study*

Vancouver Office Workers Have Spoken.

Nearly 8 in 10 (79%) Vancouver office workers rate the Canon copier easiest to use overall compared to the Xerox, Konica Minolta, and Ricoh copiers.



Over two-thirds (68%) Vancouver office workers prefer the Canon copier most overall compared to the Xerox, Konica Minolta, and Ricoh copiers.



9 to 1 (92%) Vancouver office workers rank the Canon copier easier to use when compared to the Konica Minolta copier.



4 to 1 (82%) Vancouver office workers rank the Canon copier easier to use when compared to the Ricoh copier.



3 to 1 (75%) Vancouver office workers rank the Canon copier easier to use when compared to the Xerox copier.

*ABOUT THE CANON CHALLENGE: Canon Canada Inc. commissioned Environics Research Group Ltd. to conduct a single-blind research study to evaluate the ease of use of the following comparable office copiers: Canon imageRUNNER ADVANCE 6555i, the Xerox WorkCentre 5955, the Ricoh MP 6054, and the Konica Minolta bizhub 554e. The target population of this research was Canadian office workers aged 25 and older living in Vancouver, Calgary, Toronto and Montreal who have some knowledge of using office copiers. A final sample of 146 completed hands-on evaluations with basic copier workflows followed by an exit survey, including 34 in Toronto, 39 in Montreal, 37 in Vancouver, and 36 in Calgary. In Toronto, 8 participated in follow-up focus groups because they indicated the Canon copier is easiest to use. The final survey sample was weighted by gender and region to be proportionately representative of the target population. The margin of error for a survey sample of this size is +/- 8.1 percentage points on the national level, +/- 16.8 percentage points in Toronto, +/- 15.7 percentage points in Montreal, +/- 16.1 percentage points in Vancouver and +/- 16.3 percentage points in Calgary, 19 times out of 20. Results of the follow-up focus group research are not statistically projectable to the population at large. When comparing Canon against one copier for ease of use, Canon is counted if it is given a rank that is at least one rank higher than the copier to which it is being compared. This research study was conducted between December 15, 2015 and January 28, 2016. CANON® and imageRUNNER ADVANCE™, XEROX® and WORKCENTRE®, KONICA MINOLTA® and BIZHUB®, and RICOH® are trademarks of Canon Inc., Xerox Corporation, Konica Minolta Holdings, Inc. and Konica Minolta Business Technologies, Inc., and Ricoh Company, Ltd., respectively. THIS IS A CANON ADVERTISEMENT.