

April 27, 2011
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Ricoh Company, Ltd.

## RICOH

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a. General economic conditions and business trend
b. Exchange rates and their fluctuations
c. Rapid technological innovation
d. Uncertainty as to RICOH's ability to continue to design, develop, produce and market products and services that achieve market acceptance in hot competitive market
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This material is not an offer or a solicitation to make investments. Please do not rely on this material as your sole source of information for your actual investments, and be aware that decisions regarding investments are the responsibility of themselves.
$>$ Production, sales \& service and research sites in Tohoku area damaged.
> Product delivery in Q4 also impacted by logistics infrastructure damage and lack of fuel.
$>$ Lack of electricity also impacted business activities in other areas.

> Production site almost recovered by mid April.
> Still uncertainty exists regarding electricity, recovery of suppliers and energy shortages at customer sites.
$>8 \%$ y-o-y decrease for operating income and 29\% decrease for net income through the impact of earthquake in Q4.
$>$ Launched new products, especially office color MFPs.
> MDS \& IT service businesses enjoyed healthy growth.
> Expanding new business areas with improving efficiency as decreasing expenses and capex through ongoing structural reform.
> Forecasting overseas business expansion and new businesses expansion for FY2012/03.
$>$ Also, $16 \%$ y-o-y growth for operating income and 47\% growth for net income for FY2012/03 despite restructuring charges and earthquake impact.
> $¥ 33$ per share dividend for FY2011/03 and same level to be kept for FY2012/03.

## FY2011/03 income statement

| (billions of yen) | $\begin{gathered} \text { FY2010/03 } \\ \text { Results } \end{gathered}$ | $\begin{aligned} & \text { FY2011/03 } \\ & \text { forecast } \\ & \text { (on Feb '11) } \end{aligned}$ | $\begin{aligned} & \text { FY2011/03 } \\ & \text { Results } \end{aligned}$ | Y-o-Y Comparison |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | Change | Change(\%) | Change(\%) without Forex |  |  |
| Net sales | 876.5 | 920.0 | 875.8 | -0.7 | -0.1\% | -0.1\% |  |  |
|  | 1,139.7 | 1,100.0 | 1,066.1 | -73.6 | -6.5\% | +3.5\% |  |  |
|  | 2,016.3 | 2,020.0 | 1,942.0 | -74.3 | -3.7\% | +1.9\% |  |  |
| Gross profit | 822.3 | 825.0 | 790.0 | -32.2 | -3.9\% |  |  |  |
| net sales \% | 40.8\% | 40.8\% | 40.7\% |  |  |  |  |  |
| SG\&A | 756.3 | 740.0 | 729.8 | -26.4 | $-3.5 \%$ |  |  |  |
|  | 37.5\% | $36.6 \%$ | 37.6\% |  |  |  |  |  |
| Operating income | 65.9 | 85.0 | 60.1 | $-5.8$ | -8.8\% |  |  |  |
| net sales \% | 3.3\% | 4.2\% | 3.1\% |  |  |  |  |  |
| Income before income taxes | $57.5$ | $75.0$ | 45.4 | -12.1 | -21.1\% | Investment |  |  |
| netsales \% | 2.9\% | 3.7\% | 2.3\% |  |  | (billions of yen) | FY10/03 | FY11/03 |
| Net income attribute to shareholder net sales \% | 27.8 | 35.0 | 19.6 | -8.2 | -29.5\% |  | result | result |
|  | 1.4\% | 1.7\% | 1.0\% |  |  | R\&D (\% on sales | $\begin{gathered} 109.8 \\ 5.4 \% \end{gathered}$ | $\begin{gathered} 110.8 \\ 5.7 \%) \end{gathered}$ |
| EPS (Yen) | 38.41 | 48.24 | 27.08 | -11.33 |  | CAPEX | 66.9 | 66.9 |
| Exchange rate US \$1 | 92.91 | 85.18 | 85.77 | -7.14 |  | Depreciation(tangible fixed assets) 70.3 |  | $67.2$ |
| (Yen) Euro 1 | 131.21 | 112.65 | 113.28 | -17.93 |  |  |  |  |
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## FY2011/03 operating income y-o-y comparison

Gross profit items

(billions of yen)

| $\mathbf{+ 7 . 0}$ | $\mathbf{- 0 . 9}$ | $\mathbf{- 5 . 0}$ |
| :---: | :---: | :---: | :---: |
|  |  |  |
| Product | R\&D | Expenses |

$+41.9$
Cost Down



FY11/03
Operating income
Operating income


## FY2011/03 sales



## FY2011/03 business segment



- Decrease profit by the impact of earthquake
* Excluding "Corporate and Eliminations"
(billions of Yen)

| [ Appendix ] MFP, Printer y-o-y growth |  |  |
| :--- | :---: | :---: |
| (by value, LC base) | Hardware | Non-hard |
| MFP\&Printer combined | $+3 \%$ | $+1 \%$ |
| MFP(Copier) | $+3 \%$ | $+0 \%$ |
| Printer | $+6 \%$ | $+5 \%$ |
| See page 27-28 for more data |  |  |
| [ Appendix ] OP\&OP margin by quarterly |  |  |



## Imaging \& Solutions supplement




Launched products of Projection System (Oct, 2010)
Started information distributing business using MFPs
with Asahi Shimbun Co. (Jan, 2011)
Accelerated Global MDS Business (Jan, 2011)
Entered Unified Communication System Business (Feb, 2011)
Global Strategic Cooperation with Heidelberg (Feb, 2011)
Established "Ricoh Production Print Solutions" (Apr, 2011)
Entered Eco Solutions Business (Apr, 2011)


Strategic Cooperation with Heidelberg


Ricoh Technology Center new office

FY2011/03 business segment RICOH

| Total |  | Total |  |
| :---: | :---: | :---: | :---: |
| 106.1 |  | 112.2 | +5.8\% |
| 4.4 | Intersegments | 5.4 | 22.0 |
| 101.6 | Unaffiliated customers | 106.8 | $\begin{gathered} +5.1 \% \\ (+8.4 \%) \end{gathered}$ |
|  | $\begin{array}{\|l\|} \hline \text { OP Margin } \\ \hline \end{array}$ |  | $1.0$ |
| [ Sales ] | $\begin{gathered} \mathbf{- 1 . 3} \\ {[\mathrm{OP} \text { ] }} \end{gathered}$ | [ Sales ] | [ OP ] |
| FY10/03 |  | FY11/03 |  |
| xcluding "Corporate and Eliminations" |  | (billion | of Yen) |

- Emerging profit trend thanks to improving business and structural reform
[ Products and services ]


Semiconductors


Thermal media


Electric components
[ Appendix ] OP by quarterly


## FY2011/03 business segment



- Profit decreased through impact of earthquake in Japan
[ Products and services ]


Finance


Digital camera


Logistics
[ Appendix] OP by quarterly




## Balance sheet as of March 31, 2011

|  |  |  |
| :---: | :---: | :---: |
| (billions of yen) | $\begin{gathered} \text { As of } \\ \text { Mar 31, } 2011 \end{gathered}$ | Dif f. from <br> Mar 31, '10 |
| Current Assets | 1,074.0 | -70.5 |
| Cash \& time deposits | 181.1 | -62.7 |
| Trade recievables | 657.8 | -9.7 |
| Inventories | 171.0 | +1.7 |
| Other current assets | 63.9 | +0.1 |
| Fixed Assets | 1,188.3 | -50.9 |
| Tangible fixed assets | 264.7 | +1.7 |
| Finance recievable | 445.7 | -0.1 |
| Other investments | 477.8 | -52.5 |
| Total Assets | 2,262.3 | -121.5 |
| Exchange rate as of March 31, 2011 |  |  |
| US\$ $1=¥ 83.15$ (-9.89) |  |  |
| EURO $1=¥ 117.57(-7.35)$ |  |  |

Liabilities and Equity

| (billions of yen) | As of <br> Mar 31, 2011 | Dif $f$. from <br> Mar 31, '10 |
| :--- | ---: | ---: |
| Current Liabilities | $\mathbf{6 1 4 . 7}$ | -45.7 |
| Trade payables | 250.4 | -22.9 |
| Short-term borrowings | 151.0 | -18.7 |
| Other current liabilities | 213.1 | -4.0 |
|  |  |  |
| Fixed Liabilities | $\mathbf{6 6 4 . 9}$ | -34.7 |
| Long-term indebtedness | $\mathbf{4 7 9 . 4}$ | -35.2 |
| Accrued pension\&severance costs | $\mathbf{1 4 0 . 9}$ | +0.5 |
| Other fixed liabilities | $\mathbf{4 4 . 5}$ | +0.0 |
| Total Liabilities | $\mathbf{1 , 2 7 9 . 6}$ | -80.4 |
| Total Shareholders' Investment | $\mathbf{9 2 9 . 8}$ | -43.4 |
| Noncontrolling Interest | 52.8 | +2.3 |
| Total Equity | $\mathbf{9 8 2 . 7}$ | -41.1 |
| Total liabilities and Equity | $\mathbf{2 , 2 6 2 . 3}$ | -121.5 |
| Total debt | $\mathbf{6 3 0 . 4}$ | -54.0 |



Inventories/Averaged cost of sales (month)



## FY2011/03 statement of cash flow

| (billions of yen) | FY2010/03 | FY2011/03 |
| :--- | ---: | ---: |
| Consolidated net income | 29.8 | 22.7 |
| Depreciation and amortization | 98.9 | 93.4 |
| [ Net income + Depreciation and amortization ] | $[128.7]$ | $[116.1]$ |
| Other operating activities | 61.9 | 13.8 |
| Net cash by operating activities | 190.7 | 130.0 |
| Plant and equipment | -65.3 | -65.5 |
| Purchase of business | -4.7 | -1.4 |
| Other investing activities | -19.4 | -25.0 |
| Net cash by investing activities | -89.5 | $-\mathbf{- 9 2 . 0}$ |
| Free cash flow ( Oparating + Investing net cash | 101.1 | 38.0 |
| Increase (Decrease) of debt | -89.8 | -67.4 |
| Dividend paid | -22.8 | -23.9 |
| Other financing activities | -0.6 | -0.6 |
| Net cash by financing activities | -113.3 | -92.1 |
| Effect of exchange rate | -4.0 | $\mathbf{- 8 . 9}$ |
| Net increase in cash and equivalents | -16.3 | -62.9 |
| Cash and equivalents at end of period | 242.1 | $\mathbf{1 7 9 . 1}$ |



## FY2012/03 forecast

| (billions of yen) |  | FY2011/03 Results | FY2012/03 Forecast | Y-o-Y comparison |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | Change | Change(\%) | Change(\%) |  |  |
| Net sales | (Japan) | 875.8 | 900.0 | +24.1 | +2.8\% | +2.8\% |  |  |
|  | (Overseas) | 1,066.1 | 1,190.0 | +123.8 | +11.6\% | +9.5\% 1us | S $=$ | 55.00JPY |
|  | Total | 1,942.0 | 2,090.0 | +147.9 | +7.6\% | +6.5\% 1E | 1USS $=85.00 \mathrm{JPY}$$1 \mathrm{ELur}=120.00 \mathrm{JPY}$ |  |
| Gross profit |  | 790.0 | 853.0 | +62.9 | +8.0\% | OP by business segment |  |  |
|  | netsales \% | 40.7\% | 40.8\% |  |  |  |  |  |  |  |
| SG\&A | net sales \% | 729.8 | 783.0 | +53.1 | +7.3\% |  | result | foreast |
|  |  | 37.6\% | 37.5\% |  |  | (magingsoutions | (7.90 | ${ }_{8.380}^{155.0}$ |
| Operating incon |  | 60.1 | 70.0 | +9.8 | +16.3\% | Industrial Product | ${ }^{1.5} \begin{gathered} 1.0 \\ 0.9 \%_{6} \end{gathered}$ | $\begin{aligned} & \text { 2.0 } \\ & \left.1.9 q_{0}\right) \end{aligned}$ |
|  | netsales \% | 3.1\% | 3.3\% |  |  | Other | 4.9 | 0.0 |
| Income before income taxes |  | 45.4 | 63.0 | +17.6 | +38.8\% | *Excluding "Corporate and Eliminations |  |  |
|  | netsales \% | 2.3\% | 3.0\% |  |  |  |  |  |  |  |
| Net income atribut | to shareholder | 19.6 | 29.0 | +9.3 | +47.6\% | (ailions ofyen) |  |  |
|  | netsales \% | 1.0\% | 1.4\% |  |  |  |  | fers |
| EPS (Yen) |  | 27.08 | 39.97 | +12.89 |  | M\% on sales | 5.7\% | 5.7\%) |
| Exchange rate (Yen) | US \$1 | 85.77 | 85.00 | -0.77 |  | CAPEX | 66.9 | 67. |
|  | Euro 1 | 113.28 | 120.00 | +6.72 |  |  | 67.2 |  |



## FY2012/3 sales forecast



## Annual Financial Indexes



## FY2011/03 Q4 income statement

| (billions ofyen) |  | FY2010/03 Q4 result | FY2011/03 Q4 result | Y-o-Y Comparison |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | Change | Change(\%) | Change(\%) |  |
| Net sales | (Japan) | 250.0 | 226.4 | -23.6 | -9.4\% | -9.4\% |  |
|  | (Overseas) | 291.5 | 276.5 | -15.0 | -5.2\% | +4.6\% |  |
|  | Total | 541.6 | 502.9 | -38.6 | -7.1\% | -1.9\% |  |
| Gross profit |  | 213.9 | 190.5 | -23.3 | -10.9\% |  |  |
|  | netsales \% | 39.5\% | 37.9\% |  |  |  |  |
| SG\&A |  | 185.6 | 184.3 | -1.2 | -0.7\% |  |  |
|  | netsales \% | 34.3\% | 36.7\% |  |  | Investment |  |
| Operating incon |  | 28.2 | 6.2 | -22.0 | -78.0\% | (billions of een) |  |
|  | netsales \% | 5.2\% | 1.2\% |  |  | R\&D | $27.9 \quad 29.5$ |
| Income before income taxes net sales \% |  | 26.7 | 4.0 | -22.6 | -84.8\% | CAPEX | $\begin{array}{lll}18.6 & 18.3\end{array}$ |
|  |  | 4.9\% | 0.8\% |  |  | $\begin{aligned} & \text { Depreciation } \\ & \text { (tangible fixed assets) } \end{aligned} 18.4$ |  |
| Net income attribute to shareholder |  | 13.4 | -0.6 | -14.1 | - |  |  |
|  |  | 2.5\% | -0.1\% |  |  |  |  |
| EPS (Yen) |  | 18.54 | -0.95 | - |  | Q4forex planed |  |
| Exchange rate | us \$1 | 90.76 | 82.32 | -8.44 |  | 1 Euro $=110.00 \mathrm{JPY}$ |  |
| (Yen) | Euro 1 | 125.64 | 112.51 | -13.13 |  |  |  |

## FY2011/03 Q4 sales



## Appendix : Data for Imaging \& Solutions

Imaging \& Solutions sales by products
*Percentage of sales

|  | FY2009/03 |  |  |  | FY2010/03 |  |  |  | FY2011/03 |  |  |  | FY09/03 | FY10/03 | FY11/03 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Total | Total | Total |
| MFP | 68\% | 65\% | 65\% | 64\% | 62\% | 58\% | 60\% | 56\% | 59\% | 57\% | 59\% | 59\% | 65\% | 59\% | 59\% |
| Printer | 20\% | 18\% | 17\% | 18\% | 18\% | 18\% | 19\% | 21\% | 19\% | 19\% | 19\% | 19\% | 18\% | 19\% | 19\% |
| Office |  |  |  |  |  |  |  |  | 12\% | 11\% | 11\% | 11\% |  | 11\% | 11\% |
| Production |  |  |  |  |  |  |  |  | 8\% | 8\% | 7\% | 8\% |  | 8\% | 8\% |
| Imaging Solutions, other | 3\% | 4\% | 4\% | 3\% | 6\% | 8\% | 7\% | 7\% | 6\% | 5\% | 6\% | 6\% | 4\% | 7\% | 6\% |
| MDS\&IT Services | 3\% | 4\% | 7\% | 9\% | 8\% | 8\% | 9\% | 9\% | 9\% | 10\% | 10\% | 10\% | 6\% | 8\% | 9\% |
| Network System Solutions, other | 6\% | 9\% | 7\% | 6\% | 6\% | 8\% | 6\% | 8\% | 7\% | 9\% | 7\% | 6\% | 7\% | 7\% | 7\% |

MFP, Printer Non-hard ratio
*Value based ratio including forex

|  |  | FY2009/03 |  |  |  | FY2010/03 |  |  |  | FY2011/03 |  |  |  | $\frac{\text { FY09/03 }}{\text { Total }}$ | FY10/03 FY11/03 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 |  | Total | Total |
| MFP | Japan | 63\% | 58\% | 64\% | 68\% | 61\% | 63\% | 64\% | 51\% | 62\% | 61\% | 63\% | 54\% | 63\% | 59\% | 60\% |
|  | Overseas | 49\% | 49\% | 51\% | 54\% | 53\% | 52\% | 54\% | 51\% | 53\% | 50\% | 52\% | 49\% | 51\% | 52\% | 51\% |
|  | Total | 54\% | 52\% | 55\% | 59\% | 56\% | 56\% | 57\% | 51\% | 56\% | 54\% | 56\% | 51\% | 55\% | 55\% | 54\% |
| Printer | Japan | 63\% | 64\% | 68\% | 68\% | 82\% | 80\% | 82\% | 81\% | 82\% | 79\% | 80\% | 80\% | 66\% | 81\% | 80\% |
|  | Overseas | 70\% | 70\% | 68\% | 64\% | 71\% | 67\% | 68\% | 64\% | 70\% | 67\% | 68\% | 66\% | 68\% | 67\% | 68\% |
|  | Total | 67\% | 68\% | 68\% | 66\% | 75\% | 71\% | 73\% | 70\% | 74\% | 71\% | 73\% | 71\% | 67\% | 72\% | 72\% |

## Appendix : Data for Imaging \& Solutions



## Appendix : Data for Imaging \& Solutions



## Appendix : Data for Imaging \& Solutions

| MFP, Printer color ratio |  |  |  |  |  | *For hardware shipment, by value |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | FY2009/03 |  |  |  | FY2010/03 |  |  |  | FY2011/03 |  |  |  | FY09/03 | FY10/03 | FY11/03 |
|  |  | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Total | Total | Total |
| MFP | Japan | 59\% | 57\% | 59\% | 59\% | 64\% | 68\% | 70\% | 62\% | 67\% | 73\% | 76\% | 71\% | 58\% | 66\% | 72\% |
|  | Overseas | 48\% | 52\% | 50\% | 53\% | 49\% | 50\% | 52\% | 52\% | 50\% | 51\% | 53\% | 51\% | 50\% | 51\% | 52\% |
|  | Total | 51\% | 53\% | 52\% | 54\% | 54\% | 55\% | 57\% | 56\% | 56\% | 58\% | 60\% | 58\% | 53\% | 55\% | 58\% |
| Printer | Japan | 27\% | 19\% | 36\% | 31\% | 23\% | 25\% | 29\% | 37\% | 24\% | 22\% | 23\% | 28\% | 28\% | 29\% | 24\% |
|  | Overseas | 32\% | 20\% | 20\% | 17\% | 24\% | 30\% | 36\% | 49\% | 37\% | 34\% | 38\% | 46\% | 22\% | 36\% | 39\% |
|  | Total | 29\% | 20\% | 26\% | 23\% | 24\% | 29\% | 34\% | 47\% | 34\% | 31\% | 34\% | 41\% | 24\% | 34\% | 35\% |

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