
For Immediate Release

Ricoh grows Services Business Expertise

Acquires German IT Services Company ADA

Tokyo, June 25, 2012 – Ricoh Company, Ltd. (President and CEO: Shiro Kondo, hereinafter “Ricoh”) today announced that it has completed the transaction of assets of ADA-Das SystemHaus GmbH (hereinafter “ADA”) through Ricoh Deutschland GmbH, Ricoh’s German marketing subsidiary. The contract was signed on June 20.

ADA is one of Germany’s leading IT Services companies with more than 20 years’ experience. Its focus is to partner with customers to implement and manage their IT systems. Services cover all aspects required for the efficient management of a business’s IT infrastructure - from initial conception to final realization.

ADA and Ricoh have a strong strategic fit. Both are already working with many of the same corporations. By joining forces, these shared clients can now enjoy one-stop services for all their IT and document management needs. Furthermore, together with the document process outsourcing capabilities gained through the recent acquisition of Georg Kohl (Germany), Ricoh will be able to provide enhanced service offerings with the synergy of IT Services and Managed Document Services (MDS).

Shared values between the two organizations include a commitment to quality management with both achieving ISO 9001 and ISO 27001 and product lifecycle management with ADA’s remarketing programs (data deletion & redistribution) and Ricoh’s Total Green Office Solutions (TGOS). Following the successful acquisition, stakeholders and employees will also benefit from the increased knowledge sharing and best practice of the two companies.

This acquisition is a part of Ricoh’s global strengthening of its business service infrastructure, providing businesses around the world with the tools and expertise to optimize business critical document processes and IT Services. In addition to the global expansion of its services business, it supports Ricoh’s focus to expand its customer base and deliver products and services with high added value.

Company Outline

Name : ADA-Das SystemHaus GmbH
Established : 1987

Ricoh Company, Ltd. www.ricoh.com

HQ location : Willich, Germany (10 branch offices)

Business : IT infrastructure services including Remarketing Solutions, Field and Site Services, Service Desk, product evaluation, purchase management and software installation, distribution with project management.

Managed IT Services including datacenter support, network-, server- and storage services, the implementation of security services and the rollout of groupware solutions.

Number of employees: Approx. 620

Sales : 122 million euros (Fiscal 2011)

| About Ricoh |

Ricoh is a global technology company specializing in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group operates in more than 200 countries and regions. In the financial year ending March 2012, Ricoh Group had worldwide sales of 1,903 billion yen (approx. 23 billion USD).

The majority of the company's revenue comes from products, solutions and services that improve the interaction between people and information. Ricoh also produces award-winning digital cameras and specialized industrial products. It is known for the quality of its technology, the exceptional standard of its customer service and sustainability initiatives.

Under its new corporate tagline, *imagine. change.* Ricoh helps companies transform the way they work and harness the collective imagination of their employees.

For further information, please visit
www.ricoh.com/about/