
For Immediate Release

Ricoh to Establish a New Sales Company in Korea - as part of a drive to accelerate business in Asia Pacific -

Tokyo, March 18, 2013 – Ricoh Company, Ltd. (hereafter Ricoh) today announced the establishment of Ricoh Korea Co., Ltd, as a 100% Ricoh owned sales company in Seoul, Korea. Ricoh Korea will start its sales of production print business lines using its sales network. In the near future, Ricoh Korea will expand its business lines to office MFPs, printers, and solutions.

< Objective >

Currently, the Korea Branch of Ricoh Production Print Solutions Japan, or RPPSJ K, conducts production print business in Korea. We aim to utilize its business assets and enhance them by transferring them to the new entity, Ricoh Korea. RPPSJ K handles continuous form printers and a solutions business, serving many major account customers. Ricoh Korea will add cut sheet printers to its business lines, and, by adding resources, will be able to offer one-stop solutions to customers and conduct more efficient marketing and sales in Korea.

< Outline of the new Company >

- Company Name : Ricoh Korea Co., Ltd.
- Address : Seocho-daero 314, 10fl, Information & Communication Financial Cooperative, Seocho-gu, Seoul, Korea.
- Business start date : April 1st, 2013
- President : Haruhisa Sakai
- Capital : KRW 100,000,000
- Business lines : Sales and maintenance of production printers, MFP's, printers, related software, solutions , and their parts and supplies
- Head Count: : Planned to be 50 in the first year

| 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 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/