

Fiscal 2008 Highlights by Product Line

Office Solutions



imgatio MP C7500

IPSI0 SP C220

IPSI0 GX3000SF

● Main products

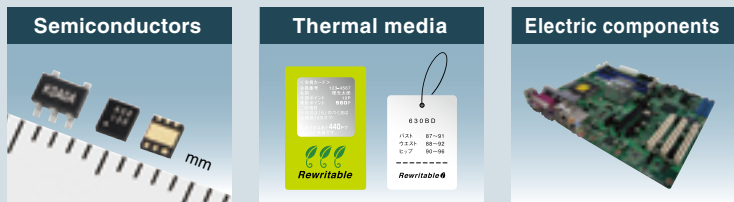
Imaging Solutions: digital copiers, color copiers, multifunctional printers (MFPs), printers, analog copiers, digital duplicators, facsimiles, diazo copiers, scanners, other equipment, supplies, maintenance services, software, etc.

Network System Solutions: personal computers, servers, network devices, network software, application software, customer support and service, etc.

Business Outline

Our Office Solutions, comprising Imaging Solutions and Network System Solutions, allow our customers to improve their office productivity with a range of offerings from office equipment, information-processing equipment, maintenance services, and supplies, as well as IT infrastructure development, network environment operation, user support, and other services. Focal areas in this segment include printing solutions—which assist customers in transitioning from black/white to color, total cost of ownership (TCO) management, and many other initiatives—and document solutions which help customers improve their document workflow. We are also taking a variety of steps to expand our printing business in both high-end and low-end markets.

Industrial Products



RP 400 Series

Loyalty cards and clothing hangtags

Built-in motherboards FB14

● Main products

Thermal media, optical equipment, semiconductors, electric components, measuring equipment, etc.

Business Outline

In Industrial Products, we manufacture and market thermal media, optical equipment, semiconductors, electric components, and measuring equipment, while focusing our resources on high-potential businesses.

Other



R8

Caplio GX100

● Main products

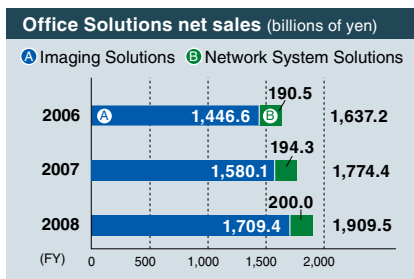
Digital cameras, etc.

Business Outline

Our Other operations include our digital camera business as well as financial and logistic services respectively offered by our leasing and logistics subsidiaries.

Fiscal 2008 Overview

Net sales in Imaging Solutions rose 8.2% from the previous year to 1,709.4 billion yen, reflecting growth in sales for this category both in Japan and overseas, especially in color products. The expanded product lineup and bolstered solution sales structure of the Group contributed to these positive results. During the year Ricoh launched many new color MFP products in its standard new-generation color model lineup, and these sales played a significant role in this sales growth. In the meanwhile, net sales in Network System Solutions rose 3.0% to 200.0 billion yen. The main driver of the growth was IT services, which grew in connection with the expansion of the solutions business. Japan's sales in personal computers and PC servers also inched up. Overall, net sales in the Office Solutions segment went up 7.6% from a year earlier to 1,909.5 billion yen.



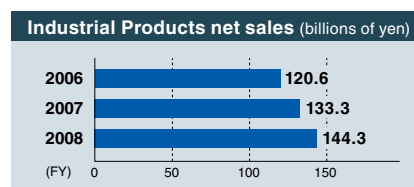
Ricoh ranks top in five categories in J.D. Power's customer satisfaction survey in Japan

Ricoh was recognized as Japan's best company in 2007 in terms of customer satisfaction in both the color and monochrome copier/multifunctional copier categories, as well as in both the color and monochrome laser printer categories (color laser printers won the highest recognition for the second straight year), according to a survey by J.D. Power Asia Pacific, Inc., an international customer satisfaction survey firm. In this survey, Ricoh Technosystems Co., Ltd. also ranked highest in IT system planning and construction for the second consecutive year.



Fiscal 2008 Overview

Net sales in the Industrial Products segment increased 8.2% from the prior year to 144.3 billion yen, fueled by steady growth in semiconductors, thermal media, and electric components.



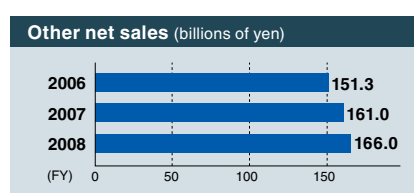
Thermal media plant in Jiangsu, China begins operation

Ricoh Thermal Media (Wuxi) Co., Ltd. began operation in April 2007 as our manufacturing base for high value-added thermal paper, enabling us to provide a more stable supply of this rapidly-growing product in the Chinese market.



Fiscal 2008 Overview

Net sales in the Other segment grew 3.1% to 166.0 billion yen, driven by the solid performance of the leasing business as well as increased sales of digital cameras both in Japan and overseas.



Caplio GX100 wins many accolades

Ricoh's Caplio GX100 received the gold award at iF Product Design Award 2008 for its excellent design. This digital compact camera launched in April 2007 was also recognized by a leading US photography magazine in its 2007 POP Awards, as well as by the Technical Image Press Association (TIPA) as the Best Prestige Camera in its TIPA Awards 2007, and many others.