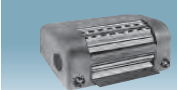
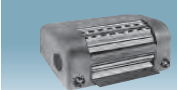
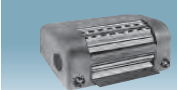











## RICOH Milestones


The Ricoh Group, staying true to its original heritage, has been engaged in the business of providing innovative office solutions to a global customer base. In the 21st century, we are intent on maintaining our winning position. Please see the timeline below for major milestones in our main business:

Imaging & Solutions

<p>1936–1945 &lt;Starting out&gt;</p>		<p><b>Analog PPCs (1955–1997)</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;"> <p>Ricopy 101 (1955)</p>  <p>The first diazo copier for the office market</p> </td> <td style="padding: 2px;"> <p>Ricopy BS-1 (1965)</p> <p>The first electrostatic copier in the Ricopy series</p> </td> </tr> <tr> <td colspan="2" style="padding: 2px;"> <p>Ricopy PPC 900 (1972)</p> <p>Ricoh's first dry plain paper copier (PPC)</p> </td> </tr> </table>	<p>Ricopy 101 (1955)</p>  <p>The first diazo copier for the office market</p>	<p>Ricopy BS-1 (1965)</p> <p>The first electrostatic copier in the Ricopy series</p>	<p>Ricopy PPC 900 (1972)</p> <p>Ricoh's first dry plain paper copier (PPC)</p>		<p>Ricoh began life in 1936 when Riken Kankoshi Co., Ltd. was established to manufacture and sell sensitized paper.</p> <p>The Ricopy series, launched in 1955, literally became a pioneer in office automation and revolutionized office administration.</p>
<p>Ricopy 101 (1955)</p>  <p>The first diazo copier for the office market</p>	<p>Ricopy BS-1 (1965)</p> <p>The first electrostatic copier in the Ricopy series</p>						
<p>Ricopy PPC 900 (1972)</p> <p>Ricoh's first dry plain paper copier (PPC)</p>							
<p>1946–1958 &lt;Post war development&gt;</p>							
<p>1959–1971 &lt;New technologies &amp; overseas expansion&gt;</p>		<p><b>Digital PPCs/MFPs (1982–)</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;"> <p>imagic MP 9001<sup>*1</sup> (2009)</p>  <p>User friendly, energy-saving high-speed multifunctional digital copier</p> </td> <td style="padding: 2px;"> <p>imagic 320<sup>*2</sup> (1987)</p> <p>First low-end digital copier priced below one million yen</p> </td> </tr> <tr> <td colspan="2" style="padding: 2px;"> <p>imagic MF 530 (1991)</p> <p>Multifunctional digital copier featuring up to six different functions in a single machine</p> </td> </tr> </table>	<p>imagic MP 9001<sup>*1</sup> (2009)</p>  <p>User friendly, energy-saving high-speed multifunctional digital copier</p>	<p>imagic 320<sup>*2</sup> (1987)</p> <p>First low-end digital copier priced below one million yen</p>	<p>imagic MF 530 (1991)</p> <p>Multifunctional digital copier featuring up to six different functions in a single machine</p>		<p>Ricoh introduced numerous technologically innovative products to the market. Aware of the high potential of digital technologies, we also began operations outside of Japan.</p> <p>Ricoh developed advanced digital technologies and marketed the world's first office-use fax machine. We were also among the first to begin development of digital copiers.</p>
<p>imagic MP 9001<sup>*1</sup> (2009)</p>  <p>User friendly, energy-saving high-speed multifunctional digital copier</p>	<p>imagic 320<sup>*2</sup> (1987)</p> <p>First low-end digital copier priced below one million yen</p>						
<p>imagic MF 530 (1991)</p> <p>Multifunctional digital copier featuring up to six different functions in a single machine</p>							
<p>1972–1979 &lt;Birth of office automation&gt;</p>							
<p>1980–1989 &lt;Developing OA market&gt;</p>		<p><b>Color PPCs/MFPs (1985–)</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;"> <p>imagic MP C7501<sup>*3</sup> (2010)</p>  <p>Using new color PXP toner, achieving high speed, high picture quality and high energy efficiency</p> </td> <td style="padding: 2px;"> <p>Ricoh Color 5000 (1985)</p> <p>High performance full-color copier with a zooming function</p> </td> </tr> <tr> <td colspan="2" style="padding: 2px;"> <p>imagic Color 2800<sup>*4</sup> (1998)</p> <p>First color copier with fax machine functionality</p> </td> </tr> </table>	<p>imagic MP C7501<sup>*3</sup> (2010)</p>  <p>Using new color PXP toner, achieving high speed, high picture quality and high energy efficiency</p>	<p>Ricoh Color 5000 (1985)</p> <p>High performance full-color copier with a zooming function</p>	<p>imagic Color 2800<sup>*4</sup> (1998)</p> <p>First color copier with fax machine functionality</p>		<p>Widespread installation of copiers in the majority of offices drove our rapid sales growth. Ricoh started to focus on developing more advanced laser and digital technologies.</p> <p>Amid a shift from analog to digital, Ricoh moved ahead of the curve to satisfy the needs for integrated fax and printer functions and networking.</p>
<p>imagic MP C7501<sup>*3</sup> (2010)</p>  <p>Using new color PXP toner, achieving high speed, high picture quality and high energy efficiency</p>	<p>Ricoh Color 5000 (1985)</p> <p>High performance full-color copier with a zooming function</p>						
<p>imagic Color 2800<sup>*4</sup> (1998)</p> <p>First color copier with fax machine functionality</p>							
<p>1990–1999 &lt;Shift to digital and color&gt;</p>							
<p>2000–2005 &lt;The Document Highway&gt;</p>		<p><b>Printers (1983–)</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;"> <p>IPSiO SP C301SF<sup>*5</sup> (2009)</p>  <p>Compact and highly productive A4-size multifunctional color laser copier</p> </td> <td style="padding: 2px;"> <p>Ricoh LP 4120 (1983)</p> <p>Ricoh's first laser printer</p> </td> </tr> <tr> <td colspan="2" style="padding: 2px;"> <p>IPSiO Color 2000<sup>*6</sup> (1998)</p> <p>Ricoh's first color laser printer</p> </td> </tr> </table>	<p>IPSiO SP C301SF<sup>*5</sup> (2009)</p>  <p>Compact and highly productive A4-size multifunctional color laser copier</p>	<p>Ricoh LP 4120 (1983)</p> <p>Ricoh's first laser printer</p>	<p>IPSiO Color 2000<sup>*6</sup> (1998)</p> <p>Ricoh's first color laser printer</p>		<p>Ricoh promoted the "Document Highway," a concept wherein network devices and applications share basic architectures to enable the smooth use and management of data by our customers.</p> <p>Ricoh continues to strive to achieve further growth by providing total office solutions, entering into the high-end printing market, and expanding our global operations.</p>
<p>IPSiO SP C301SF<sup>*5</sup> (2009)</p>  <p>Compact and highly productive A4-size multifunctional color laser copier</p>	<p>Ricoh LP 4120 (1983)</p> <p>Ricoh's first laser printer</p>						
<p>IPSiO Color 2000<sup>*6</sup> (1998)</p> <p>Ricoh's first color laser printer</p>							
<p>2006–present &lt;Building a strong global brand&gt;</p>							

Production printing

Ricoh Pro C900 (2008)




Color production printer makes full-scale entry into the color POD market

MDS and IT services

**Managed Document Services™**

*MPS and Beyond*




**ITKeeper**

Providing solutions for building and managing the output/IT environment at offices

Projection systems

IPSiO PJ X3240N (2010)



Expanding the business scope to include the image communication field

\* The Ricopy, imagic, Ricoh Document System, ITKeeper brand names are used only in Japan.

## Global

1936 Establishes Riken Kankoshi Co., Ltd. (renamed Riken Optical Co., Ltd. in 1938)

1954 Establishes Ohmori Plant in Japan

1962 Establishes a sales subsidiary in the U.S., named Ricoh Industries, U.S.A., Inc. (presently Ricoh Americas Corporation) **■ Sales (FY 1971–FY 2011)**  
 1963 Renames the company Ricoh Company, Ltd.  
 1971 Establishes Atsugi Plant in Japan **Ⓐ Overseas Ⓑ Japan**  
 1971 Establishes a sales subsidiary in the Netherlands, named Ricoh Nederland B.V. (presently Ricoh Europe PLC)

1973 Establishes a manufacturing subsidiary in the U.S., named Ricoh Electronics, Inc.  
 1978 Establishes Asia/Oceania-based sales company Ricoh Business Machines Ltd. (presently Ricoh Hong Kong Ltd.)

1981 Begins marketing Ricoh brand dry PPCs in Europe and North America  
 1983 Establishes a manufacturing subsidiary in the U.K., named Ricoh UK Products Ltd.  
 1985 Establishes Gotemba Plant in Japan  
 1986 Establishes Ricoh Research and Development Center in Yokohama, Japan  
 1987 Establishes a manufacturing subsidiary in France, named Ricoh Industrie France S.A. (presently Ricoh Industrie France S.A.S.)

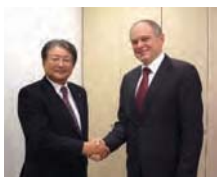
1991 Establishes a manufacturing subsidiary in China, named Ricoh Asia Industry (Shenzhen) Ltd.  
 1995 Ricoh Corporation (presently Ricoh Americas Corporation) acquires U.S.-based sales company Savin Corporation as its subsidiary  
 1995 Acquires U.K.-based sales company Gestetner Holdings PLC as its subsidiary (presently NRG Group PLC)

2001 Acquires U.S.-based sales company Lanier Worldwide, Inc. as its subsidiary  
 2003 Establishes its Chinese regional headquarters in Shanghai, named Ricoh China Co., Ltd.  
 2004 Acquires Japan-based Hitachi Printing Solutions, Ltd. (presently Ricoh Printing Systems, Ltd.)  
 2004 Establishes a manufacturing subsidiary in Shanghai, China, named Shanghai Ricoh Digital Equipment Co., Ltd.  
 2005 Establishes the Technology Center in Ebina, Japan

2006 Establishes facilities to mass produce polymerized toner “PxP Toner” at Numazu Plant, Japan  
 2006 Establishes Infotec Europe B.V. as a result of acquiring European operations of U.S.-based Danka Business Systems PLC  
 2007 Begin operation of a joint venture, InfoPrint Solutions Company, LLC, with International Business Machines (IBM) Corp.  
 2008 Establishes a manufacturing subsidiary in Thailand, named Ricoh Manufacturing (Thailand) Ltd. (begins operations in September 2009)  
 2008 Starts construction of a new building within the Technology Center in Ebina, Japan (scheduled to be completed in 2010)  
 2008 Acquires U.S.-based sales company IKON Office Solutions, Inc. as a subsidiary  
 2010 Establishes facilities to produce “PxP Toner” at Tohoku Ricoh Co. Ltd., Japan  
 2011 Concludes a strategic cooperation agreement with Heidelberg Druckmaschinen AG

2 trillion 1 trillion (Yen)

### Enhancement of sales networks



Ricoh concludes a strategic cooperation agreement with Heidelberg Druckmaschinen AG (2011).



Ricoh Printing Innovation Center on the second floor of Tokyo Headquarters (opened in September 2008)

Ricoh Technology Portal in New York (reopening in 2007)



### Expansion of R&D capabilities



Establishment of a manufacturing plant in Thailand (begins operations in September 2009)

Construction of a new building within the Technology Center in Ebina, Japan (completed in August 2010)