

Speedily identifying social trends and user needs, we provide astonishing products and services



Ricoh conducts various activities such as offering network services to ensure that consumers use our products with a sense of security. We also implement full-scale CSR procurement conducted jointly with suppliers, and strengthen business activities while speedily meeting local community needs for corporate social responsibility activities.

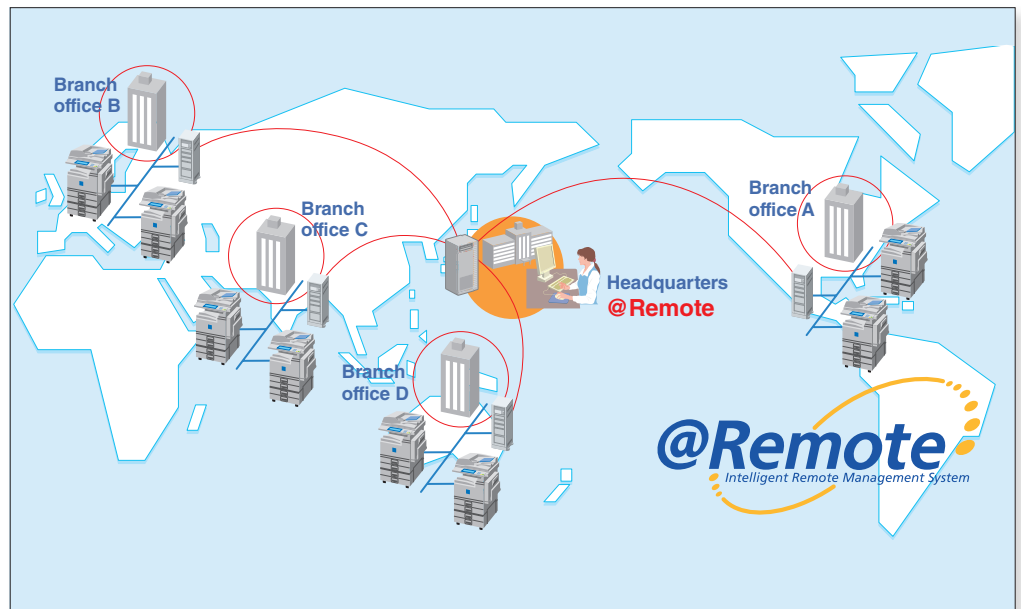
Case 1

Intelligent Remote Management System Service supporting improvements in the office <Ricoh Group (Global)>

To ensure that customers can use Ricoh devices on the network comfortably and with a sense of security, the Ricoh Group offers worldwide the @Remote (At Remote) service, which manages network devices over the Internet. These services help reduce the day-to-day burden on customers and minimize downtime in the event of problems. For example, the status of devices on the network can be monitored remotely to prevent breakdowns. Toner can be monitored so that new toner is ordered before existing supplies run out. In addition, the service reports detailed device-usage information—

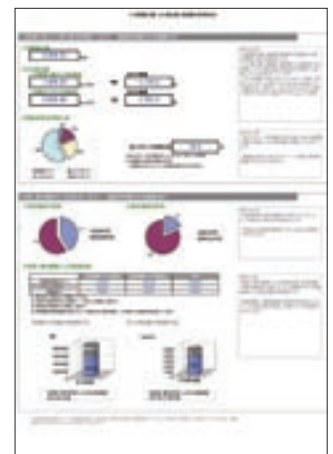
such as the use of aggregate printing and double-sided printing, print volume, and energy consumption—enabling users to keep accurate track of equipment use and optimize their office equipment. By reducing paper and energy consumption, offices can reduce their environmental impact and total costs.

In addition, the Ricoh Group uses results from these equipment management services to develop new products and new maintenance methods and continuously improve customers' office environments in a bid to further boost customer satisfaction.



● Launched environment report using information obtained through @Remote

Ricoh takes data obtained from the @Remote service—such as energy consumption volume, paper use, paper reduction from double-sided printing based on information obtained when equipment was in use or when printouts were made—and converts the data into CO₂ emission volume released from copiers and printers. We then create easy-to-follow reports on these results in order to support our customers' PDCA cycles aimed at reducing their impact on the environment. In 2009, we plan to offer similar services outside of Japan as well.



A report provided to our customers (an image shot)

Through all its products and services, the Ricoh Group contributes to maintaining a sustainable global environment and a better world. We focus primarily on quality, safety, information security and earning customer trust.

Case ②

Implementation of CSR procurement <Ricoh Group (Japan)>

On May 21, 2009, roughly 260 people from 150 suppliers from Japan's Kanto region gathered at the Ricoh Omori Office to attend the Ricoh Group Supplier CSR briefing. The goal was to have partners and potential partners understand Ricoh's CSR activities and philosophy ahead of Ricoh's implementation of CSR procurement* and seek their cooperation in our efforts spanning the entire supply chain.

Before a packed audience, Toshihiko Fujii, from the Research Institute of Economy, Trade and Industry (RIETI), gave a special

lecture to explain the social movement related to CSR procurement trends and the latest relevant news. Ricoh officials in charge of procurement gave explanations on self-assessment and other specific measures. At the end of the briefing, a counseling corner was set up to take questions from suppliers. These briefings began in the Kanto region and were held in four other regions all over Japan (Chubu, Kyushu, Kansai and Tohoku). They were attended by employees from a total of more than 220 companies. Prior to the briefing, Ricoh provided participating companies with the Supplier Code of Conduct, which offers simple explanations on the Ricoh Group's expectations of suppliers as well as a self-check list to understand the companies' existing circumstances related to green procurement. Through the briefing, we believe that suppliers came to understand how the Ricoh Group and participating suppliers can work together to contribute to building a sustainable society by engaging in CSR management. We plan to conduct similar briefings for suppliers outside of Japan as well.

* CSR procurement: A procurement scheme in which CSR initiatives are taken by the supplier as a condition for purchasing



Case ③

Ricoh Italy first to Obtain Milanese Government CSR Certification <Ricoh Italia (Italy)>

The provincial government of Milan began issuing a CSR certification, called the "Vicini alle imprese" (or "proximity to enterprises") in 2008. Ricoh Italia S.R.L.I. (RIT) participated in a CSR seminar hosted by the government with the goal of gaining consideration. After the seminar, Ricoh Italia undertook self-assessment and external assessment on the status of its human resources management, security and safety, environment, quality, corporate governance, and relations with the external community. In December 2008, Ricoh Italia became the first company in the office equipment industry to obtain the certification from the provincial government with contribution of "Bureau Veritas", an accredited certification company. RIT's efforts to contribute to the environment and local community were especially highly praised. Following the certification, RIT was featured on the provincial government's website as a "CSR certified company," which has led to positive feedback from the local community and is expected to have positive effects on future sales.

The Milanese provincial government is the first in Italy to introduce a CSR certification, but the trend looks set to spread to the rest of the country and further across Europe, which is experiencing an increase in governmental promotion of CSR and evaluation of CSR activities. The Ricoh Group plans to respond to this trend by making an active contribution to the future promotion of CSR activities.



The CSR certification that Ricoh Italia obtained from certification body Bureau Veritas accredited by the Milanese Government

For more information, refer to the Ricoh Group Sustainability Report (CSR) 2009 (detailed version).