

Reaffirming our commitment to play a public role

Taking responsibility for the future

Corporations are increasing their roles and influence as members of society and residents on planet Earth. This is because even in the face of the current economic crisis, corporations are gaining a larger role and bear more responsibility for preventing or solving social and global issues occurring simultaneously around the world. At Ricoh we believe it is important to seriously consider what we can do as a company as well as outside the realm of a corporation, and take specific action. In other words, we believe that corporations are—in many ways—leaders into the future, and that we have a strong responsibility for the future of global society.

The Ricoh Group has always considered socially-responsible management as a means of creating corporate value, and we have rolled out appropriate global activities on a group-wide basis. And we have learned much from society through these activities. Based on the lessons learned from these activities, we plan to interact with the community as much as possible, engage in highly ethical and sound management, and actively work on preventing and solving social issues.

Doing more for customers and society

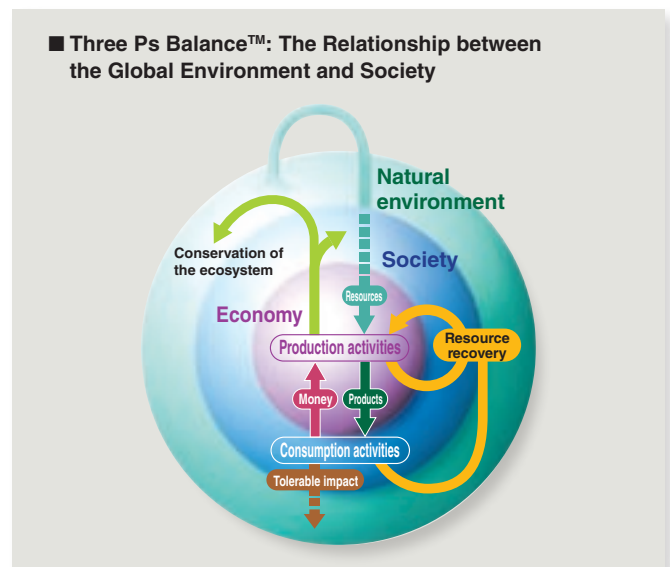
Considering the public aspect of corporations, our activities related to compliance, risk management and information security are the least we can do. But we also believe that sustainable efforts are important for ensuring that a sincere attitude and right actions take root as part of the Ricoh Group's structure amidst heated competition. In addition, we aim to strengthen activities that have a positive impact on society. One such activity is our effort to combine Ricoh's unique

values into our products and services to not only satisfy customers but astonish them. We believe this will lead to enriching the futures of various stakeholders including employees and consumers and help us achieve our mission. After creating the motto "a reassuring choice for purchasers, satisfaction for users, and an impressive experience for long-standing users," we have been implementing it with consistent beliefs and goals throughout the entire process—from planning, development, production, sales and service. We also believe that it is the Ricoh Group's responsibility to deliver products and services meeting the needs of various people worldwide. This means not only improving accessibility to our equipment but also contributing to an affluent society where anyone can reap the benefits of the information society.

Achieving world class environmental management

The environment has become an emergent issue, forcing many countries that were initially reluctant to get involved, to finally start taking action. As a global priority, environmental issues prompt great change from the industrial world, to the point where we can talk about a new Industrial Revolution.

The purpose of environmental conservation activities is to create a sustainable society where environmental impact is reduced to a level within Earth's self-recovery capabilities. The Ricoh Group defines the global environment and the kind of society we should pursue as the "Three Ps Balance," and declared in its "Year 2050 Long-Term Environmental Vision" that developed countries need to reduce environmental burdens to one-eighth of the current level by



* Three Ps: Planet, People and Profit



Shiro Kondo
Representative Director
President and CEO

Our mission is to approach the future with responsibility.

2050 in order for environmental conservation efforts to produce even real results. The Ricoh Group's medium- to long-term environmental goals and action plans are devised from this long-term vision using the back-casting method. The Group has actively engaged in activities aimed at reducing environmental impact under an environmental management that simultaneously preserves the environment and generates profit. We are currently focused on environmental technology development, product life cycle management, offering Ricoh's sustainable environmental management to our customers, and conservation of biodiversity. Through these activities, we hope to strengthen our environmental management and continue growing while sustaining the global environment.

For the sake of future generations

The Ricoh Group's mission is to "continue providing new values that help people in their daily lives at the interface of people and information." By so doing, we aim to contribute to creating an affluent society. In addition, we aim to become a company where employees who conduct these activities, as well as partners, shareholders, local residents and other supporters can share in the joys of our achievements. The education of future generations has also become an extremely important theme for companies as well as for society at large. In the past year, the Ricoh Group has grown

into a company that employs roughly 110,000 employees, with employees outside Japan comprising two-thirds of the total. Now, more than ever, we need to match the Ricoh Group's values and *raison d'être* with actions for the future of society. This is why we hope to continue working globally on devising the Ricoh Way as well as encouraging personnel development.

In our social contribution activities, we have placed emphasis on the healthy development of youth and global environmental preservation. Such activities have taken root within the Group globally, and we intend to continue these activities with a strong resolve.

Finally, I believe that in this harsh business environment, what we corporations need to do most is to manage our companies like public organizations. As an executive, I take this to heart and continue to commit to CSR activities. Your comments and opinions are very much appreciated.