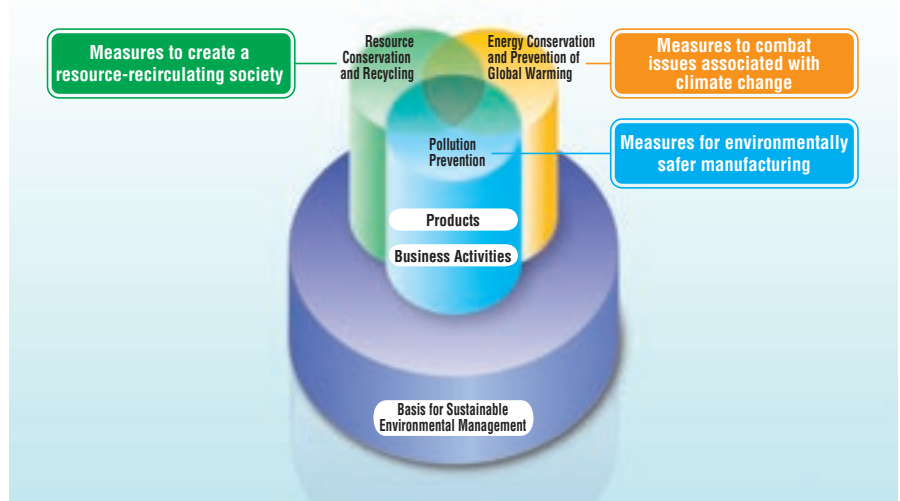


Simultaneously achieving environmental conservation and profits

Amid environmental crises, companies are required to exercise their leadership in order to transform society. The Ricoh Group does business in such a way as to earn the public's trust, while simultaneously achieving environmental conservation and the creation of profits. Going forward, we will focus on cross-sectional environmental technology development and conserving biodiversity that supports the earth's regenerational ability.

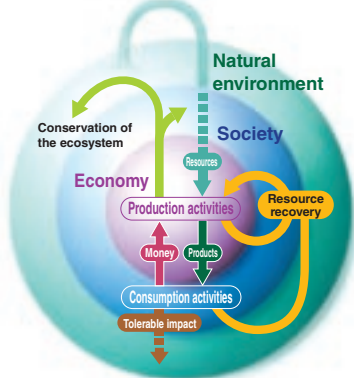
Overall Picture of the Ricoh Group's Sustainable Environmental Management (Basis and Three Pillars)



Pursuing an environment ideal

The purpose of environmental conservation activities is to reduce environmental impact to a level that the Earth's self-recovery capability can deal with and sustain the global environment. The Ricoh Group, by considering how the relationship among the three Ps (planet, people, and profit) in environmental, social, and economic activities has changed over time, defines the kind of society we should aspire to and carries out its responsibility as a company to help create such a society.

Three Ps Balance™: The Relationship between the Global Environment and Society



Pursuing the Ideal Society
Environmental impact remains within the self-recovery capabilities of the global environment.

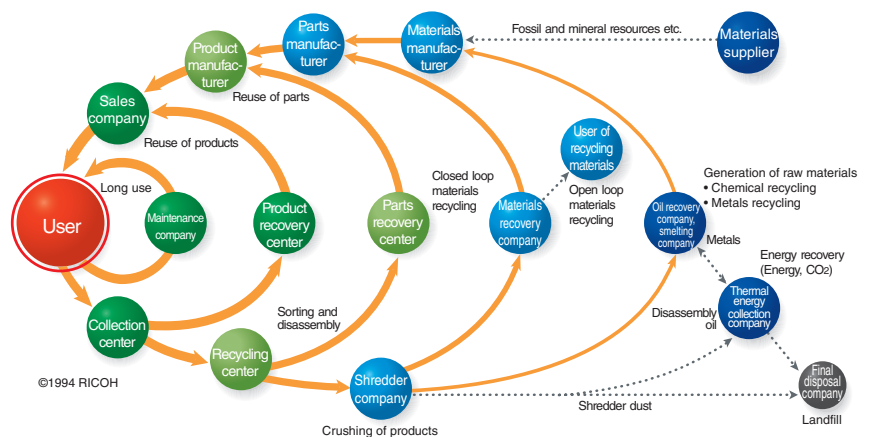
For details, refer to the Ricoh Group Sustainability Report (Environment) 2009 on our website.

Contributing to the development of a sustainable society based on the Comet Circle concept

For the Ricoh Group to become the type of organization we envision, not only does the Group need to realize change towards the creation of a sustainable society but society as a whole also needs to realize such change. In 1994, we established the Comet Circle as the basis to encourage such change. The Comet Circle expresses the greater picture of our environmental impact reduction scheme, which includes not only the scope of the Ricoh Group as a manufacturer and sales company but also the entire lifecycle of our products, including upstream and downstream of our business activities. Being well aware that product manufacturers like Ricoh, because of their involvement in the early phases of a product's lifecycle, can make the greatest contribution to reducing environmental impact, we engage in all business taking into account the Comet Circle.

1. Tracking environmental impact at all stages, reducing total waste volume
2. Prioritizing the inner loop and promoting multi-tiered resource circulation
 - 2-1 Promoting recycling that creates high economic value
 - 2-2 Scale back on the use of new resources by expanding use of recycled resources
3. Partnerships at all stages

Concept of a Sustainable Society: The Comet Circle™



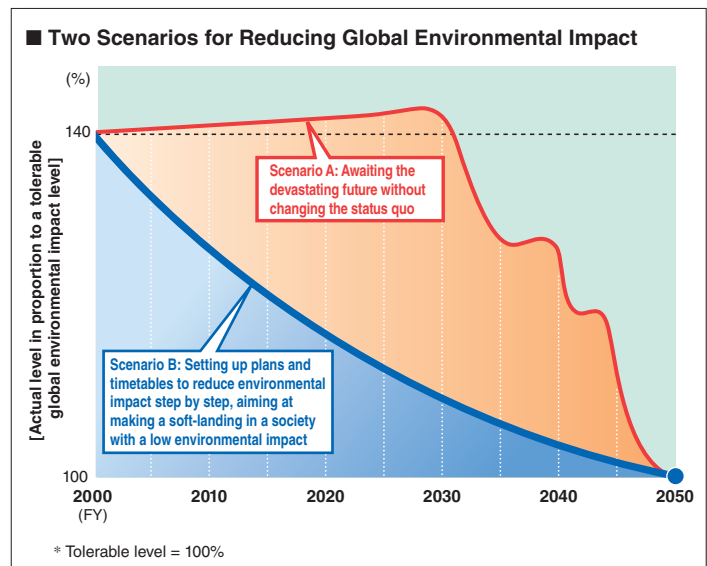
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* For more information, please visit <http://www.ricoh.com/environment/management/concept.html>

Setting a world first environmental reduction goals for 2050 in three areas: energy conservation, resource conservation, and pollution prevention

In a bid to make long-term efforts towards its ideals, the Ricoh Group has projected an estimate for the world in 2050 based on an analysis of a range of data. In 2050, the global population will have grown to 9 billion people. While fossils and mineral resources become depleted and the amount of useful land decreases, people will switch from petroleum to other energy sources to prevent global warming and there will inevitably be drastic changes in business models and the structure of society. Unless we change the way we do business in preparation for this 2050 scenario, the global environment may move towards the worst-case scenario. Taking this into consideration, we established the Year 2050 Long-Term Environmental Vision in 2005 which states the need for advanced nations

to reduce their environmental impact to one-eighth of current levels by 2050. In March 2009, we followed up on these efforts by establishing Mid- and Long-Term Environmental Impact Reduction Goals which identify specific steps to be taken to achieve our vision. With 2020 and 2050 being key years, the targets are set in three different areas—energy conservation and global warming prevention, resource conservation and recycling, and pollution prevention—making them the first of their kind in the world. This is intended to clarify the targets for our actions, then



strengthen and accelerate our efforts. The numerical targets will be incorporated into the Environmental Action Plan formulated every three years, and effective activities will be developed in each area to achieve the targets.

Major Ideas in the Ricoh Group Mid- and Long-Term Environmental Impact Reduction Goals

Mid- and Long-Term Goals	Concept	Major activities
<p>Energy Conservation and Prevention of Global Warming</p> <p>Reduce the total lifecycle CO₂ emissions by the Ricoh Group (including emissions of the "five gasses" converted into CO₂) by 30%* by 2020 and by 87.5% by 2050 from the fiscal 2000 level. * Equal to 34% reduction from the fiscal 1990 level (for domestic CO₂).</p>	<ul style="list-style-type: none"> Set targets for the entire lifecycle with the aim of achieving the reduction levels set for society as a whole based on the warnings of IPCC*. Reduce the CO₂ directly emitted from business activities by setting targets for each stage, including production and distribution. Reduce electricity consumption of the products in an active manner by setting high targets. Collaborate with suppliers at the procurement stage. <p>* Intergovernmental Panel on Climate Change</p>	<ul style="list-style-type: none"> Develop technologies that improve the environmental functions and facilitate the use of products. Make suggestions to customers to help them fully enjoy the environmental functions of our products. Realize "low carbon manufacturing" through innovation of production processes. Obtain more accurate information on CO₂ emissions during the distribution stage, increase distribution efficiency, and promote a modal shift. Actively use solar power and other renewable energies for electric generation. Reduce CO₂ emissions at the procurement stage by making products smaller and their lives longer and by recycling more products. Support suppliers in their environmental impact reduction measures.
<p>Resource Conservation and Recycling</p> <p>(1) Reduce the new input of resources by 25% by 2020 and by 87.5% by 2050 from the fiscal 2007 level. (2) Reduce the use of or prepare alternative materials for the major materials of products that are at high risk of depletion (e.g., crude oil, copper and chromium) by 2050.</p>	<ul style="list-style-type: none"> Discourage new input of resources and promote efficient use of the limited resources in business activities. Recognize that resource conservation measures directly reduce production costs and help avoid risks accompanied by possible increases in resource prices and ensure stable supplies of products in the future. Position the measures as a central part of management. 	<ul style="list-style-type: none"> Develop technologies to make products/parts smaller and lighter. Develop technologies to improve reliability of products/parts, such as technologies to make product life longer. Increase recovery rates of used products. Increase recycling rates of products/parts/materials by developing technologies for recycling and efficient use of recycled items. Reduce the use of materials at a high risk of depletion or replace them with other materials, such as plant-based plastics and toner inks.
<p>Pollution Prevention</p> <p>Reduce the impact of chemical substances on the environment by 30% by 2020 and 87.5% by 2050 from the fiscal 2000 level.</p>	<ul style="list-style-type: none"> Implement risk management that covers not only impact on the environment but also impact on human health. Carry out risk management research on consumption, emissions, hazards, and exposure of chemical substances into consideration. Give priority to the high-risk chemical substances in reduction and replacement in order to prevent possible pollution. 	<ul style="list-style-type: none"> Increase the level of chemical substance management to reduce risk. Promote reduction and replacement of high-risk chemical substances.

* Targets are set based on the business areas and market share for fiscal 2000 (see the news release at <http://www.ricoh.com/info/090501.html>).

Ricoh Group's 16th Mid-Term Environmental Action Plan (Fiscal 2008 to Fiscal 2010)(extract) *For items that do not specify a target year for achieving a goal, the target year is fiscal 2010.

<p>1</p> <p>Using resources effectively to realize a resource-recirculating society</p>	<p>■ Develop environmental technologies aiming to reduce environmental impact.</p> <p>Details of plan Develop environmental technologies contributing to the reduction of environmental impact in business and society as a whole.</p> <p>Progress Plant-based plastics and other alternative materials, as well as technologies to reduce the size and weight of products and improve the operating life, are being developed.</p> <p>■ Increase recirculation of resources and use resources effectively to reduce the use of new resources in products.</p> <p>● Promote the reuse of parts.</p> <p>Details of plan Increase the use of reusable parts recovered from used products to 1,910 tons by fiscal 2010 (Japan).</p> <p>Progress Weight of parts reused reached 1,735 tons.</p> <p>Details of plan Increase the use of reusable parts recovered from used products to 6,000 tons by fiscal 2010 (outside Japan).</p> <p>Progress Weight of parts reused reached 4,898 tons.</p> <p>■ Reduce waste generated by production activities.</p> <p>● Reduce waste of resources in the thermal media business.</p> <p>Details of plan Reduce the amount of waste generated by 10%, compared to fiscal 2006 figures.</p> <p>Progress Waste generation was reduced by 8.0%.</p> <p>● Reduce waste of resources relating to packaging materials.</p> <p>Details of plan Reduce packaging material waste per production volume in the manufacturing of imaging products in Japan by 30%, compared to fiscal 2006 figures.</p> <p>Progress Reduced 8% at Ricoh Gotemba Plant; Increased 6%* at Tohoku Ricoh Co., Ltd.; Increased 20%* at Ricoh Elemex Corporation. *Amount increased for FY2008 due to procurement in China boosting the ratio for these sites, but the total reduction goal of 30% for FY 2010 was achieved.</p> <p>● Reduce waste generated in the manufacturing of polymerized toners.</p> <p>Details of plan Reduce waste generated per production volume by 17%, compared to fiscal 2007 figures.</p> <p>Progress Reduced by 2.2%.</p>
<p>2</p> <p>Developing cutting edge environmental technologies to cope with climate change problems and promoting business activities that reduce energy consumption</p>	<p>■ Reduce greenhouse gas emissions in production activities.</p> <p>Details of plan Reduce CO₂ emissions by 12%. (Increases of CO₂ due to business growth exceeding 4%/year and change of the electricity conversion factor were calculated based on CDM. Based on this idea, the emissions for Ricoh Printing Systems, Ltd. and Yamanashi Electronics Co., Ltd. are treated as increases due to business growth.)</p> <p>Details of plan Reduce CO₂ emissions by 10% by fiscal 2010 (manufacturing subsidiaries outside of Japan) compared to fiscal 1998 figures.</p> <p>Progress Total emissions: Reduced by 9.6% for the boundary set for the 15th Environmental Action Plan (FY 2005-2007). Increased by 2.7% when emissions due to business growth (Ricoh Thermal Media) are included.</p> <p>Details of plan Reduce emissions of greenhouse gases other than CO₂ by 10% by fiscal 2010 (semiconductor business sector) compared to fiscal 1995 figures.</p> <p>Progress Emissions of greenhouse gasses other than CO₂ were reduced by 34%.</p> <p>■ Expand CO₂ emission reduction efforts to involve suppliers.</p> <p>Progress CO₂ reduction activities using the RICO₂RET were developed in cooperation with those suppliers designated as model suppliers.</p> <p>■ Contribute to the reduction of environmental impact at customers' sites.</p> <p>● Survey the frequencies of energy-saving and duplex copying functions used and raise their rates of use.</p> <p>Progress Suggestions were made for customers to improve the use of energy-saving modes at customers' sites. In Japan, activities to make suggestions for environmental impact reduction by visualizing the impact during product operation were implemented.</p>
<p>3</p> <p>Upgrading chemical substance control aiming at environmentally safer manufacturing and business activities</p>	<p>■ Upgrade risk management relating to chemical substances.</p> <p>● Establish a global system for management of risks from chemical substances.</p> <p>Progress Risk management evaluation systems were studied. Use and emissions of major chemical substances were surveyed.</p> <p>● Reduce environmentally sensitive substances.</p> <p>Details of plan Reduce the amount of environmentally sensitive substances used by at least 30% (Ricoh production sites and manufacturing subsidiaries) compared to fiscal 2000 figures.</p> <p>Progress In 2008 the use of environmentally sensitive substances was reduced by 70% compared to fiscal 2000 figures.</p> <p>Details of plan Reduce environmentally sensitive substance emissions by at least 80% (Ricoh production sites and manufacturing subsidiaries) compared to fiscal 2000 figures.</p> <p>Progress In 2008 the emissions of environmentally sensitive substances were reduced by 80% compared to fiscal 2000 figures.</p>
<p>4</p> <p>Conserving biodiversity</p>	<p>■ Promote ecosystem conservation activities to enhance the self-recovery capabilities of the global environment.</p> <p>Progress Ecosystem conservation activities have been actively carried out in and outside of Japan. Japan: Total of 541 projects (production sites and manufacturing subsidiaries: 135 projects; sales subsidiaries: 371 projects; non-manufacturing sites: 35 projects) Outside Japan: Total of 69 projects (production sites and manufacturing subsidiaries: 39 projects; sales subsidiaries: 30 projects)</p>

Conservation through Products

Efforts to realize a more user-friendly energy-saving mode and a recovery time of 10 seconds <Ricoh Group (Japan)>

Our assessment of the impact of our products on global warming shows that, while there are emissions of greenhouse gases (GHG) from Ricoh Group operations such as production, transportation, marketing, and maintenance, a significant level of CO₂ emissions is also generated while the products are used at customer sites. We believe that even if our products are highly energy efficient, they will not contribute to preventing global warming or reducing customers' energy consumption unless they are user-friendly and practical. The energy-saving mode is automatically activated to minimize power consumption when products are left in standby mode for a certain period of time, and thus it contributes to energy conservation on the part of customers who use Ricoh copiers. To maximize energy-saving effects, it is necessary to set the time of the shift to a higher energy-saving mode to be as short as possible. According to a customer survey, many customers feel that the waiting time is too long when the recovery time from the

energy-saving mode exceeds 10 seconds. Therefore, to encourage customers to use the energy-saving mode without the stress of waiting, Ricoh has been committed to technological development aimed at reducing the recovery time from the energy-saving mode to less than 10 seconds. For monochrome multifunctional copiers, we achieved a recovery time from the sleep mode¹ of less than 10 seconds² when we released the imagio Neo 350 in February 2001, and we have since introduced



imagio MP C4000

this feature to many other models. In terms of color multifunctional copiers, we reduced the recovery time from the sleep mode to only less than 15 seconds² for the imagio MP C4000. For models whose recovery time from the sleep mode still exceeds 10 seconds, the "preheating level 2" button is provided to realize a recovery time of 10 seconds while allowing customers to save energy—although not as much as when in sleep mode—to the maximum extent possible. In this way, Ricoh is offering its customers a way to promote energy conservation without sacrificing user-friendliness.

1. A type of energy-saving mode
2. When used at a room temperature of 20°C. This figure may vary depending on the conditions and history of use.

■ Energy-Saving Mode Levels and Their Effects

Setting	Description	Energy-saving effects
Preheating	A standby mode that allows quick recovery. Some models are equipped with a "preheating level 2" button to realize a recovery time of approximately 10 seconds while allowing customers to save energy—although not as much as when in sleep mode—to the maximum extent possible.	Small
Low power consumption	The temperature of the fusing heater is lowered to realize energy conservation while the short-time recovery is maintained.	Middle
Sleep	The power button* on the control panel is automatically turned off to realize the highest level of energy-saving. If the product is cooled to room temperature, the recovery time may be as long as the warm-up time.	Large

* In addition to the power button on the control panel, the products also have the main switch on their body.

* See the manual for each model for specific energy consumption information and other data related to each setting in the energy-saving mode.

Conservation in Our Business Operations

Measures to reduce packaging materials used in production <Ricoh Group (Global)>

With the aim of maximizing the productivity of resources, the Ricoh Group is engaged in resource conservation and recycling on a global scale, focusing particularly on reducing the production of waste or discharge, and reducing the amount of water and paper used.

The global expansion of our production facilities has also increased the amount of packaging materials used in production for transportation between production bases in and outside of Japan. This has raised the environmental impact as well as costs. Packaging materials used in production refers to wrapping and cushioning materials used to deliver parts or unfinished products, and not the wrapping materials used to

deliver products to customers. The Ricoh Group set a goal of reducing these materials used for imaging products in Japan by 30% per unit of production by fiscal 2010 (compared with fiscal 2006).

For example, parts and unfinished products used to be transported from Ricoh Asia Industries Ltd. (RAI) to manufacturing subsidiaries and manufacturing plants worldwide in cardboard boxes loaded onto containers. The waste materials were recycled as cardboard by the receiving companies. But we felt the need to reduce the amount of packaging considering the environmental impact and loss of resources caused by recycling. Therefore, starting in fiscal 2007, we began transporting some parts—such as scanner units from RAI to the Ricoh Gotemba Plant—in returnable racks that can be reused. Starting in fiscal

2008, we expanded the use of these racks to transport ADF (Auto Document Feeder) units from Ricoh Elemex (Shenzhen) Co., Ltd. to the Ricoh Gotemba Plant. Introducing these returnable racks boosted load efficiency and led to a reduction of roughly 105 tons of packaging materials and a reduction of 13.70 million yen in costs at the same time.

