

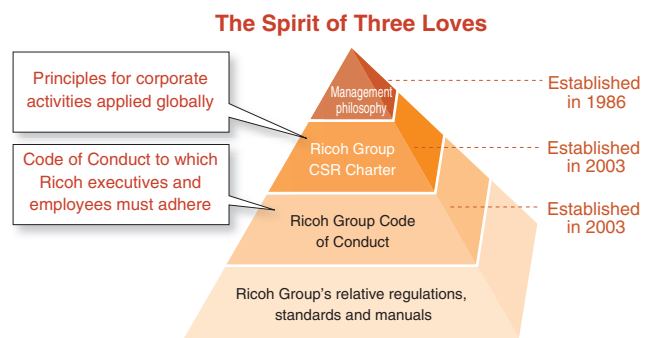
Ricoh's CSR is rooted in its corporate philosophy

The Ricoh Group adheres to the "The Spirit of Three Loves" philosophy advocated by our founder, Kiyoshi Ichimura. This philosophy encourages people to "love your neighbor (as a member of the global community), love your country and Mother Nature, and love your work (with a sense of mission)." This idea is the basis of the Ricoh Group's CSR initiatives. Ricoh's management philosophy was established in 1986 based on these Guiding Principles so as to develop a corporate and business structure that can respond to changes in today's world, such as the acceleration of the advanced information society and the diversification of values.

In addition, we established the Ricoh Group CSR Charter and the Ricoh Group Code of Conduct in 2003 so as to lay down common values and behavioral principles to share globally among all employees. The Group also continues to develop and improve

CSR activities proactively with the understanding that CSR enhances corporate value.

■ Framework of Corporate Activities



[Corporate Philosophy]

Love your neighbor
Love your country
Love your work



Founder **Kiyoshi Ichimura**

[Management Philosophy]

● Our Purpose

To constantly create new value for the world at the interface of people and information

● Our Goal

To be a good global corporate citizen with reliability and appeal

● Our Principles

To think as an entrepreneur

To put ourselves in the other person's place

To find personal value in our work

[Ricoch Group CSR Charter]

To grow as a respected enterprise, the Ricoh Group must fully discharge its corporate social responsibilities (CSR) from a consistent global perspective and throughout every aspect of its operations. To ensure this, the following principles are to be observed, with the proper social awareness and understanding, compliant with both the letter and the spirit of national laws and the rules of international conduct.

● Integrity in Corporate Activities

1. Every company in the Ricoh Group will develop and provide useful products and services, with high quality, reliability and ease of use, while maintaining security of information and giving proper consideration to the environment.
2. Every company in the Ricoh Group will compete fairly, openly and freely, maintaining normal and healthy relationships with political institutions, government administration, citizens and organizations.
3. Every company in the Ricoh Group will take responsibility for managing and safeguarding its own information and that of its customers.

● Harmony with the Environment

4. Every company in the Ricoh Group will take responsibility, as a citizen of the world, working voluntarily and actively to preserve the environment.
5. Every company in the Ricoh Group, and all employees of each company, will seek to implement technological innovations that reflect environmental concerns and will participate in ongoing activities to preserve the environment.

● Respect for People

6. Every company in the Ricoh Group will, apart from corporate group activities, maintain a working environment that is safe and that makes it easier for its staff to perform their duties, respecting their richly individual characteristics and encouraging their autonomy and creativity.
7. Every company in the Ricoh Group will respect the rights of all those connected with it, and will seek to create a cheerful working environment, free of discrimination.
8. No company in the Ricoh Group will permit forced labor or child labor, and none will tolerate infringement of human rights.

● Harmony with Society

9. Every company in the Ricoh Group will, as a good corporate citizen, actively engage in activities that contribute to society.
10. Every company in the Ricoh Group will respect the culture and customs of its country or region, and will operate so as to contribute to their development.
11. Every company in the Ricoh Group will engage in the fullest possible communication with society, actively seeking to provide proper and unbiased disclosure of corporate information.

■ Participating in the United Nations Global Compact

The UN Global Compact was first proposed by UN Secretary General Kofi Annan, targeting business leaders in 1999. In 2002, Ricoh became the second Japanese company to participate in this initiative. Since fiscal 2008, the Global Compact Japan Network was strengthened, and Ricoh has been serving as one of the board members.



The Ten Principles

[Human Rights]

- Businesses should support and respect the protection of internationally proclaimed human rights; and
- make sure that they are not complicit in human rights abuses.

[Labour Standards]

- Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
- the elimination of all forms of forced and compulsory labour;
- the effective abolition of child labour; and
- the elimination of discrimination in respect of employment and occupation.

[Environment]

- Businesses should support a precautionary approach to environmental challenges;
- undertake initiatives to promote greater environmental responsibility; and
- encourage the development and diffusion of environmentally friendly technologies.

[Anti-Corruption]

- Businesses should work against corruption in all its forms, including extortion and bribery.

■ The Ricoh Group Code of Conduct

The Ricoh Group Code of Conduct is intended to establish the basic standards to ensure that Officers and Employees of the company, when engaging in corporate activities to advance the Ricoh Group, shall act in accordance with social ethics and in full compliance with the law.

[Integrity in Corporate Activities]

1. Providing customer-centric products
2. Free competition and fair trading
3. Banning insider trading
4. Managing corporate secrets
5. Limits on entertainment and gifts
6. Doing business with public bodies and making political contributions
7. Strict control of exports and imports
8. Protection and use of intellectual properties
9. Participation in anti-social actions
10. Individual actions against the interests of the company
11. Protection of corporate assets

[Harmony with the Environment]

12. Respecting the global environment

[Respect for People]

13. Respect for human rights

[Harmony with Society]

14. Practical contributions to society
15. Harmonizing with society

For more information on the Ricoh Group Code of Conduct, visit <http://www.ricoh.com/about/pdf/code.pdf>.

■ History of CSR Activities of the Ricoh Group

1936–1980	<ul style="list-style-type: none"> ● Foundation (1936) ● Introduces two days off a week (1971) ● Receives the Deming Prize for excellent total quality management (Japan) (1975) ● Establishes Environmental Promotion Section (1976) ◆ Formulates the Ricoh Management Philosophy (1986)
1990	<ul style="list-style-type: none"> ● Launches a flextime system (1990) ● Establishes a childcare support system (1990) ◆ Ricoh Unitechno Co., Ltd., Ricoh's arm in the imaging system product business, obtains ISO 9000 certification for the first time within the Group (1992) ◆ Establishes Ricoh Espoir Co., Ltd.* (1994) ● Ricoh Gotemba Plant acquires ISO 14001 certification (the first certification given by a Japanese certification organization) (1995) ● Establishes a support system for the nursing care of family members (1996) ● Sets up a reserve fund for social contribution (1998) ◆ Receives the Japan Quality Award (1999) * Special subsidiary established to expand employment opportunities for persons with disabilities
2000–2002	<ul style="list-style-type: none"> ◆ Given "Climate is Business Award" by the US and European Business Councils the first presented to a Japanese firm (2000) ◆ Announces participation in the UN Global Compact (2002) ◆ The Ricoh Group's main production sites in the world achieve a 100% resource recovery rate (Zero-Waste-to-Landfill) (2002) ◆ Ricoh Hong Kong Limited receives the Overall Winner of the 2002 HKMA Quality Award for excellence (2002)
2003–2004	<ul style="list-style-type: none"> ● Establishes the Corporate Social Responsibility Office (2003) ● Establishes a "Hot Line" for whistle blowing (2003) ◆ Wins the 2003 WEC (World Environmental Center) Gold Medal (2003) ◆ Launches Ricoh Group risk management activities (2003) ◆ Establishes the Ricoh Group CSR Charter and Code of Conduct (2003) ◆ Obtains integrated certification for the ISMS Group (2004) ● Establishes the Internal Management & Control Division (2004)
2005	<ul style="list-style-type: none"> ◆ Establishes the Extra-Long-Term Environmental Vision ● Launches new phase of our CSR activities (endeavors to earn the public's trust)
2006	<ul style="list-style-type: none"> ◆ Starts expanding CSR to our partner companies (Establishes the Ricoh Group Supplier Code of Conduct) ◆ Launches Global Eco Action
2007	<ul style="list-style-type: none"> ◆ Support for Caring for Climate: The Business Leadership Platform of the UN Global Compact ● Starts activities of color universal design project ◆ Ricoh Europe achieves EFQM "Recognized for Excellence" ◆ Ricoh Canada Inc. receives the Canada Award for Excellence "Gold" by the National Quality Institute (NQI) of Canada ◆ Receives CS No.1 Title in five categories including copier, printer and solution
2008	<ul style="list-style-type: none"> ◆ Given the highest AAA ranking in the social and environmental ranking in social and environmental ratings by Innovest ● The Printing Innovation Center becomes the first business in Japan to obtain a CUDMS (Color Universal Design Management System) certification ◆ Ricoh Europe signs on to the United Nations Global Compact
2009	<ul style="list-style-type: none"> ◆ Selected as one of the Global 100 Most Sustainable Corporations in the World for the fifth consecutive year ◆ For the second time following 2005, ranked number one in the world (in the IT division) by Germany's oekom research AG rating for corporate social responsibility ◆ Ricoh selected for the first time as one of 99 most ethical companies in the world by Ethisphere Institute ◆ Ricoh Europe receives the "Ruban d'honneur" in the 2009 European Business Awards for "Corporate Sustainability" and "Environmental Awareness" ◆ Establishes Ricoh Group Biodiversity Guidelines

● represents activities by Ricoh Company and
◆ represents activities by Group companies or the entire Group.