

The Ricoh Group continues to earn society's trust while promoting steady growth and development

Earning the Public's Trust

Corporate entities should now strive to assume corporate social responsibility in addition to playing their essential roles of increasing corporate values and pursuing profitability. In terms of corporate social responsibility, companies are required to focus on legal compliance, cope with public needs, define ambitious goals and take positive and responsible actions to attain those goals, and continue to find new additional values, thereby earning the public's trust. We strive to promote social responsibility-driven management as a part of our corporate values and engage in global corporate expansion to contribute to the development of a sustainable society.

Importance of Communicating with Society

Today, companies are required to manage their social responsibilities with the support of society and to promote its continuous growth and development. There are other ways to implement corporate social responsibility management other than just compliance management based on strict observation of laws and social contribution of surplus funds. Corporate social responsibility management includes activities related to the global environment, markets, society, and people. The object and importance of activities also differ according to the type of corporation and the region in which it functions. At present, there is no unified global definition of CSR. That is, corporate social responsibility management is still under development. However, before producing a global definition, we need to realize and fulfill our own social responsibilities, while improving the company's value and the quality of society, and qualify our CSR policies through communicating with society. When creating new value, we need to concentrate on finding ways to apply the company's qualities to creative activities in the most effective ways. The Ricoh Group has taken it upon itself, as a global citizen to conduct environmental con-

servation activities. We have also learned many things through these activities. Based on this we have reviewed our corporate social responsibility activities from the viewpoint of our relationship with society and produced a report that reflects our social responsibility management approach.

The Ricoh Group's CSR Management Vision

● Shift from contribution to responsibility

We think that corporate activities aimed at producing a comfortable global and social environment should not be limited to social compliance rooted in observing laws or social contribution, and based on offering surplus funds and time. The Ricoh Group will continue to shoulder its responsibilities as a corporate and global citizen.

● Fulfilling corporate social responsibility and creating economic value

Fulfilling corporate social responsibility and creating economic value cannot be achieved without the continuous development of society. The Ricoh Group seeks to enhance corporate value by creating economic value for the company while assuming social responsibility. At Ricoh we have placed CSR at the heart of our management philosophy.

● Daily activities by all employees

In order to steadily enhance social responsibility management, it is important to encourage all employees to participate as part of their daily activities. As long as social responsibility management activities are only conducted by employees in specific divisions, we cannot meet the expectations of society. Every company in the Ricoh Group and all the employees in each of these companies must participate in these activities, making efforts to reach a higher goal every day, and to fulfill their responsibilities to the earth and society.

● **Thinking global, acting local**

In promoting social responsibility management globally, we have to deal with both common global issues and issues that differ according to countries and regions. In dealing with global activities, it is necessary to promote unified activities while respecting cultural differences. The Ricoh Group Corporate Social Responsibility Charter and the Ricoh Group Code of Conduct effective as of January 1, 2004 recognize this. By following these guidelines, the Ricoh Group will continue to pursue positive activities on a global scale.

Dear Stakeholder

The Ricoh Group has reported on its activities in the Ricoh Group Sustainability Report (Corporate Social Responsibility) since 2004, based on the concepts described above. Reflecting the valuable comments we received from stakeholders in our CSR report, we will enhance our social responsibility management, which is at the dawn of its development, through constant communication with you, the stakeholder. We hope that this report will help you understand and value our social responsibility management activities. We welcome your honest opinion on the Ricoh Group's activities as we grow and develop in harmony with society.



Masamitsu Sakurai

Chairman of the Board,
President and Chief Executive Officer

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