

Major Product Lines of the Ricoh Group

[OFFICE SOLUTIONS]

Imaging solutions

Digital copiers, color copiers, analog copiers, printers, facsimiles, diazo copiers, scanners, MFP (multi-function printers), printer-related supplies, maintenance services, software, others

Network system solutions

Personal computers, servers, network devices, networking software, applications, services and support, others

[INDUSTRIAL PRODUCTS]

Thermal media, optical equipment, semiconductors, PC unit products, measuring equipment, others

[OTHER]

Optical disk products, digital cameras, others

● Digital camera



GR DIGITAL

● Digital multifunctional color copier



imagio MP C3000

● Color laser printer



IPSiO CX3500

Independent Review

Opinions of the Ricoh Group Corporate Social Responsibility Report

The fundamental aspect of Ricoh's CSR lies in the upholding of consciousness in all areas of daily business activities and the ongoing development of awareness in accordance with that concept. Ricoh is increasing its range of CSR development through the foundation for integrity in business activities that goes hand in hand with sustainable management. Of the company's overall efforts, the following initiatives are particularly commendable:

● Development of CSR promotion with the participation of all employees

While there is a tendency to focus on the instructions and management coming from the top levels of management, the bottom-up approach to enhance CSR consciousness and encourage the activities of employees is expanding. CSR awareness is steadily permeating employee culture.

● Indicating the direction of CSR activities as "activities for creating appeal"

The area known up to now as "voluntary responsibilities" has been brought under the title of "activities for creating appeal". The concept of stakeholder-oriented activities that go beyond compliance in areas, such as personal data protection and risk management, is of great importance in the stepping up of CSR activities.

In addition to the establishment of these bases for social activities, I would like to recommend that the following matters to be taken into account in efforts toward further CSR development. None of these can be carried out in a brief space of time, but rather will take time to realize. Therefore, continuous, long-term efforts are called for.

● Clarification of CSR development in each value chain process

The next main focus of CSR will likely be the actual development of "activities for creating appeal". Each of the business departments, such as Product Development, Procurement, and Personnel Development, confronts different CSR issues, so consideration by department must be given to how each will engage in business. For example, the network technologies employed in Product Development might be applied for the solution of community issues. Ricoh grapples with environmental issues by engaging in product development that focuses on resource circulation, and it could be possible to employ this idea in CSR development as well. Community involvement activities might also be strategically tied to regions with attention paid to their relationship to business areas, rather than having them relate to a broad range of topics.

● Expanding CSR initiatives in overseas business

This report includes more about global business sites than did last year's. I look forward to a continuing increase in the range of business sites covered. Each region confronts different issues, so it is necessary to recognize the scope of each issue and proceed with a gradual approach based upon an globally integrated plan.



Mizue Unno

Managing Director, So-Tech Consulting, Inc.



Responding to Independent Review

The Ricoh Group emphasizes an "all-employee participatory approach" in its CSR activities. Although this has not yet been fully achieved, it has steady spread among employees. I find it encouraging that this point was emphasized in the review and, therefore, am determined to promote CSR so that it will resonate with each one of our employees to initiate action. Meanwhile, the review reveals that we need to focus on endeavors to create attractiveness in each business process in addition to the global expansion of CSR. I understand that both are vital to improving the Ricoh Group's CSR, so I will strive to have specific activities carried out by increasing the value of communication with stakeholders to an even higher degree.

Yukio Hideshima, General Manager, CSR Office, CSR Division