

The Starting Point

Ricoh adheres to the philosophy advocated by its founder, Kiyoshi Ichimura. This philosophy is encapsulated in three guiding principles: "love your neighbor, love your country, and love your work". He explained the philosophy as follows: Everyone loves at least himself/herself. As time passes, however, this feeling of love grows and expands to include all people, plants, and animals in the world. This idea is the basis of the Ricoh Group's CSR initiatives. Ricoh's management philosophy was revised in 1986 based on these Guiding Principles so as to nurture and develop its corporate culture and business structure to meet the changes in today's world, such as the acceleration of an advanced information society and diversification of values.

On January 1, 2004, the Ricoh Group CSR Charter and Ricoh Group Code of Conduct, which are the principles for corporate activity, were estab-

lished so that common values and behavioral principles might be shared globally among all members of the Group.

■ Corporate Philosophy

Love your neighbor
Love your country
Love your work

■ 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

■ Ricoh 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 the 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.

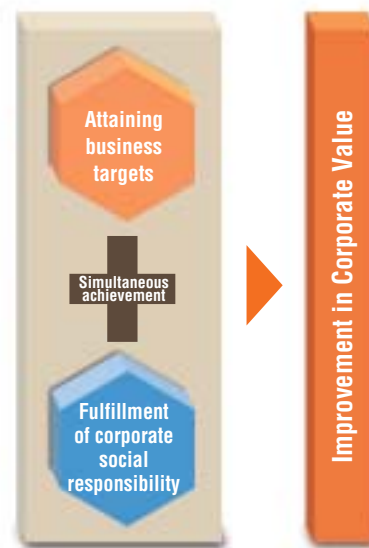
■ Ricoh Group Code of Conduct

▶ For details of the Ricoh Group Code of Conduct, go to <http://www.ricoh.com/about/csr.html>

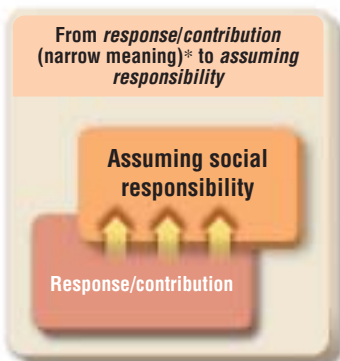
● Ricoh's CSR stance

Our objective is to conduct business according to our business philosophy while engaging in corporate social activities as a corporate citizen, thereby improving corporate value. In other words, we aim to assume social responsibility and create economic value at the same time. Our basic concept for

CSR is to understand changing social needs as quickly as possible and act proactively, not as a mere response or contribution but as the responsibility of each member of the Ricoh Group.



■ Basic Idea of CSR Initiatives



* The narrow meaning of *response* is the fact of solely complying with laws and regulations, while *contribution* means contributing to society on such a level as to return a surplus of funds and time to society.