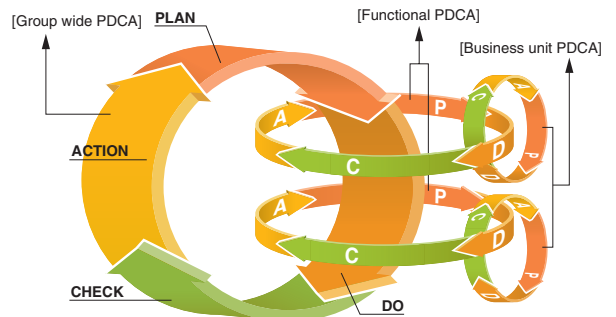


Enhancing Our CSR Initiatives

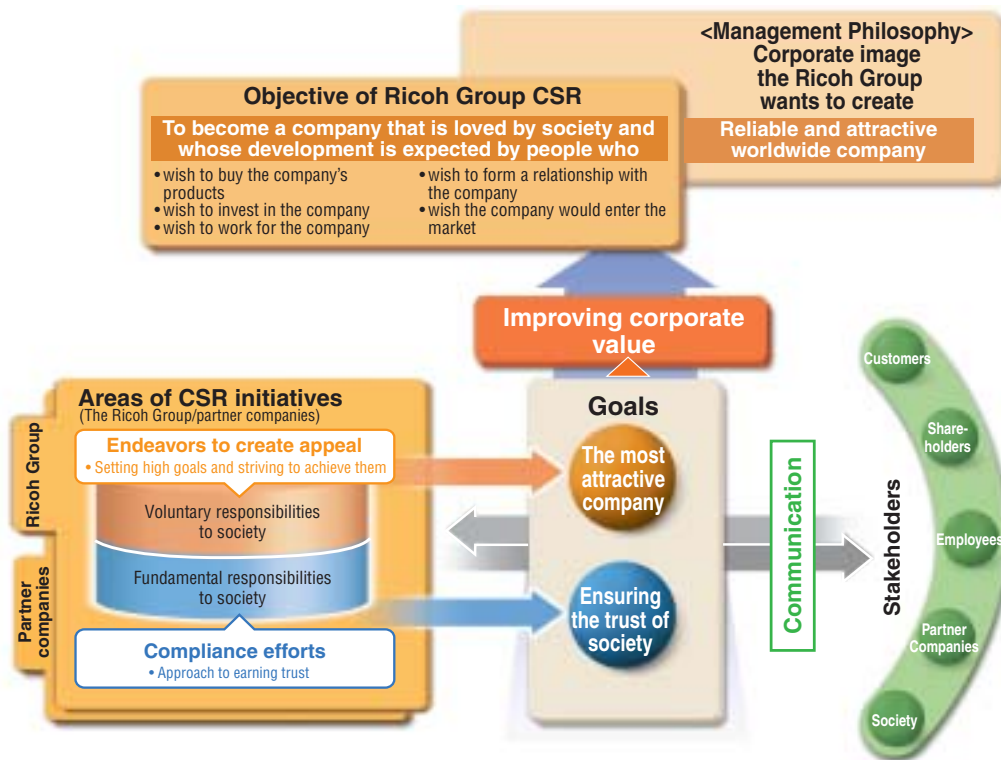
In the Ricoh Group CSR Charter, we specified four areas of initiatives as our CSR principles. In those areas, we divided social responsibility into two categories: fundamental responsibilities to society and voluntary responsibilities to society. By specifying definite CSR objectives for each of these categories to make them easier to understand, we have tried to ensure that every member of the Ricoh Group understands our CSR goals. We will earn the trust of stakeholders if we fully comply with laws and regulations. However, to achieve the goal of our management philosophy, that is, to become a reliable and attractive global corporation, we must evolve a quality that appeals to stakeholders. Believing that efforts to assume voluntary responsibilities to society will generate such an appeal, we named these initiatives "endeavors to generate appeal." We believe that a commitment to these endeavors will result in increased corporate value.

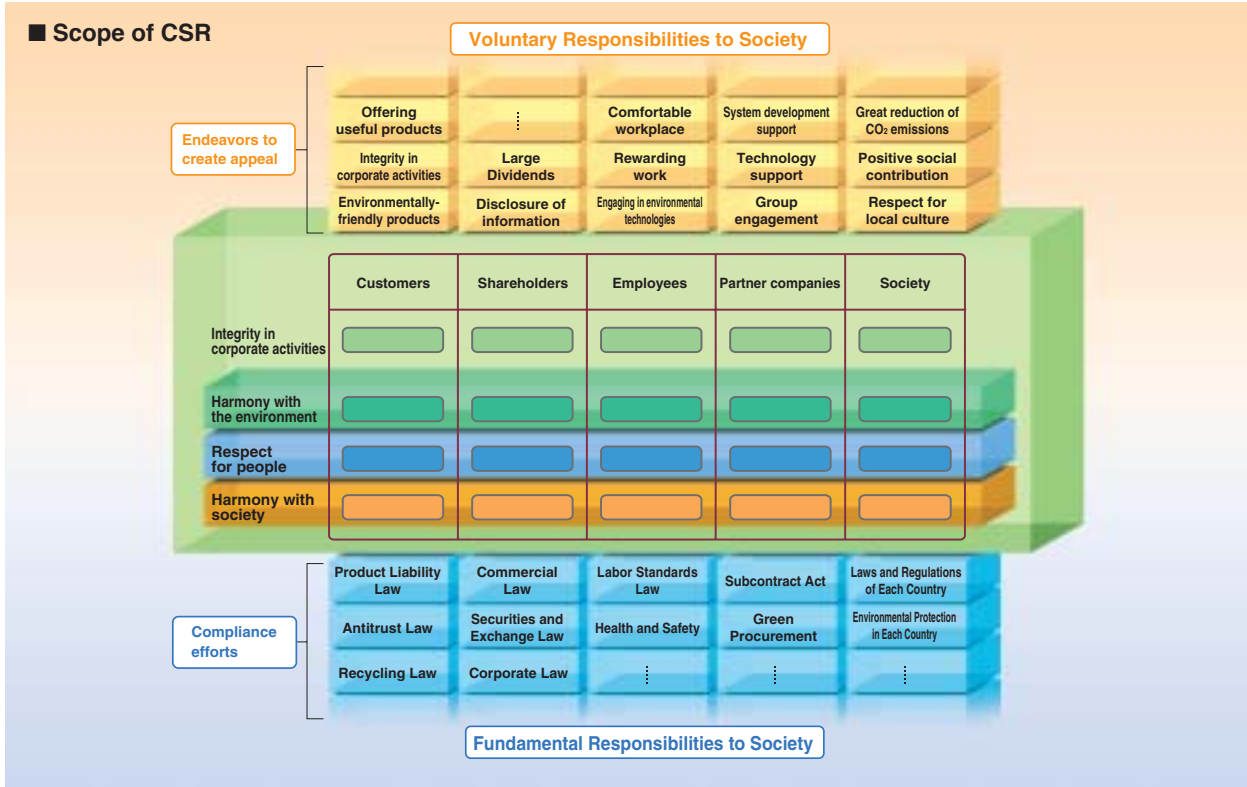
In fiscal 2006, we will take steps to develop this idea further and in more concrete terms. Clarifying the directions of three areas of activities, i.e., endeavors to create attractiveness, compliance efforts, and collaboration with partners, we started implementing a PDCA management system for each area's project theme.

■ PDCA* responsible for controlling group and business functions.



* Continuous improvement management system using a Plan-Do-Check-Action cycle





● Endeavors to create appeal

To understand what kind of company is attractive to stakeholders, we have to start by talking with them and learning about their expectations and requests for the Ricoh Group. Setting goals that are higher than their expectations and requests and achieving such goals will increase the appeal of the Ricoh Group. In addition to the efforts we have made in promoting communication with stakeholders, we will expand our initiatives based on the idea mentioned above. Besides the environmental and social contributions we have made thus far, we will set and carry out CSR themes that will help improve our appeal by communicating with stakeholders, including customers, shareholders, employees, partner companies, and local communities.

■ Endeavors to Create Appeal

