



## **Corporate Philosophy**

### The Spirit of Three Loves

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's Code of Conduct

The list given below is Ricoh's Code of Conduct, which reveals Ricoh's attitude toward laws and corporate information and its relationship with society and employees. The stances and courses of action that all employees are expected to take are also listed. Ricoh Group companies formulate and enforce their own codes of conduct pursuant to this list.

## 1. Ricoh's Basic Attitude

### (1) Conduct sound business activities.

- 1) Aim toward stable growth and development.
- 2) Comply with social ethics and normal business practices.

### (2) Promote mutual understanding with society.

- 1) Respect different cultures and practices.
- 2) Sincerely promote public relations.

### (3) Support activities that contribute to society.

- 1) Engage in activities that contribute to local communities.
- 2) Create a corporate culture in which activities that contribute to society are encouraged.

### (4) Respect the global environment.

- 1) Address environmental issues in a positive manner.
- 2) Manufacture products that are environment friendly.
- 3) Keep the prevention of pollution and the conservation of energy in mind.
- 4) Product recycling
- 5) Strive to maintain and improve the environment.

## 2. Employee Responsibility

### (1) Ricoh's expectations of employees

- 1) Employees will comply with laws and regulations.
- 2) Employees will be civil.
- 3) Employees will act like responsible representatives of Ricoh.
- 4) Employees will improve customer satisfaction.
- 5) Employees will show initiative and creativity.
- 6) Employees will consider the other person's point of view.
- 7) Employees will align individual satisfaction with company growth.

### (2) Respect basic human rights.

- 1) Abolish discrimination.
- 2) Protect individual privacy.

### (3) Provide a work environment in which individual capabilities can be demonstrated.

- 1) Provide opportunities for self-fulfillment.
- 2) Respect the particular skills of others.
- 3) Give objective and fair performance evaluation.
- 4) Create a comfortable work environment.

## 3. Guidelines for Fair Corporate Activities

### (1) Compliance with the Antimonopoly Law

- 1) Such meeting or agreement should not be held or made that restricts each other's free business activities.
- 2) Trading advantage should not be used.
- 3) Misleading indication should not be made and excessive premiums or prizes should not be offered.

### (2) Compliance with Export-Related Laws

- 1) Prior verification
- 2) Careful judgment
- 3) Verification based on document

### (3) Entertainment and gifts

- 1) Compliance with generally accepted business practices
- 2) Entertainment or gift should not be offered to officials of public organizations (including former officials).

### (4) Transactions with public organizations and political contributions

- 1) Transactions in strict compliance with related laws
- 2) Illegal political contributions should not be offered.

## 4. Guidelines for Protecting Corporate Information

### (1) Trade secrets\*

- 1) Conformance to control regulations
- 2) Authorized disclosure
- 3) Corporate information should not be used for a private purpose.
- 4) Corporate information should not be obtained by illegal means.

\* The term "trade secrets" refers to corporate information with asset value that has been created or obtained through normal business activities.

### (2) Insider information\*

- 1) Insider information should not be disclosed to any third party.
- 2) Insider information should not be used for private purposes.

\* The term "insider information" refers to important internal information concerning unannounced increases or decreases of capital, new products, business tie-up, etc.

### (3) Intellectual property\*

- 1) Prompt report to the company
- 2) Respecting intellectual property of third parties
- 3) Comforming to disclosing procedures

\* The term "intellectual property" refers to patents, utility model rights, designs, trademarks, copyrights, rights of layout-designs of integrated circuits, trade secrets, etc.

### ◎ Scope of this Environmental Report

This report describes the environmental conservation activities of the Ricoh Group in fiscal 1999. The report covers only fiscal 1999 (from April 1999 to March 2000); however, it does include such fiscal 2000 information as goals. The environmental impact data has been gathered from the following major Ricoh production, nonproduction bases and Ricoh Group manufacturing subsidiaries.

### ● Scope of Collection and Inclusion of Environmental Impact and Environmental Accounting Data

#### Japan

##### Ricoh production bases:

Ricoh Atsugi, Ricoh Hatano, Ricoh Numazu, Ricoh Gotemba, Ricoh Fukui, Ricoh Ikeda, Ricoh Yashiro

##### Ricoh nonproduction bases:

Ricoh Aoyama Head Office, Ricoh Omori, Ricoh Omori Office No. 2, Ricoh Ginza, Systems Center, Ricoh Shin-Yokohama, Service Parts Center, Central Research Institute, Software Laboratory, Toda Technology Center, Applied Electronics Laboratory

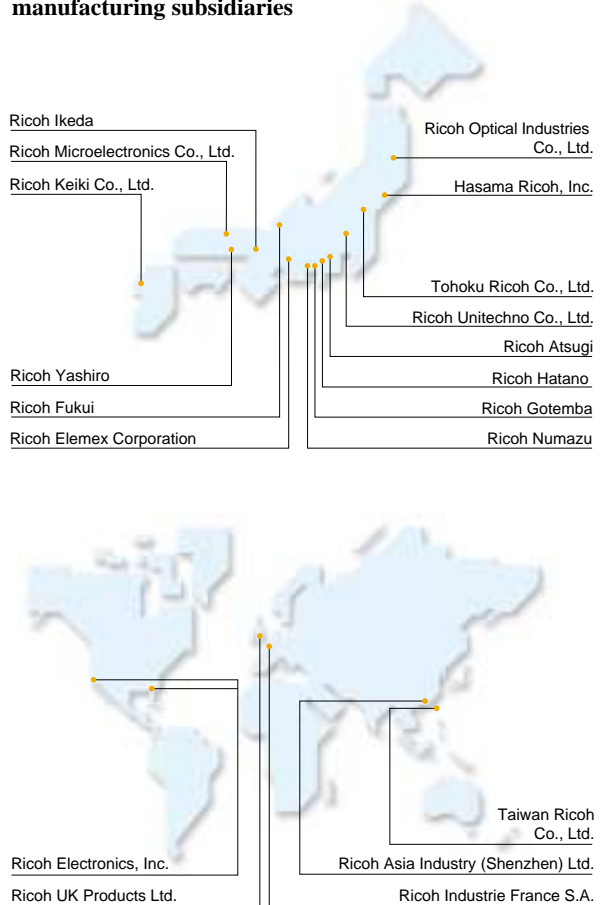
##### Ricoh Group manufacturing subsidiaries:

Tohoku Ricoh Co., Ltd.; Hasama Ricoh, Inc.; Ricoh Unitechno Co., Ltd.; Ricoh Optical Industries Co., Ltd.; Ricoh Keiki Co., Ltd.; Ricoh Microelectronics Co., Ltd.; Ricoh Elemex Corporation

#### Overseas

Ricoh Electronics, Inc. (North America); Ricoh UK Products Ltd. (U.K.); Ricoh Industrie France S.A. (France); Ricoh Asia Industry (Shenzhen) Ltd. (China); Taiwan Ricoh Co., Ltd. (Taiwan)

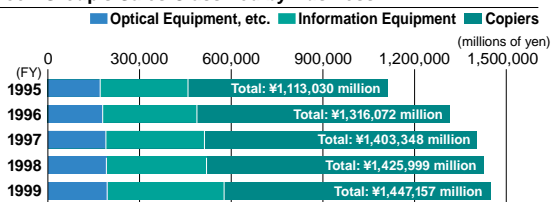
### Major Ricoh production bases and Ricoh Group manufacturing subsidiaries



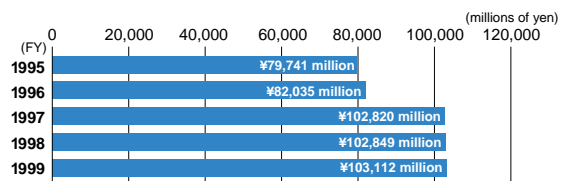
### ◎ Summary of Ricoh Group Businesses

The Ricoh Group engages in the developing, manufacturing, selling, and after-sales and other related services of office equipment (copiers and information equipment) and other equipment (optical devices) both domestically and overseas.

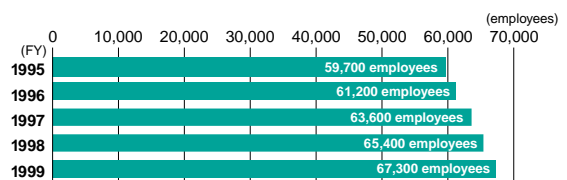
#### Ricoh Group's Sales Classified by Business\*



#### Change in Ricoh Group's Capital\*



#### Change in the Number of Ricoh Group's Employees\*



\* Figures are from Ricoh Group's securities report and, accordingly, may differ from those of the environmental impact data.

## **Ricoh General Principles on the Environment**

### **Basic Policy**

Based on our management principles, we recognize environmental conservation as one of the most important missions given to mankind, and we regard environmental conservation as an integral element in all our business activities. We, therefore, assume responsibility for environmental conservation and approach this on a companywide basis.

### **Action Guideline**

1. Not only do we comply with all domestic and overseas environmental regulations, but we also set our own targets to reduce stress on the environment in consideration of social expectations, and we endeavor to attain our targets.
2. We strive to promote technological innovation while at the same time maintaining and improving our environmental conservation systems.
3. In development, design, and operation of factory facilities, we always consider their impact on the environment, and we strive to prevent pollution, to utilize energy and resources effectively, and to reduce and dispose of waste in a responsible manner.
4. At every stage, from planning, development, design, procurement and production to sales, logistics, use, recycling, and disposal, we offer products and services which have minimal environmental impact and give maximum consideration to safety.
5. Through environmental education, we strive to raise awareness of all our employees in order to develop a social viewpoint that enables them to conduct environmental activities under their own responsibility.
6. In every country and region where we conduct our business, we maintain close ties with the local communities and we contribute to society by publicizing our activities and assisting in environmental conservation activities.

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