

July 31, 2009

Company: RICOH COMPANY, LTD.
Representative: Shiro Kondo
President and CEO
Contact: Masakuni Kutsuwada
General Manager of
PR Department
+81-3-6278-5228

Notice Concerning Revision of Consolidated Financial Forecast

Ricoh Company, Ltd. ("Ricoh") revised its consolidated financial forecast for the six months ending September 30, 2009 and the year ending March 31, 2010 based on its recent business performance.

1. Revision of the consolidated financial forecast for the six months ending September 30, 2009

(Millions of yen)

	Net sales	Operating income	Income before income taxes	Net income attributable to Ricoh Company, Ltd.
Previous forecast (A) (Announced on April 24, 2009)	1,060,000	15,000	10,000	3,500
New forecast (B)	1,005,000	11,000	6,000	1,000
Change (B – A)	-55,000	-4,000	-4,000	-2,500
Percentage change	-5.2%	-26.7%	-40.0%	-71.4%
(Reference) Actual for the six months ended September 30, 2008	1,065,927	65,076	58,875	34,345

2. Revision of the consolidated financial forecast for the year ending March 31, 2010

(Millions of yen)

	Net sales	Operating income	Income before income taxes	Net income attributable to Ricoh Company, Ltd.
Previous forecast (A) (Announced on April 24, 2009)	2,160,000	65,000	55,000	30,000
New forecast (B)	2,065,000	40,000	30,000	10,000
Change (B – A)	-95,000	-25,000	-25,000	-20,000
Percentage change	-4.4%	-38.5%	-45.5%	-66.7%
(Reference) Actual for the year ended March 31, 2009	2,091,696	74,536	30,939	6,530

3. Basis for the revision

Ricoh assumes the consolidated net sales to be lower than the previously announced in April 2009, due mainly to a delay of the rebound in customer demand in both domestic and overseas market than originally forecasted. With regard to the operating income, income before income taxes and net income attributable to Ricoh Company, Ltd., Ricoh also expects them to be lower than those previously announced respectively, as a result of the decrease in the gross profit stemming from the decrease in net sales, that offsets the profit generated from Ricoh's group-wide cost reduction efforts.

* Ricoh bases the forecast estimates above upon information currently available to management, which involves risks and uncertainties that could cause actual results to differ materially from those projected.