

August 2, 2010

Company: RICOH COMPANY, LTD.
Representative: Shiro Kondo
President and CEO
Contact: Minoru Saitoh
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, 2010 based on its recent business performance.

1. Revision of the consolidated financial forecast for the six months ending September 30, 2010

(Millions of yen)

	Net sales	Operating income	Income before income taxes	Net income attributable to Ricoh Company, Ltd.	Net income attributable to Ricoh Company, Ltd. shareholders Per share (yen)
Previous forecast (A) (Announced on April 27, 2010)	990,000	30,000	23,000	8,000	11.03
New forecast (B)	984,000	35,000	28,000	12,500	17.23
Change (B – A)	-6,000	5,000	5,000	4,500	-
Percentage change	-0.6%	16.7%	21.7%	56.3%	-
(Reference) Actual for the six months ended September 30, 2009	988,791	13,995	6,766	1,808	2.49

2. Basis for the revision

Ricoh assumes that the consolidated net sales for the half year ending September 30, 2010 will be lower than that previously announced in April 2010, due mainly to the fact that we have revised downward its forecast of exchange rate of the Japanese Yen against the Euro in and after the second quarter of the fiscal year. However we expect that operating income, income before income taxes and net income attributable to Ricoh Company, Ltd. for the first half of the fiscal year will surpass our previous forecast because the gross profit will remain higher than forecasted due mainly to increasing sales of value-added higher margin products.

In the terms of the fiscal year ending March 31, 2011, Ricoh has not changed its forecast previously announced in April 2010.

* 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.