

## Domain expansion, ranging from in-house printing to commercial printing

### Domain topics

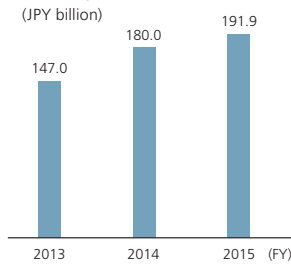
- Strongest lineup of products geared to commercial printing
- Richer assortment of total solutions to support customers' workflow structure

Through product development and strategic investments, Ricoh laid out its strongest lineup of products in fiscal 2015 and established a business infrastructure covering sales, services and related software. New products have been well-received by customers, and managers in charge of the production printing business worldwide are more confident about the growth potential of this business. We have set this year as a defining moment for the production printing business to grow by leaps and bounds, and we aim to achieve double-digit improvement.



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Deputy General Manager, Business Solutions Group, Ricoh Co., Ltd.

### • Net sales in the production printing business



\* CAGR: Compound annual growth rate

### • MTP target

Sales  
**CAGR\***  
**9%**

### • SWOT analysis

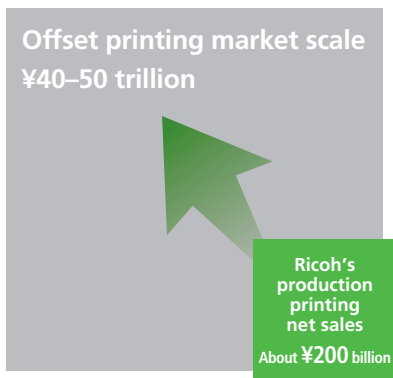
Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Imaging technology, such as electrophotography and inkjet technology</li> <li>• Global business platform cultivated through the provision of office products and services (in-house printing)</li> </ul>	<ul style="list-style-type: none"> <li>• Sales channels into commercial printing</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Offset printing → Digital printing (Rising demand for print media with personalized touch and on-demand printing)</li> </ul>	<ul style="list-style-type: none"> <li>• Entry of competitors into office domain</li> </ul>

## Responding to new printing needs

Picking up on changing needs in the printing market, Ricoh made a full-scale entry into the production printing business in 2007, and has enriched its lineup of products and services to meet diverse market needs, with a focus on central reprographics department printing and transaction printing as well as on-demand printing for commercial applications.

In-house printing is an area where we are seeing demand for printing processes with greater flexibility, including the shifting of in-house production of media previously outsourced to print service providers and variable data printing for such applications as one-to-one marketing.

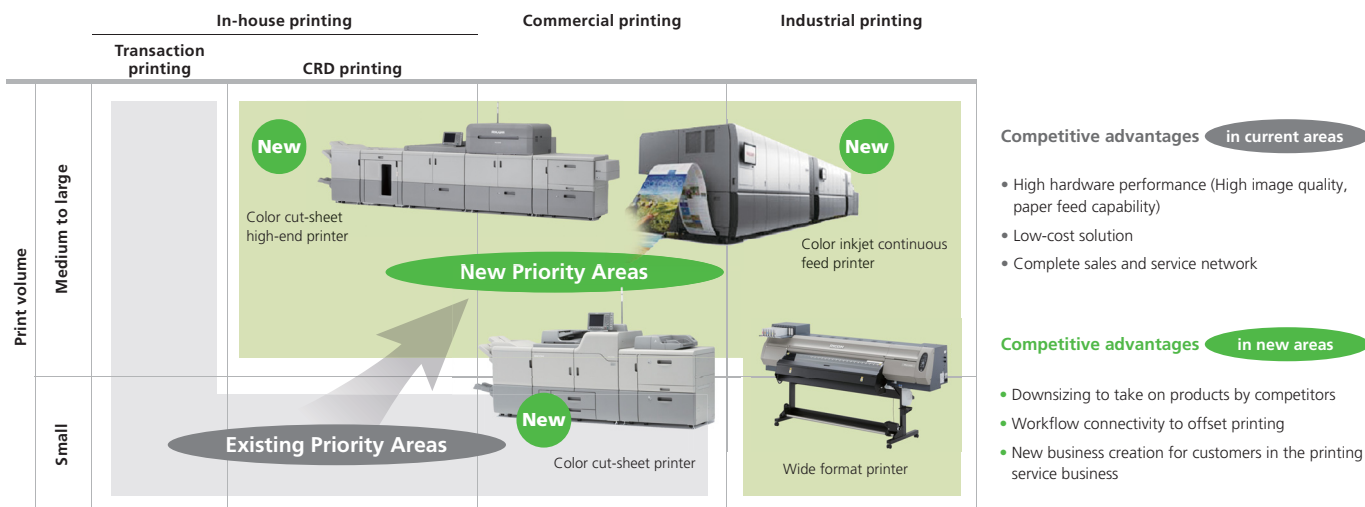
### • Growth potential of production printing business



Meanwhile, in the area of commercial printing, with its customer base of companies that provide printing services for ads and publicity and publications, the size of the offset printing market is said to be in the range of ¥40 trillion to ¥50 trillion. Diverse needs underpin huge growth potential here. In addition, customers are looking for more than just conventional offset printing, which is driving wider interest in high-value-added printing, notably, on-demand printing—small-lot output of printed materials when required and limited to the amount that will be distributed—and variable data printing.

In fiscal 2015, Ricoh launched a steady stream of new products for commercial printing and industrial printing applications for a more extensive product lineup and also enriched its menu of solutions for all-encompassing support of customers' business expansion efforts.

• Domain expansion in production printing



Products for high-value-added printing

In color production printing, we introduced a model with white toner and clear toner capabilities, making it possible to produce high-value-added printed materials with high image quality. This model delivers exponential improvement in the power of expression possible in colored and clear media, and its use will certainly elevate the quality of printed materials. In the color inkjet continuous feed printing system category, we released a product that addresses diverse printing requirements, from printed office documents such as invoices to direct mail and other commercial printing, and helps print service providers expand business and improve productivity.

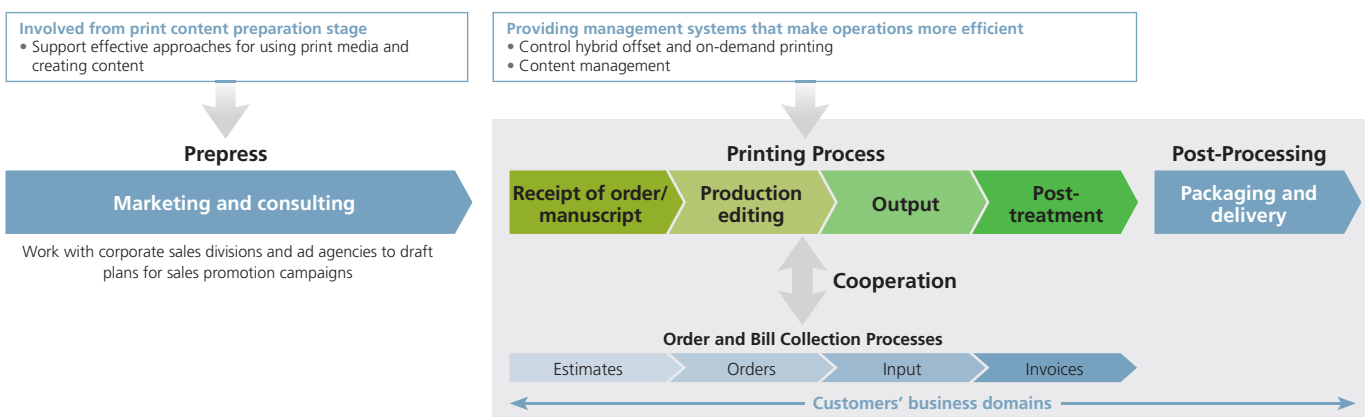
Going forward, we will develop products lauded for high image quality, high productivity and compatibility with a wide range of paper sizes in addition to production of high-value-added printed materials that open the door to new business opportunities and thereby support our customers' business expansion plans. ► WEB 1

Expanded sales and service structure, enriched menu of solutions

Since 2011, Ricoh has maintained a strategic alliance with Heidelberg Printing Machines AG (Heidelberg), a German company that leads the offset printing market, and conducts joint sales activities in more than 30 countries around the world. Heidelberg enjoys a high reputation for reliability globally, and we will draw on this advantage to raise the profile of Ricoh-brand products in the printing market and also utilize Heidelberg's global sales channels to extend our reach.

In addition, in fiscal 2015, we acquired an intelligent marketing technologies company and made strategic investments in companies engaged in ad marketing services. As a result, we are better able to support customers in their own pursuit of improved workflows and management of marketing assets. Furthermore, the development of a print server has made it possible to control hybrid offset and on-demand printing. The Ricoh Group will continue to provide total solutions, from creating content to distributing print media, which will help customers expand their business activities. ► WEB 2

• Total solutions to help print service providers expand operations



► WEB 1 Ricoh Develops Printer Controller: [www.ricoh.com/release/2015/0521\\_1.html](http://www.ricoh.com/release/2015/0521_1.html)  
 ► WEB 2 Strategic alliance with Heidelberg: [www.ricoh.com/release/2011/0223\\_1.html](http://www.ricoh.com/release/2011/0223_1.html)