

Profile of Organization/Economic Achievements

Ricoh Co., Ltd., was established on February 6, 1936. The Ricoh Group consists of 376 subsidiaries, and 28 affiliates*. The Ricoh Group engages in such global-scale activities as the development, production, marketing, after-sales service, and recycling of office equipment, including copiers and printers, information equipment, optical devices, and other electronic equipment, in five regions around the world (Japan, the Americas, Europe, China and Taiwan, and the Asia-Pacific region). The Group has more than 74,000 employees.

Ricoh Aoyama Head Office

Ricoh Bldg., Minami-Aoyama 1-15-5,
Minato-ku, Tokyo 107-8544, Japan
Phone: +81-3-3479-3111
<http://www.ricoh.com>

* The definition of an affiliate is pursuant to U.S. Generally Accepted Accounting Principles (U.S. GAAP), which slightly differs from that found in Japan GAAP.

Ricoh Group Brands

The Ricoh Group markets products under the Ricoh, Savin, Nashuatec, Rex-Rotary, Gestetner, and Lanier brand names.

Brand logos



Major Product Lines of the Ricoh Group

© Copiers:

Analog copiers, digital copiers, color copiers, multifunctional printers (copiers, facsimiles, and multifunctional copiers equipped with the printing function), digital duplicators, related supplies and maintenance services, others

© Information equipment:

Facsimiles; laser printers; PCs, servers, network equipment, network software, application software, optical-disk products; related supplies; others

© Optical equipment:

Digital cameras, analog cameras, lenses, others

© Others:

Semiconductors, printed circuit (PC) boards, others



Aficio 1022/1027
(imagio* Neo 220/270)



Aficio AP 3800C
(IPSiO* Color 8150)

* 'imagio' and 'IPSiO' are the brand names used in Japan.

Business Perspective

The Ricoh Group delivers products and systems that are ahead of the needs of the times and focuses on customer satisfaction. One example is the development of the Ricoh Document Highway Platform, a user-friendly platform with an open architecture that enables customers to communicate with each other using a variety of application software and equipment in diverse network environments. Based on this platform, the Ricoh Group has developed the Aficio series digital multifunctional copier, the Aficio series laser printer, and documentation management software to promote its document highway scheme. Further efforts include an earnest proposal¹ to satisfy the globally increasing need for green procurement by promoting energy saving products and recycling activities. The Group is planning to start a business that supports environmental management² and draws the attention of customers by offering systems that have been established through environmental conservation activities, i.e., a recycling system. Thus, the Ricoh Group aims at being a company that has higher customer satisfaction and provides effective solutions for not only documentation but also environmental conservation.

1. See page 41.

2. See page 42.

Fiscal 2001 Performance and External Evaluation Results

In fiscal 2001, the Ricoh Group had the largest share of the digital office equipment market in the United States¹ for the second year in a row and the digital and analog office-use black-and-white copier market in Europe² for the fifth year in a row. In Japan, the Group was ranked among the top in an independent customer satisfaction survey for seven years in a row³ in the copier division. In the survey, which was conducted by the U.K. business newspaper the *Financial Times*, Ricoh was voted the seventh best global company in terms of sustainable management. Thus, the Group received an outstanding evaluation⁴ from around the world.

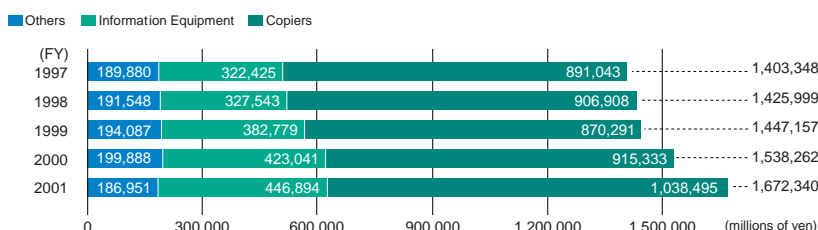
1. According to a survey conducted by Dataquest, which collected data for a number of products marketed under Ricoh, Savin, Gestetner, and Lanier brand names (Excluding the segment for up to 10 cpm copier) [Gartner Dataquest, February, 2002. GJ02276]
2. According to a survey conducted by Infosource S.A., which collected data for a number of products marketed by Ricoh under the Savin, Gestetner, Nashuatec, Rex-Rotary, and Lanier brand names as well as OEM products; looking at performance by country, the Ricoh Group had the largest share in 17 countries, including the U.K., France, and Italy.
3. According to a survey conducted by J.D. Power Asia Pacific Inc.
4. See page 60.

Economic Performance and Future Perspective

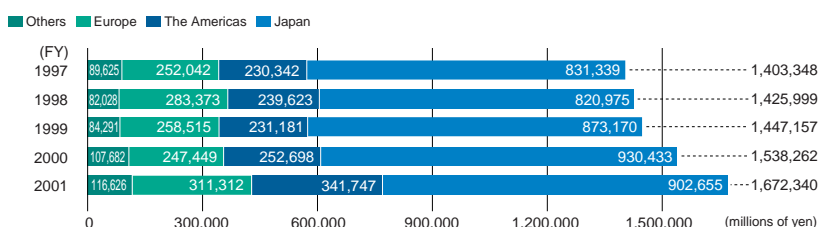
In fiscal 2001, the Ricoh Group recorded sales of ¥1,672.3 billion, an 8.7% increase from that in the previous year. This was the eighth fiscal year in a row that the Group increased its sales (the seventh largest increase in a row). Net income rose to ¥61.6 billion, up 15.8% from the previous year, the 10th fiscal year in a row that it showed an increase (eighth in a row with the largest net income growth). For the next fiscal year, despite such uncertainties as market and currency exchange fluctuations, the Group is aiming at another increase in revenue, for the ninth fiscal year in a row, and income, for the 11th in a row.

* See the IR section of Ricoh's Web site (<http://www.ricoh.co.jp/IR/e>) for details.

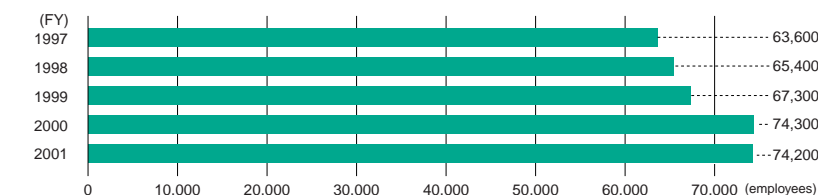
The Ricoh Group's Sales Classified by Business*



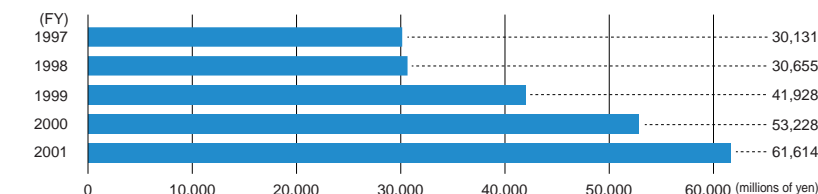
The Ricoh Group's Sales Classified by Region*



The Number of the Ricoh Group's Employees*



The Ricoh Group's Net Income*



* Figures are from the Ricoh Group's securities report and, accordingly, may differ from those of the environmental impact data due to a difference in the scope of data collection.

Change in Ricoh's Share Price and Transactions

