

## Profile of Organization

Ricoh Co., Ltd., was established on February 6, 1936. The Ricoh Group consists of 371 subsidiaries, and 24 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, optical devices, and other electronic equipment, in five regions around the world (Japan, the Americas, Europe, China and the Asia-Pacific region). The Group has more than 74,000 employees.

### Ricoh Aoyama Head Office

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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 its own brand name "RICOH" as well as the following.

Brand logos



### Corporate Philosophy

The Ricoh Group's corporate philosophy—"The Spirit of Three Loves"—was established by its founder, Kiyoshi Ichimura. He explained the philosophy as follows: Everyone at least loves himself/herself. As time passes, however, this feeling of love grows and expands to include all people, plants, and animals in the world. This philosophy drives the Ricoh Group toward better sustainable management.

#### —The Spirit of Three Loves—

**Love your neighbor  
Love your country  
Love your work**

### Management Philosophy

Ricoh's management philosophy was formally introduced in 1986 based on the corporate philosophy of "The Spirit of Three Loves" in order to establish and nurture the corporate culture and system so that survival in a time filled with increasing change, information-oriented societies, diverse values, and more intense competition could be ensured.

#### 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 General Principles on the Environment

Ricoh introduced the Ricoh General Principles on the Environment, which are based on its management philosophy, in 1992 and revised them in 1998. These principles show Ricoh's commitment to sustainable management and are widely disclosed to the public through various media, including Web sites. Based on these principles, Ricoh Group companies have independently established and managed their own rules regarding the environment according to their business type.

#### 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 products 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 environmental conservation activities.

## Major Product Lines of the Ricoh Group

### [OFFICE EQUIPMENT]

#### Imaging solutions

##### ● Digital imaging equipment:

Digital copiers, color copiers, printers, facsimiles, related supplies and maintenance services, others

##### ● Other imaging equipment:

Analog copiers, diazo copiers, related supplies and maintenance services, thermal paper, others

#### Network Input/Output (I/O) systems:

##### ● Printing systems

Multifunctional printers (MFPs), laser printers, related supplies and maintenance services, related software, others

##### ● Other I/O systems:

Optical-disk products, systems, scanners, others

#### Network system solutions:

Personal computers, servers, network devices, networking software, applications, services and support, others

### [OTHERS]

#### Other businesses:

Digital cameras, semiconductors, others



Aficio 2035/2045  
(imaggio Neo351/451)  
(Model 765D equipped  
with optional functions)

IPSiO NX850

\* "imaggio" and "IPSiO" are the brand names used in Japan.

## Fiscal 2002 Market Evaluation

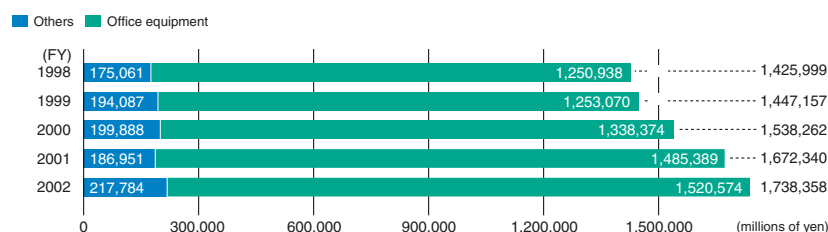
### Results and Economic Performance

In fiscal 2002, the Ricoh Group had the second largest share of the office-use black-and-white copier market in the United States<sup>1</sup>. In the corresponding market in Europe<sup>2</sup>, the Group had the largest share for the sixth year in a row. In Japan, the Group was ranked no. 2 in the copier division and no. 1 in the facsimile division for the fourth year in a row according to an independent customer satisfaction survey<sup>3</sup>. Consolidated

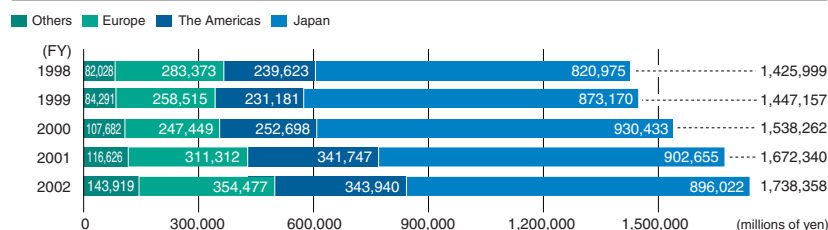
sales for the Ricoh Group rose for the ninth consecutive year, and net income increased for the 11th (the ninth largest increase in a row)<sup>4</sup>.

1. According to a survey conducted by Dataquest, which collected data for a number of products marketed under the Ricoh, Savin, Gestetner, and Lanier brand names (Excluding the segment for up to 10 cpm copiers) Source: Gartner Dataquest, March 2003, GJ03203.
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 (Excluding the segment for personal copiers)
3. According to a survey conducted by J.D. Power Asia Pacific Inc.
4. For details, see the IR section of Ricoh's Web site. (<http://www.ricoh.co.jp/IR/e>)

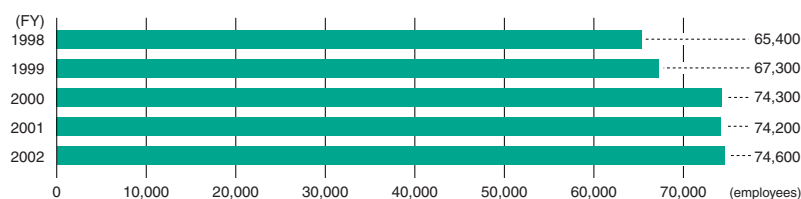
### The Ricoh Group's Sales Classified by Business\*



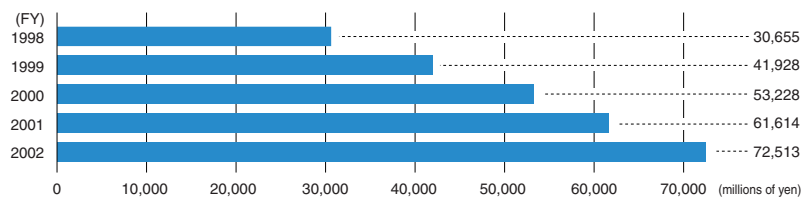
### The Ricoh Group's Sales Classified by Region\*



### 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.