

We are carrying out activities in cooperation with our customers aiming to reduce environmental impact.

■ Concept

The Ricoh Group believes that the Group should make positive efforts for reducing not only the environmental impact caused by its business activities but also, in cooperation with our customers, the impact generated when our products are used by our customers. Based upon this concept, the Group has upgraded and expanded functions to control energy consumption and the volume of paper used and striven to upgrade the environmental efficiency of our products. We, however, believe it essential that these features are fully utilized so that environmental impact reduction efficiency can be raised even further. Accordingly, we are promoting activities to propose ideas while visualizing the environmental impact caused by use of our products.

Such proposals are not limited to those related to the use of Ricoh products. We also introduce and propose various efforts for reducing environmental impact as carried out in Ricoh's offices.

■ Target for Fiscal 2010

◎ Understand how far energy-saving features and double-sided printing are used and improve usage rates.

■ Review of Fiscal 2008

Ricoh Technosystems Co., Ltd. (RTS) positively proposed ideas for raising use rates of energy-saving modes at our customers' sites. Additionally, in Japan, we carried out activities to propose ideas for reducing environmental impact through the visualization of environmental impact,

calculating environmental impact (CO₂ emissions) caused by respective customers when our products were used, and using infrastructure such as @Remote. A companywide PG was organized for the visualization of environmental impact, as a tool with calculation logic which can be applied both inside and outside Japan.

■ Future Activities

We will make efforts for raising the use rates of energy-saving and double-sided printing functions by customers outside Japan, while improving calculation accuracy of environmental impact in cooperation with product development sections.

Environmental impact reduction activities in cooperation with customers

<Ricoh Group (Global)>

The sales divisions of the Ricoh Group promote sales activities to help customers reduce environmental impact in the three areas of: (1) the offering of products/services with less environmental impact, such as sales of recycled copiers, kitting* in plants in Japan, (2) proposals for the reduction of environmental impact when Ricoh products are in use, through the visualization of CO₂ emissions, and (3) offering the know-how for reducing environmental impact which has been accumulated through our efforts at our offices, through sales subsidiaries and specialized consulting organizations.

* As products are shipped from plants in Japan after being equipped with options ordered by respective customers, they can be directly delivered to our customers.

Products and services to reduce environmental impact related to customers' activities

Customers' activities	Products/services	Details of contributions
Purchasing	Recycled MFP	• Control the amount of resources used in manufacturing processes and reduce energy consumption
	Plant kitting	• Reduce packaging materials • Reduce energy used for product transportation
	Net RICOH	• Offer information on green purchasing
Use	MFP/LP	• Reduce energy consumption and volume of paper use at offices
	Output management application	• Reduce the volume of paper use
	@Remote	• Offer information on use of appliances
Disposal	Services to collect appliances	• Reduce waste • Reuse/recycling
	Services to collect toner cartridges	• Reduce waste • Reuse/recycling

Activities to reduce environmental impact through visualization of CO₂ emissions <Ricoh Group (Japan)>

Our assessment of the impact of our products on global warming shows that more greenhouse gases (GHG) are emitted from energy consumption and paper use as a result of product use by the customers than those directly emitted from Ricoh Group operations. This makes it important to improve efficiency to control paper use, and to reduce electricity consumption while our equipment is in use by customers.

In order to visualize the environmental impact of product use, the Ricoh Group offers services to estimate electricity consumption and paper use volumes based on data collected through @Remote*, the Group's original remote support service, and presents CO₂-converted data. We are promoting activities to propose effective ways to use product features and solutions obtained through our efforts at the Group's offices, referring to this data. By analyzing customers' ways of using products and by presenting the visualized effects, we would like our customers to positively use the

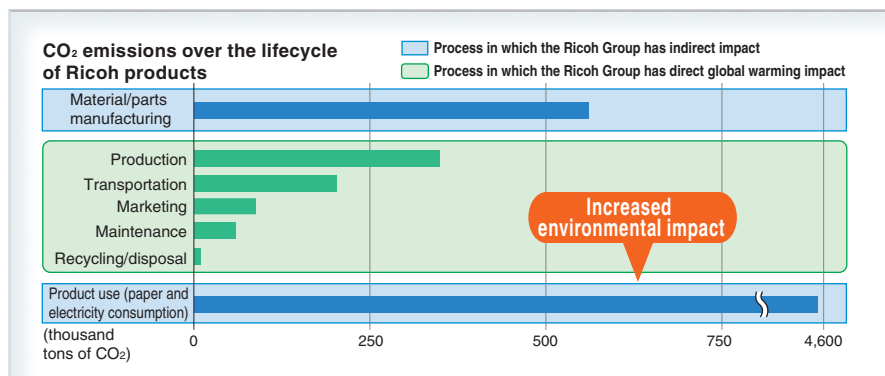
environmental impact reduction features of our products.

* With this system, we carry out remote diagnosis of use of equipment through telecommunication lines including broadband, and prevent accidents and automatically deliver toners. This system also allows us to monitor CO₂ emissions.
(<http://www.ricoh.co.jp/remote/>)

Live office

<Ricoh Group (Global)>

The Ricoh Group implements rigorous recycling measures through paperless offices and thoroughgoing separation of office waste to create environmentally friendly offices. We provide customers with the know-how we have gained from such practices by opening our offices to the public as "live offices." Live offices started in Japan, and more than 70 offices have now been opened. Such efforts have also expanded into other countries. Ricoh Asia Pacific Pte. Ltd. (RA), the Asia-Pacific Regional Headquarters, is helping its customers create environmentally friendly offices more often in this way. Through this initiative, we are helping extend the network of sustainable environmental management.



TOPIC

Green Marketing in Thailand

We are expanding the network of sustainable environmental management through green marketing of recycled copiers and by raising the awareness of customers.

We are expanding the lineup of recycled copiers reflecting customer demand.

<Ricoh (Thailand) Ltd. (Thailand)>

Ricoh (Thailand) Ltd. (RTH), a sales subsidiary in Thailand, has been engaged in a full-fledged copier recycling business strategy since fiscal 2003, in response to customer demand for high-quality recycled copiers. Roughly 40 to 60% of all recovered copiers were recycled and sold from fiscal 2007 to 2008, thanks to improved collection infrastructure and recycling technologies, and the number of recycled copiers sold account now for about 20% of the total number of copiers sold. In recent years, RTH has expanded its lineup of recycled copiers including digital copiers, in response to customer demand for high-speed copiers. RTH is thus promoting green marketing that can offer high customer satisfaction, while proceeding with the reduction of environmental impact.

We are contributing to the realization of sustainable environmental management at customer companies through environmental proposals in business and events.

RTH has actively presented environmental proposals to its customers, including the reduction of waste disposal costs by applying a toner cartridge collection program, and of paper use volumes by promoting double-sided printing. In fiscal 2002, it became the first copier manufacturer in Thailand to acquire the environmental label of Thailand. It has continually acquired similar certifications, and advertised its products as environmentally friendly products. Furthermore, it contributes to the realization of customers' sustainable environmental management in various ways, helping them raise their environmental awareness by inviting them to tree planting activities and events on World Environment Day to strive for environmental conservation activities together.



Showroom of Ricoh (Thailand)