

We preserve biodiversity by maintaining and improving the self-recovery capabilities of the global environment through our business activities as well as our social responsibility activities.

As indicated in Ricoh's Environmental Principles*, introduced in 1992, the Ricoh Group does not see environmental conservation activities and business management as two incompatible issues. Instead, we see conservation of the global environment as a natural responsibility as a global citizen. Conservation of the global environment requires measures not only to reduce impact of our business operations and products on the environment but also to maintain and improve the self-recovery capabilities of the global environment. Recognizing that our businesses depend on the global ecosystem and that biodiversity plays an indispensable role in the health of the ecosystem, the Ricoh Group laid down the Ricoh Group Biodiversity Policy. In line with this policy, we have started new initiatives to reduce our impact on biodiversity in our overall business activities and to contribute to biodiversity conservation, in addition to a variety of existing measures, including ecosystem conservation programs and employees' voluntary activities.

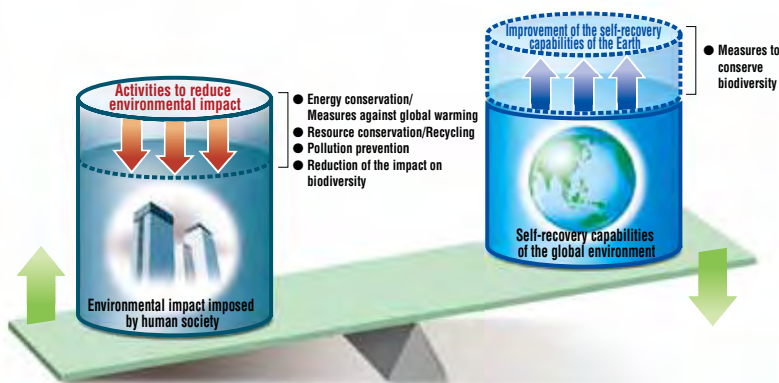
* See page 16.

Ricoh Group Biodiversity Policy

Human society largely depends on the ecosystem. But human society has had a tremendous impact on the ecosystem, placing a wide-scale burden upon it. In the past 50 years, the global biodiversity has been badly degraded due to human activities. If we do not act now to start conserving the biodiversity and change our way of using natural resources to a more sustainable approach, the survival of human society may even be at risk. To articulate this idea in a concrete form, the Ricoh group laid down the Ricoh Group Biodiversity Policy in March 2009. The Policy combined the existing measures of the Group toward global environmental conservation and new measures for biodiversity conservation to help develop and promote specific activities. With this Policy, the Ricoh Group will continue our efforts to realize an affluent society built on a sustainable global environment.

Ricoh Group's global environmental conservation

—Keep environmental impact within the self-recovery capabilities of the Earth—



Ricoh Group Biodiversity Policy

Society has developed thanks to the earth's abundant natural resources. However, we recognize that the very diversity of life that has supported our environment is in decline; so, in response, we have formulated this biodiversity policy.

Basic Policy

Given that we gain a lot of benefit from living things and pursue business activities that have an impact on biodiversity, we will reduce the impact of our activities on biodiversity and engage proactively in its protection.

1. Management tasks

Treat biodiversity protection as essential for ensuring the sustainable growth of the company, and implement sustainable environmental management.

2. Understanding and reducing impact

Assess, grasp, analyze, and set numerical targets for the impact on biodiversity of all our business activities, including raw materials procurement, and work continuously to reduce this impact.

3. Implementation

Give priority to measures with a high degree of impact and effectiveness from a biodiversity and business perspective.

4. Developing new technologies

Aim to realize a sustainable society, develop technologies that make use of biological resources, learn from the mechanisms of ecosystems and the nature of living things, and employ the knowledge gained to develop technologies and sustainable production processes.

5. Working with local communities

From the perspective of sustainable development, work not only with government organizations, but also with local residents, NGOs, and other stakeholders to promote the protection of the precious global ecosystems and of the biodiversity of countries and regions where we conduct business.

6. Involving each person

By getting executives to take the lead and implementing Group-wide educational initiatives, enhance recognition of the importance of biodiversity among all employees to enable them to act independently.

7. Expanding the scope of our activities

By collaborating with customers, suppliers, other companies, NGOs, international organizations, and so on, share information, knowledge and experience concerning biodiversity, and expand the scope of our protection activities.

8. Communication

Contribute to raising awareness of biodiversity protection among people at large by sharing the experience of our activities and achievements proactively.