

Ricoh Helping to Lead the Way to Zero Impact Growth

Tokyo, 13 August 2012 -- Ricoh has been recognized by global consulting firm Deloitte as one of the top global organizations ready for a 'green and inclusive economy'. Deloitte researched the sustainability activities of 65 leading companies in 10 industries, for its first '[Zero Impact Growth Monitor 2012](#)'. Only 6 companies, less than 10 per cent from the total sample, reached a level on which they are ready to take radical steps to transform their industries towards a 'green economy'. The report highlights that the majority of the companies are still vague about their strategic growth ambition.

Ricoh is identified as reaching the Ecosystem level of sustainable business, joined by Puma, Nike, Nestlé, Unilever and Natura. This means it is recognized as one of the pioneering companies that have set measureable and ambitious mid- to long-term targets beyond 2020. It has also embedded its sub-policies in a holistic strategic vision of its attempt to minimise its negative environmental and societal impacts. Furthermore a business in the Ecosystem level is in the process of establishing sustainable business ecosystems and creating truly shared value by also involving its suppliers and other stakeholders in its actions.

Ricoh has been focused on minimising its natural and societal impact for many years. It was Ricoh's founder that first acknowledged the importance of CSR for the company more than 70 years ago. He made a commitment to social sustainability in every aspect of Ricoh's business activities to innovate on behalf of its customers and to pursue sustainable business practices. Today Ricoh strives to be a company people are proud to work for, going beyond compliance to encourage responsible growth wherever possible. By linking its commitment to forward-thinking business strategies, it promotes development that is profitable and sustainable at customer sites as well as its own operations.

Ricoh has also set long term reduction targets to 2050, whereby, the Ricoh Group is committed to reducing the total lifecycle CO₂ emissions from FY2000 level by 87.5%.

In addition Ricoh's ethos to go beyond simply meeting regulatory requirements is highlighted by its unique Eco-boards in London, New York and Sydney. The objectives of these billboards are to communicate a message that prompts environmental awareness among the public and to encourage everyone to take a step towards a sustainable society. Each relies on natural energy to illuminate. If there is insufficient solar power, the sign may not light up which is an eventuality Ricoh readily accepts, in order to deliver its message.

For more information about Ricoh environmental activity visit www.ricoh.com/environment.

| About Ricoh |

Ricoh is a global technology company specializing in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group operates in more than 200 countries and regions. In the financial year ending March 2012, Ricoh Group had worldwide sales of 1,903 billion yen (approx. 23 billion USD).

The majority of the company's revenue comes from products, solutions and services that improve the interaction between people and information. Ricoh also produces award-winning digital cameras and specialized industrial products. It is known for the quality of its technology, the exceptional standard of its customer service and sustainability initiatives.

Under its corporate tagline, *imagine. change.* Ricoh helps companies transform the way they work and harness the collective imagination of their employees.

For further information, please visit

www.ricoh.com