

Ricoh Strengthens Its Presence in Turkey

Acquires Turkish Distributor Saral

Tokyo, January 7, 2014 - Ricoh has announced that the business of Saral Buro Pazarlama Limited Sirketi, Merkezi (Saral), a distributor in Turkey, has been acquired by Ricoh Turkey Baski Cozumleri Limited Sirketi (RicoH Turkey). The acquisition is a part of Ricoh's overall strategy to grow its direct presence in key emerging markets globally. The investment is also a part of Ricoh's long term vision to grow its core business and provide a strong and stable business into the future. Importantly, it will create many new, mutually beneficial opportunities for employees to share best practice approaches across EMEA.

Saral is a respected and established business bringing more than 20 years' experience supplying office equipment in Turkey. Combined with Ricoh's expertise the companies will build an even stronger unified team that will work closely with businesses in the region to support their document management needs.

Saral and Ricoh have been business partners for many years and have a strong strategic fit. Saral's expertise strongly complements Ricoh's existing office equipment portfolio while Ricoh will enable Saral's clients to have increased access to its document services expertise and portfolio that includes its core printing technologies and unified communications. The strategic and operational fit also provides a unique partnership to grow Ricoh's presence in Turkey and contribute to growing the overall market demand for digital office and production printing solutions in Turkey.

Alongside the growth of its direct operations, Ricoh remains firmly committed to maintaining and supporting its robust distributor and dealer channels and its successful, multi-brand, multi-channel strategy in Turkey.

[Akira Oyama CEO at Ricoh Europe](#) says, "We are excited to welcome the Saral employees to the Ricoh Group. Saral employees are already familiar with Ricoh products and services which will ensure that together we can focus on enhancing the value we will bring to businesses in the region, while at the same time ensuring a seamless transition and business as usual for our customers."

| 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 about 200 countries and regions. In the financial year ending March 2013, Ricoh Group had worldwide sales of 1,924 billion yen (approx. 20 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/about/