

Notification on Strengthening of the Industrial Business

Tokyo, July 17, 2014 —Ricoh Company, Ltd. (President and CEO: Zenji Miura, hereinafter “Ricoh”) today announced that it will consolidate its technologies and human resources in the areas of optics, image processing, and electronic components, among other fields, which are currently spread across the Ricoh Group, into a new company, Ricoh Industrial Solutions Inc., which will commence operations on October 1. The new company will be involved in existing businesses associated with optical modules, motherboards for embedded equipment, and controllers, which are supplied to the areas of office equipment and industrial products, and will make a full-scale entry into markets that are expected to grow, such as the automotive, factory automation, and social infrastructure markets. The new company will thereby contribute to the strengthening and expansion of the Ricoh Group’s industrial products business.

In the automotive market, the Ricoh Group has already been providing optical components for major in-vehicle electric equipment manufacturers, and they are installed in vehicles of European and Japanese automobile manufactures. In response to the development of automobiles with motorized equipment and artificial intelligence, the Group will accelerate the development and commercialization of products of sensing modules for ADAS* and modules for HMI (human-machine interface), among other products, making the most of the Group’s unique laser scanning technology, projection optical technology, imaging optical technology, and image processing, correction, and recognition technology. The Group will thereby provide new value for the automotive market, responding promptly to increasing demand and changes in the market.

***ADAS is the abbreviation of Advanced Driver Assistance System.**

In the industrial products business, the new company will seek to obtain the certification of ISO/TS16949, a quality management system standard for the automobile industry, and the certification of ISO26262, a functional safety standard for automobiles, and will thereby strengthen its production and quality control systems to make a full-scale entry into the automotive market.

In the factory automation and social infrastructure markets, the new company will sell machine vision security lenses, which the Group has already been providing, and will enhance the quality

of images, pursuing high definition. Meanwhile, the new company will develop and provide new optical modules that can capture 3D, invisible, and multidimensional information.

In these markets, in addition to enhancing optical module products, the new company will create a system solution business. To improve customer service and earn revenues from different sources, the new company will take steps to become a one-stop provider that will provide total solutions, making the most of the Ricoh Group's resources and external technologies and promoting cooperation with business partners actively.

| 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 2014, Ricoh Group had worldwide sales of 2,236 billion yen (approx. 21.7 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/