

Ricoh Strengthens Its Presence in Middle East

TOKYO, February 24, 2015 — Ricoh today announced that it has established a new company in Middle East as part of Ricoh's overall strategy to more directly support customers and partners in key emerging markets globally. Ricoh's head office in the Middle East will be based in Dubai and will support the entire region with solutions that meet local needs and the demand for new digital office solutions.

"We are excited to strengthen our business in Middle East," said Kiyoshi Shimizu, general manager of Emerging Market Business Center, Ricoh Co., Ltd. "Our expansion will enable us to provide customers value proposition and contribute to growing the overall market."

The company will trade as Ricoh Middle East and will work with Ricoh's existing distributors and business partners to meet their customer needs in the region. The new organization will also act as a training center on Ricoh products, solutions and services and an innovation center will also be established, focusing on furthering research and development in the region.

Ricoh Europe now has four hubs in emerging markets across the EMEA region: Middle East, Russia, South Africa, and Turkey.

<Outline of New Company>

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| 1. Name | Ricoh Middle East FTZ |
| 2. HQ Address | Building 5B Dubai Airport Free Zone, 54344 UAE |
| 3. Business | Sales of office equipment, supplies, support and other related products and services, research and development, training center |
| 4. Area Coverage | UAE, Saudi Arabia, Iran, Oman, Qatar, Egypt, Kuwait, Pakistan, Bahrain, Sudan, Jordan, Iraq, Lebanon, Palestine, Djibouti, Syria, Afghanistan, Yemen (18 countries) |
| 5. Managing Director | Hussein Shehab |
| 6. Number of Employees | 21 |
| 7. Start of Full Operation | April 1, 2015 |

| 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 2,195 billion yen based on the IFRS accounting standard (approx. 21.3 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/

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