

Work can be stressful at times.

But also incredibly fulfilling when you overcome a challenge.

Fulfillment through Work. The foundation of this is the “Spirit of Three Loves” that Ricoh has pursued tirelessly since the company was established in 1936. We launched office automation in 1977. We wanted to revolutionize work by releasing workers from the tedium of endless repetitive tasks so that they could enjoy that feeling gained from achievement and self-development one gains from completing more engaging tasks.

By 2017, this had developed further to become our value proposition, “EMPOWERING DIGITAL WORKPLACES,” where we empower worker’s creativity and improve workplaces.

Ricoh provides services to enable individuals to work wherever and whenever they want. We want to provide a future where all workers, workplaces, and workflows will be connected and thus contribute to a more sustainable society where people are empowered to innovate.

**Ricoh is changing this moment in time by imagining the future, and by providing fulfillment through work, we will enhance the quality of life.**

Vision for 2036

## Fulfillment through Work



We brought out our office automation concept in the conviction that machines should handle manual tasks, with people performing creative work. We believe that Fulfillment through Work comes from completing more engaging tasks that only people can perform and empowers worker’s creativity.

We made Fulfillment through Work central to our vision for 2036. That is because in the course of serving the working needs of our customers, we have helped them streamline tasks and enhance productivity. In so doing, we have empowered their workers to gain a sense of satisfaction, achievement, and self-realization.