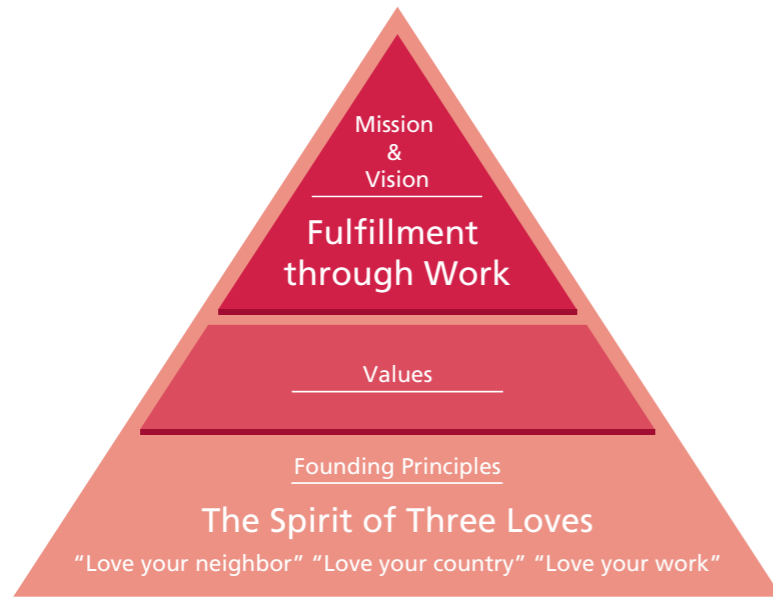


Ricoh Way—Our Corporate Philosophy

Ricoh has supported and advanced the world of work since its foundation.

Our self-driven employees create customer value by achieving Fulfillment through Work.

By expanding Fulfillment through Work, we aim to contribute to a sustainable society that balances job satisfaction with economic growth.



Founding Principles

The Spirit of Three Loves

“Love your neighbor”

“Love your country”

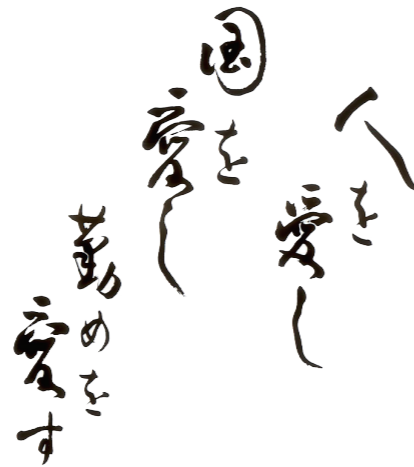
“Love your work”



Kiyoshi Ichimura, Founder
(1900–1968)

Kiyoshi Ichimura formulated the Ricoh Group’s Founding Principles in 1946.

They inform how we do business, encouraging us to constantly improve and contribute to the wellbeing of all stakeholders, including our families, customers, and society at large.



Mission & Vision

Fulfillment through Work

At Ricoh, we empower individuals to find Fulfillment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realize a sustainable future.

Work can be incredibly fulfilling when you overcome a challenge.

Fulfillment through Work. This core principle is embodied in the Spirit of Three Loves that has been at the heart of Ricoh’s business since the company was established in 1936. We truly understand how people, workplaces, and workflows are interconnected. We transform work to release people from the tedium of repetitive tasks so they can better communicate their thoughts and unleash their creativity and potential.

Ricoh wants to enable people to derive satisfaction and accomplishment through what they can achieve. The future that lies beyond the transformation is a sustainable society where job satisfaction and economic growth are in harmony.

We will all contribute to a future that achieves our vision of Fulfillment through Work.



Values

The seven values we cherish guide the everyday decisions and actions of Ricoh Group employees.

- CUSTOMER-CENTRIC** Act from the customer’s perspective
- PASSION** Approach everything positively and purposefully
- GEMBA** Learn and improve from the facts
- INNOVATION** Break with the status quo to create value without limits
- TEAMWORK** Respect all stakeholders and co-create value
- WINNING SPIRIT** Succeed by embracing challenges through courage and agility
- ETHICS AND INTEGRITY** Act with honesty and accountability