

## News Release

### **Ricoh partners with Plug and Play to accelerate collaboration with startups and emerging technologies**

**Tokyo, Japan – September 16, 2025** – Ricoh Company, Ltd. today announced that it has entered into a partnership with Plug and Play, a leading innovation platform headquartered in Sunnyvale, California, United States. Through this partnership, Ricoh will strengthen its engagement with cutting-edge startups, with a focus on creating new workplace solutions as a digital services company.

The partnership gives Ricoh access to Plug and Play's global network of startups and innovation programs, enabling the company to uncover emerging technologies and explore collaboration opportunities more effectively. By engaging with startups from the early stages of development in a cost-effective way, Ricoh can accelerate the testing and integration of promising technologies. In particular, the partnership will strengthen Ricoh's exploration of advanced AI and workplace innovation, while also enhancing its visibility within Plug and Play's global innovation ecosystem. These efforts will help Ricoh to speed up the development of new solutions, validate them quickly in the market, and deliver greater value to customers worldwide.

Plug and Play's platform also provides Ricoh with access to cross-industry innovation. With programs spanning more than 25 industries — including Enterprise & AI, Deeptech, Health, and more — Ricoh will be able to discover solutions that transcend traditional industry boundaries and introduce new perspectives on workplace transformation. This partnership also expands business development opportunities for both startups and corporates within Plug and Play's global ecosystem.

In April 2025, Ricoh established Research and Development Americas, a global R&D hub in Silicon Valley dedicated to exploring advanced technologies and fostering collaborations with startups. R&D Americas emphasizes a market-in and open innovation approach, engaging in dialogue with the market, testing ideas, and working across divisions to continually refresh Ricoh's research priorities. By combining these practices with advanced research methods and digital tools such as generative AI, Ricoh is enhancing its ability to gather, analyze, and apply information efficiently—helping to identify future core technologies and target markets.

Yasuyuki Nomizu, Corporate Senior Vice President and Chief Technology Officer of Ricoh Company, Ltd., said: *"Partnering with Plug and Play gives Ricoh direct access to one of the most dynamic startup ecosystems in the world, enabling us to accelerate the development of new workplace solutions and deliver greater value to our customers. Through Ricoh's deep expertise in workplace innovation and Plug and Play's curated network of startups, we can collaboratively explore advanced technologies and bring meaningful innovation to the workplace."*

Saeed Amidi, Founder and CEO of Plug and Play, said, “We are delighted to welcome Ricoh to our global innovation platform. As an innovative leader, Ricoh is committed to driving innovation and supporting startups across multiple industries. Together, we will explore transformative solutions that enhance Ricoh’s digital services strategy and workplace offerings, creating new value for businesses worldwide.”

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### | About Plug and Play |

Plug and Play is the leading innovation platform, connecting startups, corporations, venture capital firms, universities, and government agencies. Headquartered in Silicon Valley, we're present in 60+ locations across five continents. We offer corporate innovation programs and help our corporate partners in every stage of their innovation journey, from education to execution. We also organize startup acceleration programs and have built an in-house VC to drive innovation across multiple industries where we've invested in hundreds of successful companies including Dropbox, Guardant Health, Honey, Lending Club, N26, PayPal, and Rappi. For more information, please visit: <https://www.pluginandplaytechcenter.com/>

### | About Ricoh |

Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimize business performance.

Headquartered in Tokyo, Ricoh's global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organizational capabilities nurtured over its 85-year history. In the financial year ended March 2025, Ricoh Group had worldwide sales of 2,527 billion yen (approx. 16.8 billion USD).

It is Ricoh's mission and vision to 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.

For further information, please visit [www.ricoh.com](http://www.ricoh.com)

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