

# RDP

## RICOH Digital Products



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President of RICOH Digital Products Business Unit

### Message from Business Unit President

#### Contribute to digital services growth by leveraging our outstanding product quality and stable supply

RICOH Digital Products develops highly competitive edge devices and contributes to the Group's earnings growth. We are building a resilient structure that enables us to swiftly resume regular operations without disrupting product availability, even after prolonged emergencies affecting the entire supply chain.

PFU, which joined Ricoh in fiscal 2022, is the world leader in terms of its market share and customer base for business document scanners. We will endeavor to expand our scanner and electronics businesses by

tapping PFU's channels to access customers that were previously beyond our reach.

We will keep stepping up efforts to generate synergies in numerous ways, such as by jointly developing products and sharing parts.

### Business features and strengths

- Develop and manufacture edge devices that support customers' work, including office MFPs with leading market shares worldwide, printers, presses, wide format printers, scanners, and network devices
- Maintain a production system that integrates everything from planning through manufacturing for each operation through a business unit structure
- Have established a leadership position in the printing sector by bolstering our structure to cater to diversifying customer needs and changing markets
- Have transformed workflows by providing edge devices that serve as touchpoints to seamlessly connect customers with digital services

### Business risks and opportunities

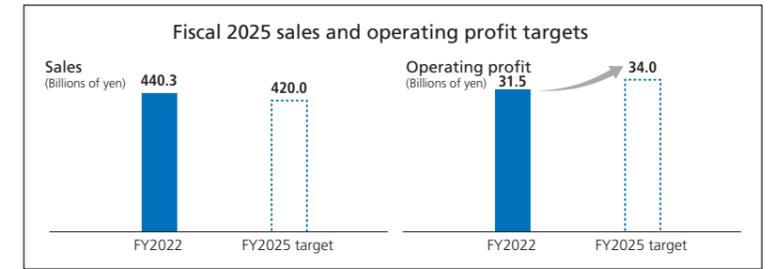
Ricoh estimates that the global printing market will shrink a further 10% from 2021 to 2025. This would hit demand for toner and other consumables particularly hard. A stable supply of more competitive products is therefore essential.

**Risks**

- Falling print output as remote work and paperless workflows increase
- Surging raw materials prices
- Logistics disruptions

**Earnings opportunities**

- Tapping new sales channels
- Providing industry- and task-specific services
- Demand for enhanced security
- Growing need for audio and video digitalization
- Embedded computer market expansion
- Rising need for eco-friendly products



### Medium- and long-term opportunities and strategies under 21st MTS

#### Opportunities

- Enhance digitalization support according to customer workstyles
- Create and deliver new value and expand business domain by evolving edge devices for industrial and other fields

#### Strategic initiatives

##### Delivering world-leading products

Ricoh's edge devices and digital services enhance the ability to centrally support workflows related to documents, video, audio and other data. From paper document output using MFPs and printers to digitization using scanners and document utilization using such workflow services as RICOH kintone plus and DocuWare, we improve customers' workflows.

##### Expanding customer base by leveraging new sales channels

We strive to create new value by leveraging PFU to expand our customer base and leverage touchpoints with diverse customers. We will offer them products that match their business attributes by understanding their needs in areas that were previously beyond our reach.

##### Spearheading industry collaboration

The Ricoh Group leads industry collaboration across entire supply chains on the strength of the unmatched competitiveness of its MFPs, peripherals, and toner. We engage in such cooperation approaches as joint purchasing with other companies in our industry and sharing plant facilities and recycling infrastructure.

##### Evolving edge devices for frontlines and industrial applications

We aim to be the domestic embedded computer market leader for industrial, frontlines, and other applications. Newly collaborating with PFU's embedded computer business will reinforce synergies between products from both companies and eliminate wasteful operational overlaps. Specific initiatives will include expanding sales of each other's offerings, integrating product roadmaps, further streamlining development by sharing resources, optimizing manufacturing systems, and further cutting costs.

In addition, we will create a resilient manufacturing structure and relentlessly pursue operational excellence to reach our 21st MTS objectives.

### Resolving social issues through business

#### Enhancing communication and creativity in hybrid environments

The RICOH Portable Monitor 150BW/150 is an ultralight 15.6-inch touchscreen device panel display that is easy to carry, set up, and use. It is battery-powered and connects wirelessly. In today's hybrid work environments, it enhances productivity in offices, homes, cafes, and many other locations. It can also serve as a communication device for collaborating in small group meetings, making it easy to share information digitally instead of having to print and hand out paper documents.

Customer feedback has been excellent, key positives being its lightweight, portability, and excellent design, as well as its

use as a shared device in unassigned workspaces. The monitor is also a useful communication tool for online meetings of design departments, allowing people to write over blueprints with stylus pens. This monitor exemplifies Ricoh's dedication to helping customers embrace new workstyles.



The RICOH Portable Monitor 150BW debuted in November 2022