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Message from the President

The rich resources of our planet Earth have given birth to many forms of life and have supported the broad-ranging and ambitious activities of mankind. Nevertheless, recent human activities that have exceeded the healthy limits of resource usage have adversely impacted this life-sustaining ability of the Earth. Not only does this pose a threat to our coexistence with other life on Earth but it also threatens the future of the human race itself.

In order to bequeath a strong and bountiful Earth to future generations, each of us must reduce the environmental impact of our activities.

For that to happen, nations and companies, as well as individuals must be aware of the environmental impact that we cause and actively seek to reduce it. We believe that mutual consultation and cooperation are also critical to efficient environmental conservation.

For the Ricoh Group, safeguarding this precious planet Earth is one of our corporate missions, and the environmental conservation activities of the entire Group are a part of our management philosophy. It is essential to set high goals and adopt a pioneering stance rather than having a “do it if we can” attitude. Specifically, we believe that the following three ideas are crucial: (1) we must minimize the environmental impact of all of our corporate activities, from product development, through production, sales, and service; (2) we must recover products from our customers and recycle them into raw materials; and (3) we must provide proper disclosure so that our customers understand that we are pursuing appropriate environmental conservation activities. Through these activities, we will actively help build a society that recirculates resources, which is essential to environmental conservation, and contribute to the continued existence of mankind.

This report, which is publicly available, summarizes the details and results of our environmental conservation activities during fiscal 1998, the year ended March 31, 1999. We hope it will allow you to see the remarkable improvements we have made throughout the year. We also welcome your views to further enhance our efforts.

Masamitsu Sakurai
President
Ricoh Co., Ltd.

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