

The Ricoh Group's corporate philosophy—"The Spirit of Three Loves"—was established by its founder, Kiyoshi Ichimura. He explained the philosophy as follows: Everyone at least loves him- self/herself. As time passes, however, this feeling of love grows and expands to include all people, plants, and animals in the world. This philosophy drives the Ricoh Group toward better sustainable environmental management.

#### Corporate Philosophy

##### –The Spirit of Three Loves–

Love your neighbor  
Love your country  
Love your work

Ricoh's management philosophy was formally introduced in 1986 based on the corporate philosophy of "The Spirit of Three Loves" in order to establish and nurture the corporate culture and system to ensure survival in a time filled with increasing change, information-oriented societies, diverse values, and more intense competition.

#### Management Philosophy

##### Our Purpose

To constantly create new value  
for the world at the interface of people  
and information

##### Our Goal

To be a good global corporate citizen  
with reliability and appeal

##### Our Principles

To think as an entrepreneur  
To put ourselves in the other  
person's place  
To find personal value in our work

Ricoh introduced the Ricoh General Principles on the Environment, which are based on its management philosophy, in 1992 and revised them in 1998. These principles show Ricoh's commitment to sustainable environmental management and are widely disclosed to the public through various media, including Web sites. Based on these principles, Ricoh Group companies have independently established and managed their own rules regarding the environment according to their business type.

#### Ricoh General Principles on the Environment

##### Basic Policy

Based on our management principles, we recognize environmental conservation as one of the most important missions given to mankind, and we regard environmental conservation as an integral element in all our business activities. We, therefore, assume responsibility for environmental conservation and approach this on a companywide basis.

##### Action Guideline

1. Not only do we comply with all domestic and overseas environmental regulations, but we also set our own targets to reduce stress on the environment in consideration of social expectations, and we endeavor to attain our targets.
2. We strive to promote technological innovation while at the same time maintaining and improving our environmental conservation systems.
3. In development, design and operation of factory facilities, we always consider their impact on the environment, and we strive to prevent pollution, to utilize energy and resources effectively, and to reduce and dispose of waste products in a responsible manner.
4. At every stage, from planning, development, design, procurement and production to sales, logistics, use, recycling and disposal, we offer products and services which have minimal environmental impact and give maximum consideration to safety.
5. Through environmental education, we strive to raise awareness of all our employees in order to develop a social viewpoint that enables them to conduct environmental activities under their own responsibility.
6. In every country and region where we conduct our business, we maintain close ties with the local communities and we contribute to society by publicizing our activities and assisting environmental conservation activities.