

We are carrying out activities in cooperation with our customers aiming to reduce environmental impact.

■ Concept

The Ricoh Group believes that the Group should make positive efforts for reducing not only the environmental impact caused by its business activities but also, in cooperation with our customers, the impact generated when our products are used by our customers. Based upon this concept, the Group has upgraded and expanded functions to control energy consumption and the volume of paper used and striven to upgrade the environmental efficiency of our products. We, however, believe it essential that these features are fully utilized so that environmental impact reduction efficiency can be raised even further. Accordingly, we are promoting activities to propose ideas while visualizing the environmental impact caused by use of our products. Such proposals are not limited to those related to the use of Ricoh products. We also introduce and

propose various efforts for reducing environmental impact as carried out in Ricoh's offices.

■ Target for Fiscal 2010

- ◎ Understand how far energy-saving features and double-sided printing are used and improve usage rates.

■ Review of Fiscal 2009

In Japan, active efforts to encourage ideas for raising the usage rate of energy-saving modes at our customer's sites, started by Ricoh Technosystems Co., Ltd. (RTS) in 2008, have continued, mainly by RTS. Also, we use our @Remote maintenance service tool to propose effective ways to use our products. This is done by taking data collected by the environmental impact (CO₂ emissions equivalent) tool when the customer uses our products, and providing them with visual

environmental impact data. This proposal-making approach has become a fixed part of our sales activities. We began to make similar proposal-making efforts outside of Japan in 2009. Using @Remote or other tools for the visualization of environmental impact data as in Japan, we proactively make proposals and recommendations to help customers to improve environmental impact reduction at their sites.

■ Future Activities

We will continue activities for raising the use rates of energy-saving modes and double-sided printing functions by customers both inside and outside Japan, while continuing to make efforts to deliver products and services that are even more user and environment-friendly.

Environmental impact reduction activities in cooperation with customers

<Rico Group (Global)>

The Ricoh Group supports customers in their reduction of environmental impact through its sales activities in three key areas: (1) offering products/services with less environmental impact, such as recycled copiers, and kitting* products in plants in Japan ("purchasing"); (2) visualizing CO₂ emissions and proposing ways to reduce the environmental impact of the use of Ricoh products as well as offering, through sales subsidiaries, our know-how for environmental impact reduction based on our Group's internal efforts and experience ("use"); and (3) offering an end-of-life product and packaging recovery service to achieve effective use of resources and reduce environmental impact ("returning for recycling").

* Products are shipped from plants in Japan after being customized with options ordered by customers, and delivered directly to them.

Products and services that support customers in their efforts to reduce environmental impact (TGOS¹)

Customers' activities	Customers seek to:	Ricoh's products/services and solutions
Purchasing	Select environmentally friendly products	• Equipment with high energy-saving features, recycled MFP ² , biomass toner • Resource-recirculating eco-packaging to reduce packaging materials
	Centrally manage data on electricity consumption and paper use	• @Remote for visualized data on equipment usage and resultant amount of CO ₂ emissions produced
Use	Reduce amount of paper used	• Double-sided printing, scan-to email or folders, paperless facsimiles • Digital on-demand printing to reduce inventory of printed materials
	Reduce electricity consumption	• Energy-saving modes
Returning for recycling	Recycle used products	• Collection of used toner containers and ink cartridges for recycling • Collection of used units for recycling

1. Total green office solution. See pages 51 and 52.
2. Multifunction printer

Supporting sustainable environmental management of our customers through the Total Green Office Solution (TGOS)

<Ricoh Group (Global)>

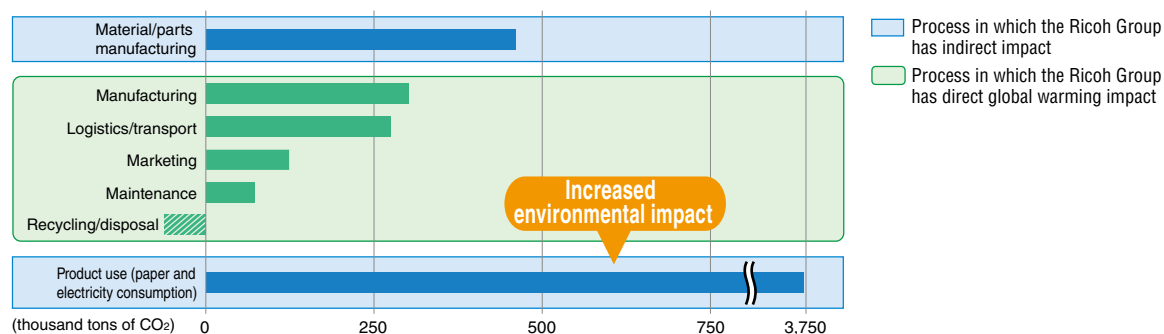
Our assessment of the impact of our products on global warming shows that more greenhouse gases (GHG) are emitted from energy consumption and paper use as a result of product use by customers than by Ricoh Group manufacturing operations. Therefore it is essential that we help our customers to efficiently control paper use and reduce electricity consumption of equipment while it is in use.

The sales and service divisions of the Ricoh Group share their experience in sustainable environmental management activities with customers around the world to help them establish their own systems. They do this at points of customer contact, such as when making sales proposals and when negotiating or closing sales contracts. With these activities, which are called the Total Green Office Solution (TGOS), we assess how customers use our office

equipment and use the assessment results to support customer efforts to simultaneously reduce the Total Cost of Ownership (TCO) and the Total Environmental impact of Ownership (TEiO)* through improved energy efficiency and reduced paper consumption. Specific solution proposals under TGOS include the replacement of multiple existing printers and fax machines with a single MFP to reduce the number of document devices as well as increased use of energy-saving mode and double-sided printing. Companies using Ricoh products, also benefit from our monthly usage reporting service, which allows customers to easily monitor CO₂ emissions and paper consumption, and in turn make continuous progress toward their reduction.

* In the Japanese market we offer solutions for reducing TEiO as an extension of TGOS.

CO₂ emissions over the lifecycle of Ricoh products



Green Partner Get-together and CO₂ offset program

<Ricoh Hong Kong Limited (Hong Kong)>

Ricoh Hong Kong (RHK) held a Green Partner Get-together on July 11, 2009 that was attended by 16 guests from 12 corporate customers. During the meeting, the guests learned about Ricoh's TGOS concept and RHK's offset program*. The guest speaker from the Leo Group, an RHK MA customer talked about how companies in the group had reduced carbon emissions from their offices. After the get-together, a green tour was conducted to give the guests a demonstration of Ricoh products and services in the real office settings at RHK.

* A tree planting program running since December 2008 to support customer CO₂ emission reduction, in which RHK plants a tree every time a customer prints 100,000 pages using a Ricoh product.



@Remote usage reporting service to make customer CO₂ emissions visible

<Ricoh Group (Global)>

To encourage customers to increase the use of the environmental impact reduction features of Ricoh products, we offer a service that assesses customer office equipment usage, and visualizes and presents possible CO₂ reduction solutions. In this usage reporting service, customers can receive information regarding their electricity consumption and paper use and the corresponding CO₂ emissions produced. This calculation is based on data collected through @Remote*, the Group's original remote support service. We are also promoting activities to propose effective ways to use product features and solutions obtained through our efforts at the Group's offices, referring to this data.

* With this system, we carry out remote diagnosis of use of equipment through telecommunication lines including over the Internet to prevent accidents and automatically deliver toner. This system also allows us to monitor CO₂ emissions.
<http://www.ricoh.com/remotef/>

Ricoh Canada, Inc. (RCI) supports the holding of sustainable Olympic Games

<Ricoh Canada, IKON Canada, Ricoh Americas Corporation and IKON USA (Canada)>

The 2010 Olympic and Paralympic Winter Games were held in February 2010 as a sustainable Olympics with a focus on the environment, society and the economy. In the IT area, the Games aimed to send accurate information to 15,000 media outlets all over the world with the minimum environmental impact. In support of this idea, Ricoh Canada (RCI) cooperated as an official supporter to reduce the environmental impact caused by the copiers and printers used in the Olympic Games.

RCI and other Ricoh group companies in North America started working on this project in 2006, making recommendations to the Vancouver Organizing Committee (VANOC), including advising on the efficient location of equipment, constructing a system and designing a post-Olympic Games product-recycling program. In preparation for the Olympics, they installed equipment and established operation and management programs. About 2,300

pieces of equipment, including MFPs, printers and fax machines were installed, and these produced about 17 million copies during the Games (including pre-Games). During the Olympic Games, about 250 support engineers were engaged in on-site maintenance work at the three Olympic venues to maintain the information system that instantly transmitted the excitement of the Olympics to the world. RCI managed to hold down CO₂ emissions to less than 2.7 kg per week, by using the remote monitoring system @Remote for the maintenance of I/O equipment and the control of paper and energy consumption.

For this project, RCI was awarded a "Sustainability Star," a prize given to innovative activities contributing to the holding of a sustainable Olympic Games. VANOC evaluated the reductions achieved by RCI highly, and will use the technology to create a baseline for output control for future Olympic Games.

TOPIC

Offering the Total Green Office Solution (TGOS) globally

Our TGOS approach for environmental impact reduction helps a municipal government office go carbon neutral.

At Ricoh Nederland B.V. (RNL), a sales subsidiary in Europe, a series of TGOS-based sales activities ranging from assessing office equipment usage and proposing solutions to implementation and reporting have been well-received by customers. One major example of this was evident when the company won a contract to replace the office equipment of a Dutch municipal government over the period from fiscal 2007 to 2009. With 14 departments and approximately 8,000 staff members, the City aims to become completely carbon neutral by 2010. Reflecting this, the selection criteria for the contract placed a priority on the quality of the supplier, including its vision of sustainability, placing more emphasis on this (40%) than on either price (35%) or after-sales service (15%). RNL stood out among the six bidders not only for its proposals for improving operational efficiency and reducing costs through equipment replacement but also for its consultative proposal to improve the prospective customer's print environment by, for example, reducing their TCO and CO₂ emissions by the use of Ricoh products.

By implementing RNL's proposed solution, the municipal government has consolidated its fleet of printing devices of varying types and models, which had previously been managed in a fragmented manner by each department. These consolidated machines are now centrally managed using @Remote, which has resulted in a reduction in related administrative work and costs, and ultimately provided greater operational efficiency.



City Hall in the Netherlands, where Ricoh's office equipment was introduced

Quantitatively, the customer can expect the following benefits from the introduction of Ricoh products:

Reduction in energy and resource use and cost, expected to be achieved by introduction of Ricoh's equipment

Number of machines in use	735, down from 1,970 (reduction of 62.7%)
TCO reduction (for five years)	2.7 million euros (reduction of 32.8%)
Annual power consumption reduction	77,000 kWh (reduction of 75.3%) or 33.3 tons-CO ₂ eq
Annual paper consumption reduction	4.88 million pages (reduction by 10.3%) or 87.7 tons-CO ₂ eq