

We preserve biodiversity by maintaining and improving the self-recovery capabilities of the global environment through our business activities as well as our social contribution activities.

As indicated in Ricoh's Environmental Principles¹, introduced in 1992, the Ricoh Group does not see environmental conservation activities and business management as two incompatible issues. Instead, we see conservation of the global environment as a natural responsibility as a global citizen. Conservation of the global environment requires measures not only to reduce impact of our business operations and products on the environment but also to maintain and improve the self-recovery capabilities of the global environment. Recognizing that our businesses depend on the global ecosystem and that biodiversity plays an indispensable role in the health of the ecosystem, the Ricoh Group laid down the Ricoh Group Biodiversity Policy. This is to further develop the various conservation measures we have been taking, such as ecosystem conservation activities, promotion of voluntary activities by employees, and "social contribution in environmental conservation" (e.g., awareness-raising programs to encourage other community members), and ecosystem preservation through CDM² projects. To these measures, we have added measures to reduce the impact of our business activities on biodiversity by using the new policy as our basic guideline on biodiversity preservation.

1. See page 16.

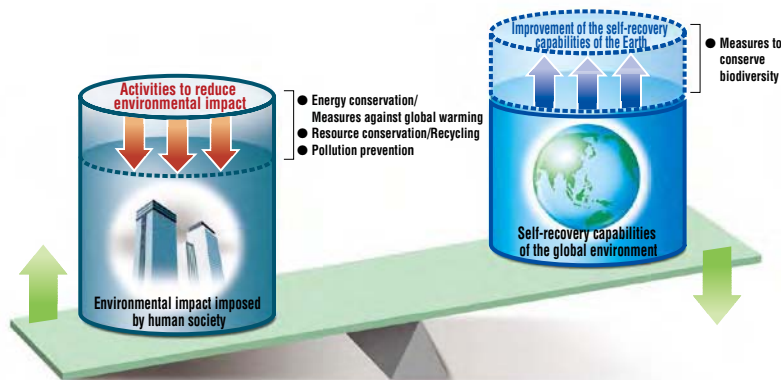
2. See page 40.

Ricoh Group Biodiversity Policy

Human society largely depends on the ecosystem. But human society has had a tremendous impact on the ecosystem, placing a wide-scale burden upon it. In the past 50 years, the global biodiversity has been badly degraded due to human activities. If we do not act now to start conserving the biodiversity and change our way of using natural resources to a more sustainable approach, the survival of human society may even be at risk. To articulate this idea in a concrete form, the Ricoh group laid down the Ricoh Group Biodiversity Policy in March 2009. The Policy combine the existing measures of the Group toward global environmental conservation and new measures for biodiversity conservation to help develop and promote specific activities. With this Policy, the Ricoh Group will continue our efforts to realize an affluent society built on a sustainable global environment.

Ricoh Group's global environmental conservation

—Keep environmental impact within the self-recovery capabilities of the Earth—



Ricoh Group Biodiversity Policy

Society has developed thanks to the earth's abundant natural resources. However, we recognize that the very diversity of life that has supported our environment is in decline; so, in response, we have formulated this biodiversity policy.

Basic Policy

Given that we gain a lot of benefit from living things and pursue business activities that have an impact on biodiversity, we will reduce the impact of our activities on biodiversity and engage proactively in its protection.

1. Management tasks

Treat biodiversity protection as essential for ensuring the sustainable growth of the company, and implement sustainable environmental management.

2. Understanding and reducing impact

Assess, grasp, analyze, and set numerical targets for the impact on biodiversity of all our business activities, including raw materials procurement, and work continuously to reduce this impact.

3. Implementation

Give priority to measures with a high degree of impact and effectiveness from a biodiversity and business perspective.

4. Developing new technologies

Aim to realize a sustainable society, develop technologies that make use of biological resources, learn from the mechanisms of ecosystems and the nature of living things, and employ the knowledge gained to develop technologies and sustainable production processes.

5. Working with local communities

From the perspective of sustainable development, work not only with government organizations, but also with local residents, NGOs, and other stakeholders to promote the protection of the precious global ecosystems and of the biodiversity of countries and regions where we conduct business.

6. Involving each person

By getting executives to take the lead and implementing Group-wide educational initiatives, enhance recognition of the importance of biodiversity among all employees to enable them to act independently.

7. Expanding the scope of our activities

By collaborating with customers, suppliers, other companies, NGOs, international organizations, and so on, share information, knowledge and experience concerning biodiversity, and expand the scope of our protection activities.

8. Communication

Contribute to raising awareness of biodiversity protection among people at large by sharing the experience of our activities and achievements proactively.

Business-Related Activities

Development of biodiversity conservation activities

<Ricoh (Global)>

Biodiversity conservation activities at the Ricoh Group first started in 1999, when we started the Forest Ecosystem Conservation Project with environmental NGOs and local communities throughout the world. This was to recognize our responsibility as a manufacturer of products that use a great deal of paper and to engage in the conservation of forest resources. Also in 1999, we started the Environmental Volunteer Leader Development Program to encourage employees to take an initiative in environmental conservation activities. In 2008, when the Japan Business Initiative for Conservation and Sustainable Use of Biodiversity (JBIB)¹ was established, we helped the organization in our role as one of the founding members to advance the goal of promoting cooperation and active involvement of various companies in biodiversity conservation. We evolved the aforementioned Environmental Standards for Paper Product Procurement (established in 2003) that aimed to protect the world's precious natural forests further in 2010 by formulating the Ricoh Group Standards on Wood-based Raw Materials.² The standards are applicable to the entire Group and their scope has been expanded to include broader wood-based materials in addition to paper products.

1: <http://www.jbib.org/en/>

2: See page 35.

Ricoh's Forest Ecosystem Conservation Project won the Devnet Award

On October 23, 2009, Ricoh's Forest Ecosystem Conservation Project received the Devnet Award from Devnet Japan Association for its continued contributions since 1999 to conserving the natural environment in developing countries. The award program, designed to honor efforts to help develop developing countries, recognized the project as an advanced corporate initiative for biodiversity conservation.

Ricoh and biodiversity conservation

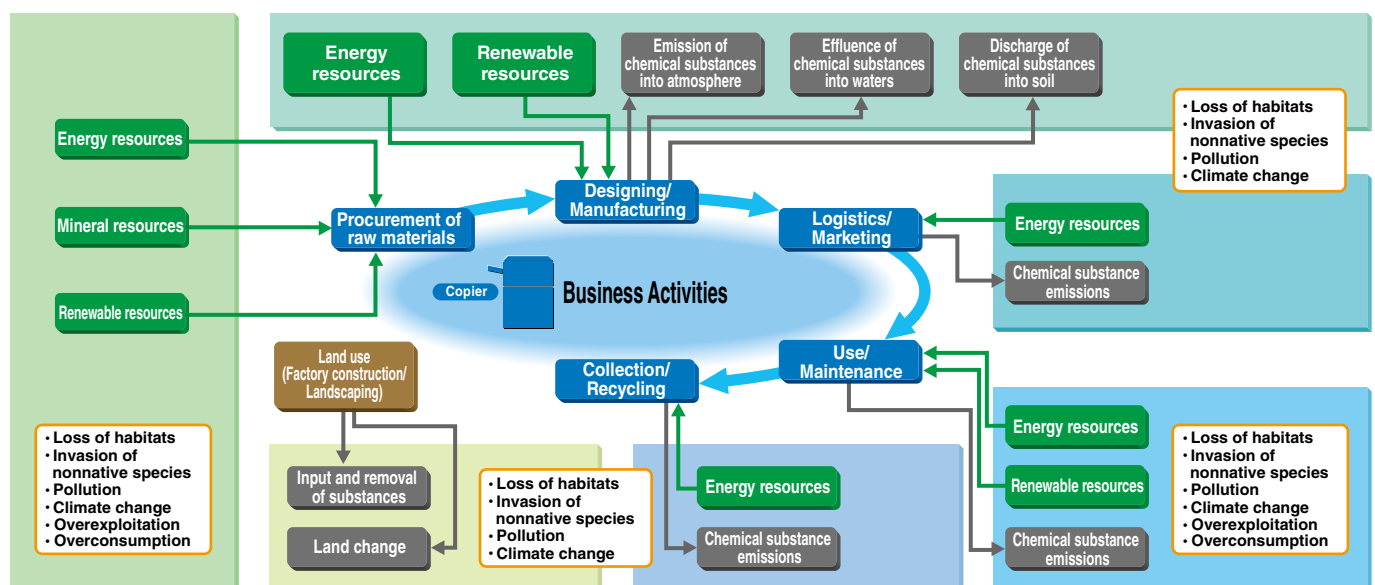
Fiscal year	Actions taken
1999	Forest Ecosystem Conservation Project started for biodiversity conservation Environmental Volunteer Leader Development Program started
2002	Ecosystem conservation activities incorporated into the Environmental Action Plan Use of FSC-certified paper started Environmental website for children opened with a theme of the Forest Ecosystem Conservation Project
2003	Environmental Standards for Paper Product Procurement laid down
2004	A CDM project (forestation for biodiversity conservation in Ecuador) started Display of ecosystem conservation activities started at the exhibition on Eco-Products
2006	Ricoh Global Environment Month Symposium started with a theme on biodiversity
2007	Feasible biodiversity assessment indices studied
2008	Became a member of Japan Business Initiative for Conservation and Sustainable Use of Biodiversity (JBIB) Signed the Leadership Declaration on the "Business and Biodiversity Initiative" Creation of a biodiversity policy
2009	Discussion started to explore how our business areas (paper, manufacturing sites, and education) could address biodiversity conservation in line with our related visions. The Ricoh Group Standards on Wood-based Raw Materials formulated

Mapping of relationship between business activities and biodiversity

<Ricoh Group (Global)>

The Ricoh Group created a map to show the exact relationship between our business activities and biodiversity. The "Map of Corporate Activities and Biodiversity" follows the JBIB format to show the relationship between corporate activities, such as product lifecycle and land use, and biodiversity at a glance. From the map, we learned that the copier industry has a large impact on the ecosystem due to procurement of raw materials (e.g., paper pulp and metals) and manufacturing and consumption of paper. We will use the information from the map in our conservation activities in close cooperation with each business division.

Map of Corporate Activities and Biodiversity (Recycled multifunctional digital copiers)



Raising the awareness of employees of the relationships humans share with nature

<Ricoh (Japan)>

The survival of human society is possible only due to biodiversity. If we are to realize a sustainable society, therefore, it is essential that each and every one of us gets actively involved in the conservation of biodiversity, the basis of the global environment's self-recovery capabilities. Biodiversity is one of the major thematic features of "Gaiaia," a website for environmental information we started in April 2009 to promote environmental education and awareness among our employees. We also published the Biodiversity Conservation Activity Handbook one month later, in May, to teach our employees

the value of biodiversity and show them what each of us can do to conserve biodiversity. These tools are used in our study sessions and Ricoh Nature Seminars, which are designed to allow employees to learn and understand the mechanisms of the global environment from the perspective of other life forms on Earth and thereby help raise their awareness and encourage them to take good actions to conserve biodiversity in the course of their daily work and private life.

In March 2010, Gaiaia won the Grand Prize and the Biodiversity Category Award of the "Kankyo Goo Award 2009," organized by NTT Resonant Inc. with the sponsorship of the Japanese Ministry of the Environment, in recognition of its excellent online communication of environmental issues.

Social Contribution to Environmental Conservation

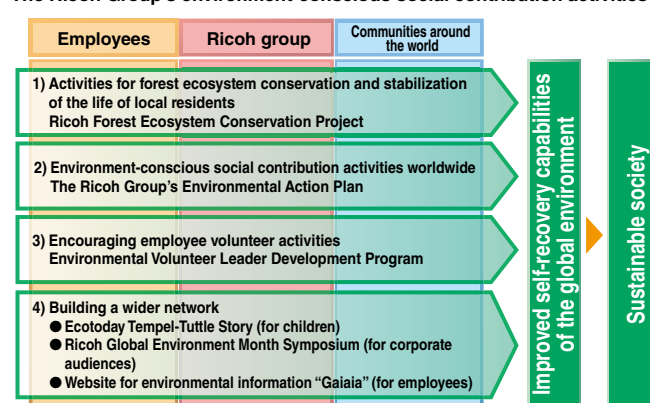
Environment-conscious social contribution activities at the Ricoh Group

<Ricoh Group (Global)>

The Ricoh Group has been working closely with local communities around the globe to make a positive difference to society and the environment under four major themes: the Forest Ecosystem Conservation Project, environment-conscious social contributions, promotion of employee volunteer activities, and building a wider network.

With regard to environment-conscious social contribution activities, our Group companies worldwide have been implementing various programs with the participation of all their employees to achieve the ecosystem conservation targets specified in the Environmental Action Plan.

The Ricoh Group's environment-conscious social contribution activities



Implementing the Environmental Action Plan (Sample Activities in Japan)

Award for contributing to environmental conservation

<Ishikawa Branch, Ricoh Chubu Co., Ltd. (Japan)>

In January 2010, the Ishikawa Branch of Ricoh Chubu Co., Ltd. was honored by Ishikawa Prefecture for being an exemplary corporate contributor to environmental conservation with the Ishikawa Environmental Merit Award. This external recognition reflects the value of the branch's nature conservation efforts, including continued support and employee volunteering for the rice terrace restoration activities that have been organized by Ononomi Green Tourism Council since 2006. Hundreds of branch employees and their families have participated in activities to conserve the rural landscape and restore abandoned rice terraces in the prefecture since the project began. In the Noto region of Ishikawa Prefecture, 150 employees of the Ricoh Ishikawa Branch and other Ricoh Group companies are engaged in tree planting and rice terrace conservation activities based on the "Agreement on Supporting Activities to Use and Conserve the Rural Landscape" signed between Ricoh Chubu and Ishikawa Prefecture in June 2008.



Ishikawa Governor Masanori Tanimoto (right) and Kazuto Hiramata (center), general manager of the Ricoh Chubu Ishikawa branch

Ricoh Chiba Fureai-no-Mori

<Chiba Branch, Ricoh Sales Co., Ltd./Ricoh Technosystems Co., Ltd./Ricoh Business Expert, Ltd./Ricoh (Japan)>

Each month, a group of Ricoh Group employees and their families meet in the Ricoh Chiba Fureai-no-Mori forest in Wakaba-ku, Chiba City to help restore the rural landscape there. On February 20, 2010, some of the Japanese oak trees in the forest were transplanted by 22 volunteers, including 16 Ricoh Group employees and their families. As the trees transplanted in the previous year failed to survive, they asked local gardeners to teach them how to take preparatory steps before transplanting. With the advice from the specialists, four trees were relocated. The volunteers are now keeping a gentle eye on their development.



Learning how to prepare for transplanting, including, the amount of soil to dig, how to wrap the roots with hemp cloth, and appropriate use of the gardening gear.

Promotion of Environmental Action Plan (Sample Activities outside Japan)

BIG GREEN DAY**<Ricoh New Zealand Ltd. (New Zealand)>**

The year 2009 marks the 6th year of the planting activities Ricoh New Zealand Ltd. (RNZ) has continued on the beautiful Motuihe Island in the Hauraki Gulf. On May 3, 2009, 140 volunteers including RNZ staff, families, dealers and customers planted 1,900 trees, boosting the total number of trees planted to over 11,000. RNZ's conservation effort in the ecological reforestation of the island

has been so significant that the planting area has been unofficially dubbed "Ricoh Valley." The sales team also did a good job in urging customers to join in, with this year's number standing at a record 13 companies. Environmental manager Margie Barriball says of the activities, "It's great to have a project that we can all have some ownership of—we'll be able to go there in 20 years, look at the groves of native trees and know that we were all part of an important conservation project."

**Supporting reforestation projects****<Ricoh Schweiz AG (Switzerland)>**

In September 2009, 28 employees from sales firm Ricoh Schweiz AG participated in a reforestation project called Bergwaldprojekt. Bergwaldprojekt is an organization that conducts volunteer work aimed at preserving natural habitats. The organization consists of forest preservation experts with years of experience in preventing deforestation in mountainous terrain. These experts acted as organizers and directors during Ricoh's reforestation project.

On the day of the project, staff gathered at Escholzmat Station, arrived at the destination spot around 1,400 m above sea level, greeted project leaders, and broke up into groups to start their activities. Group 1 put up mesh wire and wooden fences around young trees to protect them from wild animals like deer, then cleared the area around these young trees to allow them to grow. Group 2 paved tracks using saws and shovels to make it easier for reforestation in the near future.

For lunch, participants enjoyed a hearty meal on an open plateau with a beautiful view of the mountains. Although tired and suffering from sore muscles, all employees left the project satisfied and content.



Ricoh Schweiz employees participate in the reforestation project. The motto for the day was: "Back to Life—Ricoh reforests!"

Support for the Earthkeepers™ program**<Ricoh Australia Pty. Ltd. (Australia)>**

Since 2003, Ricoh Australia Pty. Ltd. (RAP), a sales subsidiary, has supported the Earthkeepers™ program designed by the Institute for Earth Education, an international NPO. This program involving a three-day stay in a natural bush setting took place from August 12 to 14, 2009 in Glengarry Guides Camp. In the latest program, 81 fourth graders from the Waitara district participated, as well as 15 RAP employees acting as the program staff. RAP President Les Richardson also shared time with the children.

After spending the whole day in the natural environment, participants were able to learn about ecological concepts and gain a better understanding of the global environment. Since the camp program, the children's learning experience has continued through the school curriculum and home activities, helping them to become true Earthkeepers. Teachers at Waitara Public School said, "We noted they have a different attitude toward the environment now. The experience they gained in the program will have life-long implications for them. The children fully understand the importance of the environment and the necessity for action by each and every individual."



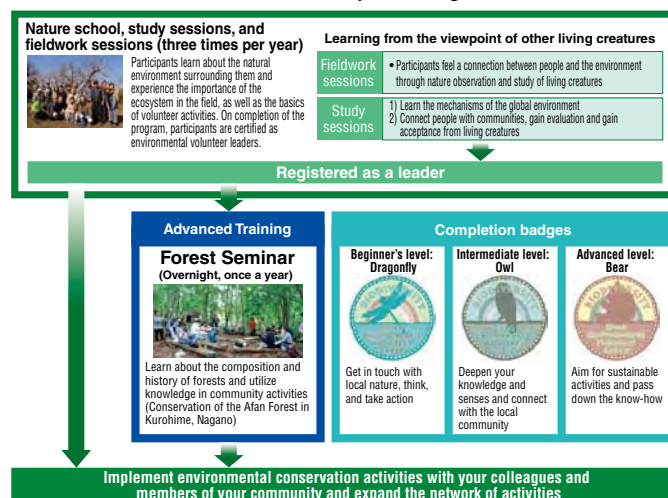
All participants became responsible Earthkeepers

Promotion of Environmental Volunteer Activities

<Ricoh Group (Japan)>

For the conservation of the global environment, it is important for each staff member to carry out related activities spontaneously inside and outside the company with the sense of being a global citizen. Ricoh launched the Environmental Volunteer Leader Development Program in June 1999 for its staff members. In fiscal 2001, the scope of the program was expanded to include staff members working at Group companies as well as retired employees. To date, a total of 496 environmental volunteer leaders have been fostered. After taking part in the program, each participant engages in volunteer activities involving his or her division or community. The network of activities has successfully increased its range of participants from colleagues, through families and friends to entire local communities.

Environmental Volunteer Leader Development Program



TOPIC

Ricoh Nature School Practice Courses

Establishing a biotope in Aoyama Elementary School, aiming to make Aoyama Dori Avenue an urban wildlife corridor.

On February 6, 2010, a man-made biotope pond was created in Aoyama Elementary School in Tokyo as part of the Ricoh Nature School Practice Courses.

Based on the Ricoh Group Biodiversity Policy formulated in March 2009, the Nature School programs have been recently dramatically redesigned to better reflect the needs of other creatures. However, environmental volunteer leaders living in cities commented that they find it difficult to practice what they learned in the programs in an urban setting. In response, we decided to implement a quintessential activity for city-dwellers: construction of a biotope pond in an elementary school with children. The biotope was created in Aoyama Elementary School, a municipal school in Tokyo located close to the busy thoroughfare of Aoyama Dori Avenue as well as Aoyama Cemetery and Meijijingu Gaien Park.

At 9:00 a.m. on the project day, 20 environmental volunteer leaders and other Ricoh Group employees met with the school's teachers, parents and local neighbors gathered at the school gate. In his opening remarks, Mr. Harumitsu Mashiko, head of the Corporate Environment Division of Ricoh, expressed the Group's gratitude to the Aoyama Merchants Association for its cooperation and co-organization of this project. The association has been implementing its unique activities to conserve biodiversity under the motto of "Make Aoyama Dori Avenue an urban wildlife corridor." In the morning, our environmental



volunteer leaders conducted earth-digging work for the biotope construction and Mr. Noriaki Mitsumori of the Nature Citizen Institute provided an open class with the theme of "Let's talk with living creatures" to some 30 fourth-graders, with their parents and local neighbors as observers. In the afternoon, 18 volunteer pupils of the school joined the environmental leaders in constructing the biotope. Work included activities such as solidifying the ground and planting water plants and weeds, and finally filling up the pond. The project took place on a wintry cold February day to ensure completion of the project before the hibernating frogs woke up. Thanks to the participants' hard work, the mini ecosystem created in the pond got off to a good start; in mid-March, we were delighted to find many tadpoles swimming in the pond.

* Please visit our environmental website Gaiaia to see how the biotope pond has developed since then: <http://www.gaiaia.jp/ActivityRupo/>

Environmental Volunteer Activities

Beach cleanup and sand crafting event at Zaimokuza Beach

On September 21, 2009, the annual Cleanup and Sand Crafting Event took place on Zaimokuza Beach in Kamakura. This was the 11th year of this annual program, which was first undertaken in 1999 by the participants in the first round of Ricoh's Environmental Volunteer Leaders program, who invited other Group employees to join them in cleaning up the beach on which a lot of waste is left behind by beachgoers every summer. After collecting, sorting, and disposing of the garbage, those who clean up the beach then enjoy creating sand sculptures. As using sand that is as clean as possible is the key to making a "hard-to-crumble" piece of art from sand mixed with seawater, ambitious "artists" naturally become avid cleaners. Due to its fun nature, the event, which started with only 15 members, has enjoyed steady growth. The latest event attracted more than 120 participants, including Ricoh Group employees, their families, and alumni of Ichimura Nature School Kanto*. With such a large group, the clean-up part was completed in around an hour. In the following sand crafting session, many impressive art works were created on the garbage-free beach with the advice of the Kamakura Sand Sculpture Association, which has cooperated with us in the event from the outset.

* Ichimura Nature School Kanto <http://www.szj.jp/>



The cleanup and sand crafting has become a high-profile event in the local community.



Winners of the first prize proudly display their prize-winning fresh vegetables harvested at the Ichimura Nature School Kanto

"That's Kirin Saver" tree climbing event

On November 15, 2009, Hatano Thicket Conservation Group, an environmental volunteer group of Ricoh employees, also known as "That's Kirin Saver," held its 70th forest conservation program and celebrated its 10th anniversary by offering a tree climbing event near Lake Shinsei in the suburbs of Hadano City, Kanagawa. A total of 20 people, including Ricoh employees and their families and friends, climbed trees over 10 meters high and enjoyed a wonderful view from the trees. The group was launched in autumn 2000 by Ricoh employees who are Environmental Volunteer Leaders and residents of the Hadano area. For the past decade, the group members have taken care of local thickets, surveyed vegetation, and conducted other activities on almost a monthly basis. There were some first-time participants in this commemorative event, whom the group members briefed about what they do and the group's mission while walking in the thickets. "Actually, I joined the event just because I wanted to try tree climbing. But I now fully understand the importance of appropriate maintenance of thickets. I look forward to joining the next environmental conservation activity," said one participant.

* That's Kirin Saver website:

http://www.7b.biglobe.ne.jp/~thats_kirin_saver/Thats_KIRIN_top.htm (Japanese)

* Tree Climbing® Japan website: <http://www.treeclimbingjapan.org/>



Tree climbing

Forest Ecosystem Conservation Projects

<Ricoh (Global)>

Various life habitats exist and unique ecosystems are maintained in forests, lakes and ponds, coral reefs, and oceans. If these ecosystems are damaged, the natural environment that is indispensable for maintaining the life of human beings will be harmed. Ricoh places priority particularly on forest ecosystems with rich biodiversity and has been promoting forest ecosystem conservation projects since fiscal 1999 in partnership with environmental NGOs and local communities. Unlike simple afforestation, the main aims of these activities are to protect the habitats of indigenous species and the life of residents, and to establish a system for sustainable forestry management. The projects are financed by the social contribution reserve that Ricoh established to continuously carry out social contribution activities. Provided that approval is gained at the general shareholders' meeting, 1% of Ricoh's annual profit after deducting annual dividends is allocated for the reserve (up to ¥0.2 billion). The reserved fund is used for addressing multiple global issues, including global environment conservation and youth-related issues.

Steps to achieve the project goal

Roles of Ricoh



Ricoh's Forest Ecosystem Conservation Projects (As of the end of March 2009)

Start date	Country	Name/NGO	Activity	Phase progress			
				Start-up	Cooperation	Independence	Goal
June 1999	Bangladesh	Restoration of satoyama (community forests)/Bangladesh Poush	By restoring satoyama (community forests), we aim to improve the lives of local residents. We also use the satoyama to provide work in the development of afforestation activities, raise saplings, and as venues for educating children.				2007
February 2000	Sri Lanka	Conservation and restoration of forests at World Heritage Sites/Field Ornithology Group of Sri Lanka	We aim to preserve forests where the Sri Lankan long-tailed fowl and other endangered species live. We engage in activities by cooperating with local residents and local governments.				2007
March 2000	Philippines	Restoration of tropical rain forests*/Conservation International	We aim to restore rich forests where the Philippine Eagle and other forest creatures live. Local residents launched an association and engage in activities with support from local governments.				2010
October 2000	Malaysia	Restoration of tropical forests and orangutan habitats*/WWF	We aim to expand tropical forests that are the habitats of endangered species, including the orangutan. We will help to build a framework in which each village takes on a forest restoration business that leads to increased income and stable lives.				
November 2001	China (Sichuan Province)	Restoration of temperate forests and giant panda habitats*/WWF	We aim to prevent extinction of indigenous species by conserving habitats for endangered species, such as the giant panda. We seek to expand wildlife management within sanctuaries, and spread the use of bio fuel, which does not rely on deforestation.				2007
November 2001	Japan (Nagano)	Conservation of the Afan Forest in Kurohime, Nagano*/C.W. Nicol Afan Woodland Trust	Through trust programs for degraded land, we aim to recover natural forests where dormice and other diverse species can live. We conduct monitoring for forest restoration projects and natural environment evaluations, then implement appropriate activities.				
November 2001	Japan (Okinawa)	Conservation of the Yanbaru Forest in Okinawa*/Yanbaru Forest Trust	We aim to conserve the habitats of endangered species, including Rallus okinawae (Okinawa Rail). We encourage local government to designate forests as national parks and also raise awareness in local communities.				
March 2002	Ghana	Restoration of tropical rain forests*/Conservation International	We aim to restore forests that can serve as habitats for many species by promoting a forestation method that raises cocoa in the shade of trees. Through this forestation method, we can increase income for local farmers, and restore nature through the relocation of animals.				
May 2004	Russia	Conservation of Taiga, the northern limit habitat of tigers*/Friends of the Earth Japan (FoE Japan)	We aim to register a taiga forest where many wild animal species live, including the Amur tiger, as a World Heritage Site, and promote co-existence with people in order to preserve such taiga forests. We encourage local governments to designate taiga forests as sanctuaries under domestic law, and also apply for registration as World Heritage Sites. In addition, we are training local residents to become forest rangers.				
August 2007	China (Yunnan Province)	Conservation of biodiversity at the Three Parallel Rivers, a World Heritage Site*/Asia Green-Culture Association	We aim to become model examples of management of World Natural Heritage Sites, where regions develop through sustainable forest conservation. We will study the current conditions of the use of firewood and the forest's eco-system, and raise awareness among local residents to implement sustainable forest management.				
August 2007	Brazil	Restoration of forests in Boa Nova, lowland tropical forests along the Atlantic coast*/Bird Life Asia	We aim to achieve sustainable forest management with the agreement of local parties and be model examples for surrounding regions. We will also research the reduction of forests caused by firewood consumption and raise awareness of land owners to achieve sustainable forest management.				

* Projects covered under the social contribution reserve system