

Ricoh Europe B.V. supports the European Mobility Week

Amstelveen, The Netherlands, September 2006 -- Ricoh Europe B.V., the European headquarters of Ricoh Co. Ltd. from Japan, announced its support for the European Mobility Week (EMW) that will be held from September 16th to 22nd 2006. Under the motto "Climate Change", the EMW 2006 focuses on the post-Kyoto period. Ricoh's worldwide goal is to reduce CO₂ emissions by 2010 with 12% compared to fiscal 1990. The Ricoh Group supports the development of a sustainable society through continuous conservation activities and by encouraging more people to participate.

The Ricoh Group in Europe has called on all its operations in the region to join and promote the EMW initiative. Internal awareness of the EMW among staff is raised. Initiatives to reduce CO₂ emissions by alternative means of commuting and transport are honoured. Each Ricoh Group employee is made aware of the EMW and the effect of reducing CO₂ emissions on climate change.

"As a pan-European initiative, the EMW provides a good platform to raise sustainable awareness in the region," says Masamichi Oishi, Assistant General Manager at the Environmental Management Office at Ricoh Europe B.V. "Together with other initiatives to reduce energy consumption we think that the EMW is an important moment to remind us of the preciousness of our earth's resources."

Environmental management is a vital issue for Ricoh. All the Ricoh Group companies are ISO 14001 accredited. In R&D and production much attention is given to the environmental impact. Furthermore, the company is the recipient of many coveted environment awards, such as the WEC Gold Medal for Environmental Achievement. As the first major Japanese company Ricoh subscribed to "e-mission55."

Note to editors

Ricoh Company Ltd. is a leading global manufacturer of office automation equipment. The line up includes copiers, multifunctional and other printers, fax machines, personal computers, CD-Recordable, CD-ReWritable and DVD-ReWritable drives and media, and related supplies and services as well as digital cameras and advanced electronic devices. Ricoh is rapidly building a solid presence worldwide as a provider of comprehensive document solutions that help customers streamline their business and cut operating cost. The Ricoh Group has 319 companies -of which 199 outside Japan- together employing over 76,000 people.

Ricoh Europe B.V. is Ricoh Company Ltd.'s regional headquarters. Located in Amstelveen, The Netherlands, it is responsible for marketing, sales and service of Ricoh's products in Europe, the Middle East and Africa. In Europe, Ricoh has three manufacturing sites: two at Ricoh UK Products Ltd. Telford, UK; GR Advanced Materials Ltd., Stirling, UK; and Ricoh Industrie France S.A., Colmar, France. In addition, Ricoh Europe's European network comprises 14 sales subsidiaries and affiliates. In the fiscal year ending March 31, 2006, revenues from Ricoh's European operations totalled over € 3 billion, accounting for 22.7% of the company's global revenues. Ricoh's worldwide sales increased with 5.6% totalling over € 13.9 billion. In March 2001 Ricoh established the European Semiconductor Support Centre to support distributors and customers with their applications or other enquiries about power management.

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