

The RICOH Way
Founding Principles
The Spirit of Three Loves
by Kiyoshi Ichimura, Founder
"Love your neighbor"
"Love your country"
"Love your work"

Mission, Vision, and Values

Mission Statement

At the Ricoh Group, we are committed to providing excellence to improve the quality of living and to drive sustainability.

We:

Ricoh people, which includes employees, officers, directors, business partners, and all Ricoh associates

Committed:

For Ricoh people, "committed" means to accept the mission entrusted to you, to promise to devote your best efforts to it, and take responsibility for your actions starting with self-verifying your results.

Providing:

Beyond innovative products and services and solutions, Ricoh must supply consistent care, satisfaction, delight and inspiration to its customers.

Excellence:

Superior innovation which brings new value that exceeds customer expectations, is environmentally sustainable and helps our society thrive

Improve:

Continuously enhance value or quality, e.g., by following the PDCA cycle, the disruptive technologies approach etc.

Quality of Living:

Character of people's living condition, specifically in the areas of Human - Information Interaction (HII) and Human - Environment Interaction (HEI)

Sustainability:

The alignment of the inseparable environmental, social, and economic needs of our stakeholders which ensures the prosperity of society and our planet.

Vision Statement

To be the most trusted brand with irresistible appeal in the global market.

Values Statement

To be one global company, we must care about people, our profession, our society, and our planet. We must dedicate our winning spirit, innovation and teamwork to sharpen our customer centric focus, and we also must commit to the highest standards of ethics and integrity.

One Global Company:

From the beginning, we have believed in teamwork, and our success as one company is the basis for the "Think Global, Act Local." concept. The synergy of Ricoh as one global company, and the passion to make this world better, create an environment where we can thrive and prosper.

People:

All stakeholders including customers, employees, business partners and shareholders

Shareholders: Ricoh expects our business to be profitable, and we must generate superior returns on the corporate assets, the value of which we have a fiduciary duty to preserve for our shareholders.

Profession:

Devotion to the gifts and talents that each of us has to maximize our potential, to fulfill the social purpose

Society & planet:

Society is created by humans as a product of civilization, and it co-exists with the harmonization of the planet and its environment. This co-existence requires vigilant efforts.

Winning spirit:

Ricoh must lead the world in every endeavor it undertakes. Each Ricoh person is constantly challenged to passionately pursue innovation.

Innovation:

We strive to identify the most demanding needs of the market and to provide customers the highest level of experience. We devote our resources to improving quality and exceeding customer satisfaction.

Teamwork:

All Ricoh people are part of a global team. Our team is dedicated to continuously improving Ricoh's products, services and processes by cooperating with, learning from, and respecting each other.

Customer centric:

Although we are a global company, we must not lose sight of our entrepreneurial spirit to understand each customer's needs from their "eye-level", which brings new value to those we serve.

Ethics and integrity:

Each one of us commits to act with integrity and honesty in all situations, and we will take personal responsibility for our actions.
