RICOH CO LTD
Form 6-K
August 10, 2010

FORM 6-K

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

REPORT OF FOREIGN PRIVATE ISSUER

Pursuant to Rule 13a-16 or 15d-16
of the Securities Exchange Act of 1934

For the month of August 2010

Commission File Number 2 - 68279

RICOH COMPANY, LTD.

(Translation of Registrant's name into English)

13-1, Ginza 8-Chome, Chuo-ku, Tokyo 104-8222, Japan

(Address of Principal Executive Offices)

(Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.)

Form 20-F X Form 40-F __

(Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): __)

(Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): __)

(Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.)

Yes __ No X

(If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-__)

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Ricoh Company, Ltd.

(Registrant)

By: /S/ Zenji Miura

Zenji Miura
Director, Chief Financial Officer
Corporate Executive Vice President

August 10, 2010

RICOH COMPANY, LTD.

Consolidated Financial Statements
for the First Quarter Ended June 30, 2010

This is an English translation of the Quarterly Securities Report (Shihanki Hokokusho) for the first quarter ended June 30, 2010 pursuant to the Japanese Financial Instrument and Exchange Law.

Ricoh Company, Ltd. and Consolidated Subsidiaries
CONSOLIDATED BALANCE SHEETS
June 30, 2010 and March 31, 2010

	Millions of Yen	
ASSETS	June 30, 2010	March 31, 2010
Current assets:		
Cash and cash equivalents	286,277	242,165
Time deposits	1,873	1,723
Trade receivables:		
Notes	47,313	45,277
Accounts	400,771	443,089
Less- Allowance for doubtful receivables	(15,255)	(16,896)
Current maturities of long-term finance receivables, net	432,829	196,144
Inventories:		
Finished goods	95,260	95,436
Work in process and raw materials	76,111	73,815
Deferred income taxes and other	67,698	63,859
Total current assets	1,161,268	1,144,612
Property, plant and equipment, at cost:		
Land	44,631	44,998
Buildings	243,757	246,469
Machinery and equipment	672,900	656,962
Construction in progress	23,660	27,682
Total	984,948	976,111
Less- accumulated depreciation	(726,925)	(713,090)

Net property, plant and equipment	258,023	263,021
Investments and other assets:		
Long-term finance receivables, net	449,438	445,896
Investment securities	46,544	49,049
Investments in and advances to affiliates	717	819
Goodwill	230,655	246,637
Other intangible assets	137,602	147,886
Lease deposits and other	76,805	86,023
Total investments and other assets	941,761	976,310
Total assets	2,361,052	2,383,943

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LIABILITIES AND SHAREHOLDERS' EQUITY	Millions of Yen June 30, 2010	March 31, 2010
Current liabilities:		
Short-term borrowings	46,293	75,701
Current maturities of long-term indebtedness	96,180	94,026
Trade payables:		
Notes	14,361	12,211
Accounts	226,644	261,186
Accrued income taxes	13,971	15,263
Accrued expenses and other	203,303	202,017
Total current liabilities	600,752	660,404
Long-term liabilities:		
Long-term indebtedness	601,235	514,718
Accrued pension and severance costs	141,333	140,460
Deferred income taxes and other	40,891	44,487
Total long-term liabilities	783,459	699,665
Equity:		
Ricoh Company, Ltd. shareholders' equity:		
Common stock	135,364	135,364
Additional paid-in capital	186,083	186,083
Retained earnings	815,652	820,701
Accumulated other comprehensive loss	(174,456)	(132,051)
Treasury stock at cost	(36,780)	(36,756)
Total Ricoh Company, Ltd. shareholders' equity	925,863	973,341
Noncontrolling interests	50,978	50,533
Total equity	976,841	1,023,874
Total liabilities and equity	2,361,052	2,383,943

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The accompanying notes are an integral part of consolidated financial statements.

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Ricoh Company, Ltd. and Consolidated Subsidiaries
CONSOLIDATED STATEMENT OF INCOME
For the First Quarter Ended June 30, 2009 and 2010

	Millions of Yen	
	First quarter ended June 30, 2009	First quarte June 30,
Net Sales:		
Products	225,311	218,67
Post sales and rentals	241,379	238,94
Other revenue	24,699	25,33
Total	491,389	482,95
Cost of sales:		
Products	159,051	147,25
Post sales and rentals	113,074	111,69
Other revenue	18,959	19,68
Total	291,084	278,63
Gross profit	200,305	204,31
Selling, general and administrative expenses	194,229	182,47
Operating income	6,076	21,84
Other (income) expenses:		
Interest and dividend income	(583)	(59
Interest expense	2,103	1,85
Foreign currency exchange (gain) loss, net	944	5,27
Other, net	197	(17
Total	2,661	6,35
Income before income taxes and equity in earnings of affiliates	3,415	15,49
Provision for income taxes:		
Current	6,012	9,02
Deferred	(4,133)	(1,73
Total	1,879	7,29
Equity in earnings of affiliates	4	(
Consolidated net income	1,540	8,18
Net income attributable to noncontrolling interests	637	85
Net income attributable to Ricoh Company, Ltd.	903	7,33

	Yen	Yen
Per share of common stock:		
Net income attributable to Ricoh Company, Ltd.		
Basic	1.24	10.1
Diluted	1.20	9.8
Cash dividends paid per share	15.00	16.5
Per American Depositary Share, each representing 5 shares of common stock:		
Net income attributable to Ricoh Company, Ltd.		
Basic	6.20	50.5
Diluted	6.00	49.1
Cash dividends paid per share	75.00	82.5

The accompanying notes are an integral part of these consolidated financial statements.

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Ricoh Company, Ltd. and Consolidated Subsidiaries
CONSOLIDATED STATEMENT OF CASH FLOWS
For the First Quarter Ended June 30, 2009 and 2010

	Mi
	First Quarter June 30, 20
CASH FLOWS FROM OPERATING ACTIVITIES:	
Consolidated net income	1,540
Adjustments to reconcile consolidated net income to net cash provided by operating activities	
Depreciation and amortization	23,836
Equity in earnings of affiliates, net of dividends received	(4)
Deferred income taxes	(4,133)
Losses on disposals and sales of property, plant and equipment	86
Pension and severance costs, less payment	(550)
Changes in assets and liabilities, net of effects from acquisition-	
Decrease in trade receivables	35,697
(Increase) Decrease in inventories	241
Decrease in finance receivables	8,134
Decrease in trade payables	(39,847)
Increase in accrued income taxes and accrued expenses and other	4,306
Other, net	3,238
Net cash provided by operating activities	32,544
CASH FLOWS FROM INVESTING ACTIVITIES:	

Proceeds from sales of property, plant and equipment	178
Expenditures for property, plant and equipment, including interest capitalized	(17,384)
Payments for purchases of available-for-sale securities	(602)
Proceeds from sales of available-for-sale securities	910
(Increase) Decrease in time deposits, net	218
Purchase of business, net of cash acquired	(4,760)
Other, net	(5,124)
Net cash used in investing activities	(26,564)
CASH FLOWS FROM FINANCING ACTIVITIES:	
Proceeds from long-term indebtedness	28,903
Repayment of long-term indebtedness	(21,626)
Decrease in short-term borrowings, net	(101,061)
Proceeds from issuance of long-term debt securities	35,000
Dividends paid	(10,885)
Payment for purchase of treasury stock	(30)
Other, net	(276)
Net cash provided by (used in) financing activities	(69,975)
EFFECT OF EXCHANGE RATE CHANGES ON CASH AND CASH EQUIVALENTS	1,609
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	(62,386)
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	258,484
CASH AND CASH EQUIVALENTS AT END OF PERIOD	196,098

The accompanying notes are an integral part of these consolidated financial statements.

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Ricoh Company, Ltd. and Consolidated Subsidiaries
NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

1. SIGNIFICANT ACCOUNTING AND REPORTING POLICIES

According to the article 93 of the "Regulations Regarding Terms, Forms and Preparation of Interim Consolidated Financial Statements" (Cabinet office Ordinance No.64, 2007), the accompanying consolidated financial statements of Ricoh (Ricoh Company, Ltd. and its consolidated subsidiaries) have been prepared in conformity with U.S. generally accepted accounting principles. Significant accounting and reporting policies are summarized below:

The accompanying consolidated financial statements for the first quarter ended June 30, 2010 are presented in Japanese yen, the functional currency of the Company and its domestic subsidiaries.

The books of the Company and its domestic subsidiaries are maintained in conformity with Japanese accounting principles and practices, while foreign subsidiaries maintain their books in conformity with the standards of their country of domicile.

The accompanying consolidated financial statements reflect necessary adjustments, not recorded in the books, to present them in conformity with U.S.

generally accepted accounting principles.

(A) PRINCIPLES OF CONSOLIDATION

The accompanying consolidated financial statements include the accounts of the Company and all majority-owned subsidiaries. The accounts of variable interest entity are included in the consolidated financial statements, if applicable. Investments in entities in which Ricoh has the ability to exercise significant influence over the entities' operating and financial policies (generally 20% to 50% ownership) are accounted for on an equity basis. All significant inter-company balances and transactions have been eliminated in consolidation.

The accounts of certain consolidated subsidiaries have been included on the basis of fiscal periods ended within three months prior to June 30.

(B) REVENUE RECOGNITION

Ricoh generates revenue principally through the sale of equipment, supplies and related services under separate contractual arrangements for each. Ricoh recognizes revenue when (1) it has a firm contract, (2) the product has been shipped to and accepted by the customer or the service has been provided, (3) the sales price is fixed or determinable and (4) amounts are reasonably assured of collection.

Products sales are recognized at the time of delivery and installation at the customer location. Equipment revenues are based on established prices by product type and model and are net of discounts. A sales return is accepted only when the equipment is defective and does not meet Ricoh's product performance specifications. Other than installation, there are no customer acceptance clauses in the sales contract.

Post sales and rentals result primarily from maintenance contracts that are normally entered into at the time the equipment is sold. Standard service fee prices are established depending on equipment classification and include a cost value for the estimated services to be performed based on historical experience plus a profit margin thereon. As a matter of policy, Ricoh does not discount such prices. On a monthly basis, maintenance service revenues are earned and recognized by Ricoh and billed to the customer in accordance

with the contract and include a fixed monthly fee plus a variable amount based on usage. The length of the contract ranges up to five-years, however, most contracts are cancelable at any time by the customer upon a short notice period. Leases not qualifying as sales-type leases or direct financing leases are accounted for as operating leases and related revenue is recognized over the lease term.

Ricoh enters into arrangements with multiple elements, which may include any combination of products, equipment, installation and maintenance. Ricoh allocates revenue to each element based on its relative fair value if such element meets the criteria for treatment as a separate unit of accounting, the delivered item in a multiple element arrangement should be considered a separate unit of accounting if all of the following criteria are met: (1) a delivered item has value to customers on a stand-alone basis, (2) there is objective and reliable evidence of fair value of an undelivered item, and (3) the delivery of the undelivered item must be probable and controlled by Ricoh if the arrangement includes the right of return. The price charged when the element is sold separately generally determines fair value. Otherwise, revenue is deferred until the undelivered elements are fulfilled as a single unit of accounting.

Revenue from the sale of equipment under sales-type leases is recognized as product sales at the inception of the lease. Other revenue consists primarily of interest income on sales-type leases and direct-financing leases, which are recognized as other revenue over the life of each respective lease using the interest method.

(C) FOREIGN CURRENCY TRANSLATION

For foreign operations with functional currencies other than the Japanese yen, assets and liabilities are translated at the exchange rates in effect at each fiscal year-end, and income and expenses are translated at the average rates of exchange prevailing during each fiscal year. The resulting translation adjustments are included as a part of accumulated other comprehensive income (loss) in equity.

All foreign currency transaction gains and losses are included in other income and expenses in the period incurred.

(D) CASH EQUIVALENTS

Cash and cash equivalents include highly liquid investments with maturities of three months or less at the date of purchase such as time deposits and short-term investment securities which are available-for-sale at any time, present insignificant risk of changes in value due to being readily convertible into cash and have an original maturity of three months or less, such as money management funds and free financial funds.

(E) DERIVATIVE FINANCIAL INSTRUMENTS AND HEDGING ACTIVITIES

As discussed further in Note 7, Ricoh manages its exposure to certain market risks, primarily foreign currency and interest rate risks, through the use of derivative instruments. As a matter of policy, Ricoh does not enter into derivative contracts for trading or speculative purposes.

Ricoh recognizes all derivative instruments as either assets or liabilities in the consolidated balance sheets and measures those instruments at fair value. When Ricoh enters into a derivative contract, it makes a determination as to whether or not for accounting purposes the derivative is part of a hedging relationship. In general, a derivative may be designated as either (1) a hedge of the fair value of a recognized asset or liability or an unrecognized firm commitment ("fair value hedge"), (2) a hedge of the variability of the expected cash flows associated with an existing asset or liability or a forecasted transaction ("cash flow hedge"), or (3) a foreign currency fair value or cash flow hedge ("foreign currency hedge"). Ricoh formally documents all relationships between hedging instruments and hedged items, as well as its

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risk-management objective and strategy for undertaking various hedge transactions. This process includes linking all derivatives that are designated as fair value, cash flow, or foreign currency hedges to specific assets and liabilities on the consolidated balance sheets or to specific firm commitments or forecasted transactions.

For derivative contracts that are designated and qualify as fair value hedges including foreign currency fair value hedges, the derivative instrument is marked-to-market with gains and losses recognized in current period earnings to offset the respective losses and gains recognized on the change in fair value of the hedged item. For derivative contracts that are designated and qualify as cash flow hedges including foreign currency cash flow hedges, the effective portion of gains and losses on these contracts is reported as a component of accumulated other comprehensive income (loss) and reclassified into earnings in the same period the hedged item or transaction affects earnings. Any hedge ineffectiveness on cash flow hedges is immediately recognized in earnings. For all derivative instruments that are not designated as part of a hedging relationship and for designated derivative instruments that do not qualify for hedge accounting, the contracts are recorded at fair value with the gain or loss recognized in current period earnings.

(F) ALLOWANCE FOR DOUBTFUL TRADE RECEIVABLES AND FINANCE RECEIVABLES

Ricoh records allowances for doubtful receivables that are based upon historical experience and specific customer collection issues. The estimated amount of probable credit losses in its existing receivables is determined from write-off history adjusted to reflect current economic conditions and specific allowances for receivables including nonperforming leases, impaired loans or other accounts for which Ricoh has concluded it will be unable to collect all amounts due according to original terms of the lease or loan agreement. Account balances net of expected recovery from available collateral are charged-off against the allowances when collection is considered remote.

(G) SECURITIES

Ricoh's investments in debt and marketable equity securities are classified as available-for-sale securities. Available-for-sale securities are reported at fair value with unrealized gains and losses, net of related taxes, reported in accumulated other comprehensive income (loss). Available-for-sale securities, which mature or are expected to be sold in one year, are classified as current assets.

Individual securities classified as available-for-sale securities are reduced to fair market value by a charge to income for other than temporary declines in value. Factors considered in assessing whether an indication of other than temporary impairment exists with respect to available-for-sale securities include: financial condition and near term prospects of issuer and intent and ability of Ricoh to retain its investments for a period of time sufficient to allow for any anticipated recovery in market value.

The cost of the securities sold is computed based on the average cost of each security held at the time of sale.

Investments in affiliated companies over which Ricoh has the ability to exercise significant influence, but does not hold a controlling financial interest, are accounted for by the equity method.

Non-marketable equity securities owned by Ricoh primarily relate to less than 20% owned companies and funds are stated at cost unless indication of impairment exist, which require the investment to be written down to its estimated fair value.

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(H) INVENTORIES

Inventories are mainly stated at the lower of average cost or net realizable values. Inventory costs include raw materials, labor and manufacturing overheads.

(I) PROPERTY, PLANT AND EQUIPMENT

For the Company and its domestic subsidiaries, depreciation of property, plant and equipment is computed principally by using the declining-balance method over the estimated useful lives. Most of the foreign subsidiaries have adopted the straight-line method for computing depreciation. The depreciation period generally ranges from 5 years to 50 years for buildings and 2 years to 12 years for machinery and equipment.

Ordinary maintenance and repairs are charged to expense as incurred. Major replacements and improvements are capitalized. When properties are retired or otherwise disposed of, the property and related accumulated depreciation accounts are relieved of the applicable amounts, and any differences are included in earnings.

(J) CAPITALIZED SOFTWARE COSTS

Ricoh capitalizes certain internal and external costs incurred to acquire or create internal use software during the application development stage as well as upgrades and enhancements that result in additional functionality. The capitalized software is amortized on a straight line basis generally from 3 years to 5 years.

(K) GOODWILL AND OTHER INTANGIBLE ASSETS

Goodwill is not amortized and is required to be tested at least annually for impairment. Acquired intangible assets with a definite useful life are amortized over their respective estimated useful lives and reviewed for impairment when an indication of impairment is identified. Other intangible assets with definite useful lives, consisting primarily of software, customer relationships and trademarks are amortized on a straight line basis over 1 year to 20 years. Any acquired intangible assets determined to have an indefinite useful life are not amortized, but instead are tested annually for impairment based on its fair value until its life would be determined to no longer be indefinite. In performing the test, Ricoh utilizes the two-step approach prescribed. The first step requires a comparison of the carrying amount of the reporting units to the fair value of these units. If the carrying amount of a reporting unit exceeds its fair value, Ricoh will perform the second step of the goodwill impairment test to measure the amount of impairment loss, if any.

(L) PENSION AND RETIREMENT ALLOWANCES PLANS

Ricoh recognizes the overfunded or underfunded status of the defined benefit plans as an asset or liability in the consolidated balance sheet, with a corresponding adjustment to accumulated other comprehensive income (loss), net of tax. The expected long-term rate of return on plan assets used for pension accounting is determined based on the historical long-term rate of return on plan assets. The discount rate is determined based on the rates of return of high-quality fixed-income investments currently available and expected to be available during the period to maturity of the pension benefits.

(M) INCOME TAXES

Deferred tax assets and liabilities are recognized for the future tax consequences attributable to differences between the financial statement carrying amounts of existing assets and liabilities and their respective tax bases and operating loss and tax credit carryforwards. Deferred tax assets and liabilities are measured using enacted tax rates expected to apply to taxable income in the years in which those temporary differences and carryforwards are expected to be realized or settled. The effect on deferred tax assets and liabilities of a change in tax rates is recognized in income in the period that includes the enactment date.

On April 1, 2007, Ricoh adopted the guidance on accounting for uncertainty in income taxes which requires a more-likely-than-not threshold for financial statement recognition and measurement of tax positions taken or expected to be taken in a tax return. Ricoh recognizes interest and penalties related to unrecognized tax benefits in provision for income taxes in the consolidated statements of income.

(N) RESEARCH AND DEVELOPMENT EXPENSES AND ADVERTISING COSTS

Research and development expenses and advertising costs are expensed as incurred.

(O) SHIPPING AND HANDLING COSTS

Shipping and handling costs, which mainly include transportation to customers, are included in selling, general and administrative expenses in the consolidated statements of income.

(P) IMPAIRMENT OR DISPOSAL OF LONG-LIVED ASSETS

Long-lived assets and acquired intangible assets with a definite life are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount of an asset or asset group may not be recoverable. Recoverability of assets to be held and used is assessed by comparing the carrying amount of an asset or asset group to the expected future undiscounted net cash flows of the asset or asset group. If an asset or asset group is considered to be impaired, the impairment charge to be recognized is measured as the amount by which the carrying amount of the asset or asset group exceeds fair value. Long-lived assets meeting the criteria to be considered as held for sale are reported at the lower of their carrying amount or fair value less costs to sell.

(Q) NET INCOME ATTRIBUTABLE TO RICOH COMPANY, LTD. PER SHARE

Basic net income attributable to Ricoh Company, Ltd. per share of common stock is calculated by dividing net income attributable to Ricoh Company, Ltd. by the weighted-average number of shares of common stock outstanding during the period. The calculation of diluted net income attributable to Ricoh Company, Ltd. per share of common stock is similar to the calculation of basic net income attributable to Ricoh Company, Ltd. per share, except that the weighted-average number of shares outstanding includes the additional dilution from potential common stock equivalents such as convertible bonds.

(R) NON-CASH INVESTING AND FINANCING TRANSACTIONS

Non-cash investing and financing transactions are as follows:

	Millions of Yen First quarter ended	
	2009	2010
Debt assumed in connection with business acquisition	Yen 3,941	--
Debt assumed with adoption of new accounting standards regarding consolidation of VIE	--	Yen 20,229

(S) USE OF ESTIMATES

Management of Ricoh has made a number of estimates and assumptions that affect the reported amounts of assets, liabilities, revenues and expenses and the disclosures of fair value of financial instruments and contingent assets and liabilities, to prepare these financial statements in conformity with U.S. generally accepted accounting principles. Actual results could differ from those estimates.

Ricoh has identified seven areas where it believes assumptions and estimates are particularly critical to the consolidated financial statements. These are determination of the allowance for doubtful receivables, impairment of securities, impairment of long-lived assets including goodwill, uncertain tax positions, realizability of deferred tax assets, the valuation of assets and liabilities in business combinations and pension accounting.

(T) RECENTLY ADOPTED NEW ACCOUNTING STANDARDS

In December 2009, the FASB issued Accounting Standard Update ("ASU") 2009-16. This ASU eliminates the concept of a qualifying special-purpose entity, establishes conditions for reporting a transfer of a portion of a financial asset as a sale, clarifies the financial-asset derecognition criteria, revises how interests retained by the transferor in a sale of financial assets initially are measured, removes the guaranteed mortgage securitization recharacterization provisions and requires additional disclosures. It is effective for fiscal years beginning after November 15, 2009 and for subsequent interim and annual reporting periods, and was adopted by Ricoh in the first quarter beginning April 1, 2010.

In December 2009, the FASB issued ASU 2009-17. This ASU requires an enterprise to perform an analysis to identify the primary beneficiary of a variable interest entity and also requires ongoing reassessments of whether an enterprise is the primary beneficiary of a variable interest entity. It is effective for fiscal years beginning after November 15, 2009 and for subsequent interim and annual reporting periods and earlier application is prohibited. It was adopted by Ricoh in the first quarter beginning April 1, 2010.

Regarding an effect on Ricoh's consolidated financial position or results of operations by adoption of ASU 2009-16 and ASU 2009-17, refer to Note 11-variable interest entity.

(U) NEW ACCOUNTING STANDARDS NOT YET ADOPTED

In October 2009, the FASB issued ASU 2009-13. This ASU eliminates the residual method of revenue recognition and allows the use of management's best estimate of selling price for individual elements of an arrangement when vendor specific objective evidence (VSOE) or third-party evidence (TPE) is unavailable. This ASU is effective for fiscal years beginning on or after June 15, 2010 and early adoption is permitted. If Ricoh does not elect early adoption, this ASU will be adopted by Ricoh in the first quarter beginning April 1, 2011. Ricoh is currently evaluating the effect that adoption of this ASU will have on its consolidated results of operations and financial condition.

In October 2009, the FASB issued ASU 2009-14. This ASU amends the scope of pre-existing software revenue guidance by removing from the guidance non-software components of tangible products and certain software components of tangible products. It is effective for fiscal years beginning on or after June 15, 2010 and early adoption is permitted. If Ricoh does not elect early adoption, this ASU will be adopted by

Ricoh in the first quarter beginning April 1, 2011. Ricoh is currently evaluating the effect that adoption of this ASU will have on its consolidated results of operations and financial condition.

2. SECURITIES

Investment securities as of June 30, 2010 and March 31, 2010 consist of the following:

	Millions of Yen	
	June 30, 2010	March 31, 2010
Investment securities:		
Available-for-sale securities	43,994	46,624
Non-marketable equity securities	2,550	2,425
	46,544	49,049

The noncurrent security types of available-for-sale securities, and the respective cost, gross unrealized holding gains, gross unrealized holding losses and fair value as of June 30, 2010 and March 31, 2010 are as follows:

	Millions of Yen							
	June 30, 2010				March 31, 2010			
	Cost	Gross unrealized holding gains	Gross unrealized holding losses	Fair value	Cost	Gross unrealized holding gains	Gross unrealized holding losses	F v
Noncurrent:								
Equity securities	41,524	2,964	2,317	42,171	40,552	5,300	1,093	4
Corporate debt securities	1,709	114	--	1,823	1,778	87	--	
	43,233	3,078	2,317	43,994	42,330	5,387	1,093	4

Gross unrealized holding losses and the fair value of available-for-sale securities, aggregated by investment category and length of time that individual securities have been in a continuous unrealized loss position at June 30, 2010 and March 31, 2010 are as follows:

Millions of Yen

	June 30, 2010					
	Less than 12 months		12 months or longer		Total	
	Fair value	Gross unrealized holding losses	Fair value	Gross unrealized holding losses	Fair value	Gross unrealized holding losses
Noncurrent:						
Available-for-sale:						
Equity securities	27,601	2,080	1,022	237	28,623	2,317

	Millions of Yen					
	March 31, 2010					
	Less than 12 months		12 months or longer		Total	
	Fair value	Gross unrealized holding losses	Fair value	Gross unrealized holding losses	Fair value	Gross unrealized holding losses
Noncurrent:						
Available-for-sale:						
Equity securities	26,871	836	985	257	27,856	1,093

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Gross unrealized holding losses of available-for-sale securities as of June 30, 2010 and March 31, 2010 consist of 43 and 37 kinds of securities. Ricoh judged the decline in fair value of investment securities at period end to be temporary, with considering such factors as financial and operating conditions of issuer, the industry in which the issuer operates and other relevant factors.

The contractual maturities of debt securities classified as available-for-sale as of June 30, 2010 are as follows:

	Millions of Yen	
	Cost	Fair value
Due after one year through five years	322	329
Over five years	1,387	1,494
	1,709	1,823

Proceeds from the sales of available-for-sale securities were Yen 910 million and Yen 4 million for the first quarter ended June 30, 2009 and 2010, respectively.

There were no significant realized gains or losses on sales of available-for-sale securities for the first quarter ended June 30, 2009 and 2010.

There were no significant realized gains or losses on valuation of available-for-sale securities for the first quarter ended June 30, 2009 and 2010.

3. INCOME TAXES

The estimated annual effective tax rate for fiscal year ending March 31, 2011 was approximately 47 percent as of June 30, 2010. The estimated rate differed from the approximately 41 percent statutory tax rate due primarily to the net increase in valuation allowance for deferred tax assets.

4. EQUITY

The change in Ricoh shareholders' equity, noncontrolling interests and total equity for the three months ended June 30, 2009 and 2010 is as follow:

Ricoh adopted ASU 2009-17 on April 1, 2010. The adoption of this ASU resulted in adjustments to change in Ricoh shareholders' equity, noncontrolling interests and total equity as of April 1, 2010.

	Millions of Yen			
	Three months ended June 30, 2009			Three months
	Ricoh Shareholders' Equity	Noncontrolling Interests	Total Equity	Ricoh Shareholders' Equity
Equity, Beginning of Period	975,373	48,977	1,024,350	973,341
Cumulative effect of a change in accounting principle - adoption of accounting guidance for a variable interest entity, net of tax	--	--	--	(410)
Equity, Beginning of Period as adjusted	975,373	48,977	1,024,350	972,931
Net income	903	637	1,540	7,333
Unrealized gains (losses) on securities	3,472	43	3,515	(2,098)
Pension liability adjustments	2,800	25	2,825	145
Unrealized losses on derivatives	(351)	(1)	(352)	(444)
Foreign currency translation adjustments	5,779	24	5,803	(40,008)
Comprehensive income(loss)	12,603	728	13,331	(35,072)
Cash dividends on Common stock	(10,885)	--	(10,885)	(11,972)
Distributions to Noncontrolling interests	--	(282)	(282)	--
Payment to acquire Treasury stock	(23)	--	(23)	(24)
Other	(2)	--	(2)	--
Equity, End of Period	977,066	49,423	1,026,489	925,863

5. DIVIDENDS

Cash dividends paid during the first quarter ended June 30, 2010 is as follows:

Resolved at the General meetings of Shareholders on June 25, 2010

Total amount of dividends (million of yen)	11,972
Dividend per share of common stock (yen)	16.50
Record date	March 31, 2010
Effective date	June 28, 2010
Resource for dividend	Retained earnings

6. PER SHARE DATA

Ricoh shareholders' equity per share was Yen 1,276.04 and Yen 1,341.45 as of June 30, 2010 and March 31, 2010, respectively. Dividends per share shown in the consolidated statement of income are computed based on dividends paid for the first quarter ended June 30, 2010 and the year ended March 31, 2010.

A reconciliation of the numerator and the denominators of the basic and diluted per share computations for net income attributable to Ricoh Company, Ltd. are as follows:

	Thousands of shares	
	First quarter ended June 30, 2009	First quarter June 30, 20
Weighted average number of shares of common stock outstanding	725,680	725,580
Effect of dilutive securities:		
Euro Yen Zero Coupon Convertible Bonds		
- Due December 2011	19,741	19,741
Diluted shares of common stock outstanding	745,421	745,321

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	Millions of Yen	
	First quarter ended June 30, 2009	First quarter en June 30, 2010
Net income attributable to Ricoh Company, Ltd.	903	7,333
Effect of dilutive securities:		
Euro Yen Zero Coupon Convertible Bonds		
- Due December 2011	(6)	(6)
Diluted net income attributable to Ricoh Company, Ltd.	897	7,327

	Yen	
	First quarter ended June 30, 2009	First quarter en June 30, 2010
Net income attributable to Ricoh Company, Ltd. per share:		
Basic:		
Basic: Net income attributable to Ricoh Company, Ltd.	1.24	10.11
Diluted:		
Diluted: Net income attributable to Ricoh Company, Ltd.	1.20	9.83

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7. DERIVATIVE FINANCIAL INSTRUMENTS

Risk Management Policy

Ricoh enters into various derivative financial instrument contracts in the normal course of business in connection with the management of its assets and liabilities.

Ricoh uses derivative instruments to reduce risk and protect market value of assets and liabilities in conformity with the Ricoh's policy. Ricoh does not use derivative financial instruments for trading or speculative purposes, nor is it a party to leveraged derivatives.

All derivative instruments are exposed to credit risk arising from the inability of counterparties to meet the terms of the derivative contracts. However, Ricoh does not expect any counterparties to fail to meet their obligations because these counterparties are financial institutions with satisfactory credit ratings. Ricoh utilizes a number of counterparties to minimize the concentration of credit risk.

Foreign Exchange Risk Management

Ricoh conducts business on a global basis and holds assets and liabilities denominated in foreign currencies. Ricoh enters into foreign exchange contracts and foreign currency options to hedge against the potentially adverse impacts of foreign currency fluctuations on these assets and liabilities denominated in foreign currencies.

Interest Rate Risk Management

Ricoh enters into interest rate swap agreements to hedge against the potential adverse impacts of changes in fair value or cash flow fluctuations on interest of its outstanding debt.

Fair Value Hedges

Changes in the fair value of derivative instruments and the related hedged items designated and qualifying as fair value hedges are included in other (income) expenses in the consolidated statements of income. There is no hedging ineffectiveness nor are net gains or losses excluded from the assessment of hedge effectiveness for the first quarter ended June 30, 2010 as the critical terms of the interest rate swap match the terms of the hedged debt obligations.

Cash Flow Hedges

Changes in the fair value of derivative instruments designated and qualifying as cash flow hedges are included in accumulated other comprehensive income (loss) on the consolidated balance sheets. These amounts are reclassified into earnings as interest on the hedged loans is paid. There is no hedging ineffectiveness nor are net gains or losses excluded from the assessment of hedge effectiveness for the first quarter ended June 30, 2010 as the critical terms of the interest rate swap match the terms of the hedged debt obligations. Ricoh expects that it will reclassify into earnings through other (income) expenses during the next 12 months approximately Yen 28 million of the balance of accumulated other comprehensive income as of June 30, 2010.

Undesignated Derivative Instruments

Derivative instruments not designated as hedging instruments are held to reduce the risk relating to the variability in exchange rates on assets and liabilities denominated in foreign currencies. Changes in the fair value of these instruments are included in other (income) expenses in the consolidated statement of income.

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Contract amounts of derivative instruments at March 31, 2010 and June 30, 2010 are shown in the following tables:

	Millions of Yen	
	June 30, 2010	March 31, 2010
Interest rate swap agreements	296,710	297,501
Foreign currency contracts	160,536	138,283
Foreign currency options	6,559	29,143

The location and fair value amounts of derivatives in consolidated balance sheet are shown in the following tables:

Derivatives designated as hedging instruments

	Current			Long-term	
	Fair value			Fair value	
	Balance sheet Location	Millions of Yen		Balance sheet Location	Milli
Asset Derivatives		June 30, 2010	March 31, 2010		June 30 2010
Interest rate swap agreements	Deferred income			Lease deposits	

	taxes and other	Yen 38	Yen 40	and other	Yen
Liability Derivatives		June 30, 2010	March 31, 2010		June 30 2010
Interest rate swap agreements	Accrued expenses and other	Yen 25	Yen 10	Deferred income taxes and other	Yen 3,2

Derivatives not designated as hedging instruments

	Current			Long-term	
	Fair value			Fair value	
	Balance sheet Location	Millions of Yen		Balance sheet Location	Milli
Asset Derivatives		June 30, 2010	March 31, 2010		June 3 2010
Interest rate swap agreements		Yen 15	Yen --		Yen --
Foreign currency contracts	Deferred income taxes and other	2,977	356	Lease deposits and other	5
Foreign currency options		482	128		-
Total		Yen 3,474	Yen 484		Yen 5
Liability Derivatives		June 30, 2010	March 31, 2010		June 3 2010
Interest rate swap agreements		Yen 72	Yen 46		Yen 13
Foreign currency contracts	Accrued expenses and other	4,601	4,076	Deferred income taxes and other	32
Foreign currency options		50	426		-
Total		Yen 4,723	Yen 4,548		Yen 46

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Total fair value amounts of derivatives

	Millions of Yen	
	Fair value	
	June 30, 2010	March 31, 2010
Total Asset Derivatives	Yen 3,568	Yen 536
Total Liability Derivatives	Yen 8,473	Yen 7,586

The location and amount of gains and losses related to derivatives reported in the consolidated statement of income for the first quarter ended June 30, 2009 are shown in the following tables:

Derivatives designated as hedging instruments

	Millions of Yen				
	Gain or (Loss) Recognized in OCI on Derivative (Effective Portion)	Gain or (Loss) Reclassified from Accumulated OCI Into Income (Effective Portion)		Gain or (Los Derivati	
	Amount	Location	Amount	Location	
Cash flow hedge					
Interest rate swap agreements	(368)	Interest expense	(16)	--	

	Millions of Yen			
	Gain or (Loss) Recognized in Income on Derivative		Gain or (Loss) on Hedged Recognized in Incom	
	Location	Amount	Location	Amo
Fair value hedge				
Interest rate swap agreements	Interest and dividend income	52	Interest expense	(9

Derivatives not designated as hedging instruments

	Gain or (Loss) Recognized in Income on Derivative	
	Location	Millions of Yen
		June 30, 2009
Interest rate swap agreements	Other, net	Yen 23
Foreign currency contracts	Foreign currency exchange (gain) loss, net	230
Foreign currency options	Foreign currency exchange (gain) loss, net	1,044
Total		Yen 1,297

The location and amount of gains and losses related to derivatives reported in the consolidated statement of income for the first quarter ended June 30, 2010 are shown in the following tables:

Derivatives designated as hedging instruments

	Millions of Yen				
	Gain or (Loss) Recognized in OCI on Derivative (Effective Portion)	Gain or (Loss) Reclassified from Accumulated OCI Into Income (Effective Portion)		Gain or (Los Derivativ	
	Amount	Location	Amount	Location	
Cash flow hedge					
Interest rate swap agreements	(480)	Interest expense	(35)	--	

	Millions of Yen			
	Gain or (Loss) Recognized in Income on Derivative		Gain or (Loss) on Hedged Item Recognized in Income	
	Location	Amount	Location	Amount
Fair value hedge				
Interest rate swap agreements	Interest and dividend income	30	Interest expense	(39)

Derivatives not designated as hedging instruments

	Gain or (Loss) Recognized in Income on Derivative	
	Location	Millions of Yen June 30, 2010
Interest rate swap agreements	Other, net	Yen 92
Foreign currency contracts	Foreign currency exchange (gain) loss, net	4,452
Foreign currency options	Foreign currency exchange (gain) loss, net	730
Total		Yen 5,274

8. COMMITMENTS AND CONTINGENT LIABILITIES

Ricoh was contingently liable for certain guarantees including employees housing loans of Yen 213 million as of June 30, 2010.

As of June 30, 2010 the Company and certain of its subsidiaries were parties to litigation involving routine matters, such as patent rights. In the opinion of management, the ultimate liability, if any, resulting from

such litigation will not materially affect the consolidated financial position or the results of operations of Ricoh.

9. DISCLOSURES ABOUT THE FAIR VALUE OF FINANCIAL INSTRUMENTS

(A) CASH AND CASH EQUIVALENTS, TIME DEPOSITS, TRADE RECEIVABLES, SHORT-TERM BORROWINGS, CURRENT MATURITIES OF LONG-TERM INDEBTEDNESS, TRADE PAYABLES AND ACCRUED EXPENSES

The carrying amounts approximate fair values because of the short maturities of these instruments.

(B) INVESTMENT SECURITIES

The fair value of the investment securities is principally based on quoted market price. Ricoh have not estimated the fair value of non-marketable equity securities, as it is not practicable. Because there were no quoted market prices for non-marketable equity securities and each security had different nature and characteristics, reasonable estimates of fair values could not be made without incurring excessive costs. The acquisition cost of non-marketable equity securities was Yen 2,550 million and Yen 2,425 million as of June 30, 2010 and March 31, 2010, respectively.

(C) INSTALLMENT LOANS

The fair value of installment loans is based on the present value of future cash flows using the current interest rate for similar instruments of comparable maturity.

(D) LONG-TERM INDEBTEDNESS

The fair value of each of the long-term indebtedness instruments is based on the present value of future cash flows associated with each instrument discounted using the current borrowing rate for similar instruments of comparable maturity. Ricoh newly recognized Yen 14,565 million as Long-term indebtedness conform with adoption of New Accounting Standards, refer to Note 11-variable interest entity.

(E) INTEREST RATE SWAP AGREEMENTS

The fair value of interest rate swap agreements is estimated by obtaining quotes from brokers.

(F) FOREIGN CURRENCY CONTRACTS AND FOREIGN CURRENCY OPTIONS

The fair value of foreign currency contracts and foreign currency options is estimated by obtaining quotes from brokers.

The estimated fair value of the financial instruments as of June 30, 2010 and March 31, 2010 are summarized as follows:

Millions of Yen

	June 30, 2010		March 31, 2010	
	Carrying amount	Estimated fair value	Carrying amount	Estimated fair value
Investment securities	46,544	46,544	49,049	49,049
Installment loans	67,966	67,941	67,505	68,739
Long-term indebtedness	(601,235)	(586,029)	(514,718)	(501,311)
Interest rate swap agreements, net	(3,443)	(3,443)	(2,685)	(2,685)
Foreign currency contracts, net	(1,894)	(1,894)	(4,067)	(4,067)
Foreign currency options, net	432	432	(298)	(298)

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Limitations: Fair value estimates are made at a specific point in time, based on relevant market information and information about the financial instrument. These estimates are subjective in nature and involve uncertainties and matters of significant judgment and therefore cannot be determined with precision. Changes in assumptions could significantly affect the estimates.

10. FAIR VALUE MEASUREMENTS

Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. The three-level fair value hierarchy that prioritizes the inputs used to measure fair value is established. The three levels of inputs used to measure fair value are as follows:

Level 1 - Inputs are quoted prices in active markets for identical assets or liabilities.

Level 2 - Inputs are quoted prices for similar assets or liabilities in an active market, quoted prices for identical or similar assets or liabilities in markets that are not active, inputs other than quoted prices that are observable and market-corroborated inputs which are derived principally from or corroborated by observable market data.

Level 3 - Inputs are derived from valuation techniques in which one or more significant inputs or value drivers are unobservable.

The following tables present the fair-value hierarchy levels of Ricoh's assets and liabilities that are measured at fair value on a recurring basis as of June 30, 2010 and March 31, 2010.

	Millions of Yen			
	June 30, 2010			
	Level 1	Level 2	Level 3	Total
Assets:				
Available-for-sale securities:				

Domestic equity securities	35,927	--	--	35,927
Foreign equity securities	6,244	--	--	6,244
Foreign corporate bonds	1,823	--	--	1,823
Derivative instruments				
Interest rate swap agreements	--	53	--	53
Foreign currency contracts	--	3,033	--	3,033
Foreign currency options	--	482	--	482
Total assets	43,994	3,568	--	47,562
Liabilities:				
Derivatives instruments				
Interest rate swap agreements	--	3,496	--	3,496
Foreign currency contracts	--	4,927	--	4,927
Foreign currency options	--	50	--	50
Total liabilities	--	8,473	--	8,473

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	Millions of Yen			
	March 31, 2010			
	Level 1	Level 2	Level 3	Total
Assets:				
Available-for-sale securities:				
Domestic equity securities	36,946	--	--	36,946
Foreign equity securities	7,813	--	--	7,813
Foreign corporate bonds	1,865	--	--	1,865
Derivative instruments				
Interest rate swap agreements	--	52	--	52
Foreign currency contracts	--	356	--	356
Foreign currency options	--	128	--	128
Other investments	--	--	5,816	5,816
Total assets	46,624	536	5,816	52,976
Liabilities:				
Derivatives instruments				
Interest rate swap agreements	--	2,737	--	2,737
Foreign currency contracts	--	4,423	--	4,423
Foreign currency options	--	426	--	426
Total liabilities	--	7,586	--	7,586

Available-for-sale securities

Available-for-sale securities classified Level 1 in the fair value hierarchy contains marketable securities and bonds. Marketable securities and bonds are valued using a market approach based on the quoted market prices of identical instruments in active markets.

Derivative instruments

Ricoh uses foreign exchange contracts, foreign currency options and interest rate swap agreements to manage exposure to the variability of cash flow. These derivative instruments are classified as Level 2 in the fair value hierarchy, since they are valued using observable market data such as LIBOR-based yield curves.

Other investments

Other investments classified as Level 3 in the fair value hierarchy represent the retained interests in securitizations of finance lease receivables in which Ricoh valued using cash flows discounted by an estimated interest rate reflecting underlying risks till March 31, 2010. Ricoh adopted the FASB New Accounting Standards as of beginning of fiscal year ending March 31, 2011, Ricoh consolidated this retained interests by this adoption, and Ricoh offset and eliminated it. The detail of this New Accounting Standards is summarized as follow Note 11-variable interest entity.

The following table presents the Other investments classified as Level 3 in the fair value hierarchy as of June 30, 2009.

	Millions of Yen
	First quarter ended June 30, 2009
	Other investments
Balance at beginning of period	4,293
Total gains or losses (realized and unrealized)	
Included in net income	--
Included in other comprehensive income (loss)	--
Sales, collections and repurchases, net	(4)
Balance at end of period	4,289

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11. VARIABLE INTEREST ENTITY

Ricoh sold certain finance lease receivables in prior years through revolving securitization transactions, which were structured as special purpose entities ("SPE"). The value assigned to undivided interests retained in these transactions was based on the fair value of retained interests as of a transfer of these receivables. Ricoh's retained interests were considered as variable interest, because Ricoh's retained interests were subordinate to the investors' interests and had the liability with received the potential losses. And, Ricoh was considered as primary beneficiary, because Ricoh was special servicer for the program. As a result, Ricoh consolidated the interests as VIE and recorded the assets and liabilities at their carrying amount as of beginning of fiscal year ending March 31, 2011. Adoption of the new accounting standards did not have a material effect on Ricoh's results of operation. The main impact of adopting the new accounting standards on Ricoh's consolidated financial position is as follows:

Millions of Yen

	First quarter ended June 30, 2010
Current maturities of long-term finance receivables, net	6,794
Long-term finance receivables, net	17,470
Current maturities of long-term indebtedness	5,664
Long-term indebtedness	14,565

Also, Ricoh decreased at their carrying amount as cumulative effect adjustment Yen 410 million to the opening balance of Retained earnings, and Yen 392 million to the opening balance of Noncontrolling interests as of April 1, 2010.

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12. SEGMENT INFORMATION

Ricoh's operating segments are comprised of Imaging & Solutions, including copiers and related supplies, communications and information systems, Industrial Products, including thermal media and semiconductors, and Other, including digital cameras.

Segment Profit (loss) is determined by subtracting cost of sales and selling, general and administrative expenses from sales, and is used by Ricoh's management in deciding how to allocate resources and in assessing performance. Segment Profit (loss) excludes certain corporate expenses, such as costs related to human resources, legal relations, investor relations, public relations, corporate planning and environmental activities.

The following tables present certain information regarding Ricoh's operating segments and by geographic areas for the first quarter ended June 30, 2009 and 2010.

(A) OPERATING SEGMENT INFORMATION

	Millions of Yen	
	First quarter ended June 30, 2009	First quart June 30,
Segment Sales:		
Imaging & Solutions	436,820	424,6
Industrial Products	25,648	29,0
Other	29,815	30,3
Intersegment transaction	(894)	(1,1
Total Segment Sales	491,389	482,9
Segment Profit (loss):		
Imaging & Solutions	23,859	37,9
Industrial Products	(354)	4
Other	(278)	(1
Total Segment Profit (loss)	23,227	38,2

Reconciling Items:		
Corporate expenses and Elimination	(17,151)	(16,4
Interest and dividend income	583	5
Interest expense	(2,103)	(1,8
Foreign currency exchange loss, net	(944)	(5,2
Other, net	(197)	1
Income before Income Taxes and Equity in Earnings of Affiliates	3,415	15,4

Intersegment sales represent sales of Industrial Products segment to Imaging & Solutions segment.

(B) GEOGRAPHIC INFORMATION

Sales which are attributed to countries based on location of customers are as follows:

	Millions of Yen	
	First quarter ended June 30, 2009	First quarter ended June 30, 2010
Sales-		
Japan	206,739	212,916
The Americas	142,770	133,410
Europe	113,750	103,117
Other	28,130	33,511
Consolidated	491,389	482,954

13. SUPPLEMENTARY INFORMATION TO THE STATEMENT OF INCOME

The following amounts were charged to selling, general and administrative expenses for the first quarter ended June 30, 2009 and 2010:

	Millions of Yen	
	First quarter ended June 30, 2009	First quarter ended June 30, 2010
Research and development costs	27,280	25,670
Advertising costs	1,981	2,197
Shipping and handling costs	4,266	4,204