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RICOH CO LTD
Form 6-K
February 22, 2013

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 February 2013

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 ☒ 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 ☒

(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)

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By: /S/ Zenji Miura

Zenji Miura
Deputy President and
Chief Financial Officer

February 22, 2013

February 22, 2013

Dear Shareholders,

Representative Director,
President and Chief Executive Officer
Shiro Kondo

NOTIFICATION OF PERSONNEL CHANGE OF REPRESENTATIVE DIRECTOR, PRESIDENT AND CHIEF EXECUTIVE OFFICER

Ricoh Company, Ltd. announces a personnel change of Representative Director, President and Chief Executive Officer as approved by the Meeting of the Board of Directors held today, February 22, 2013.

1. Background of the change

Since Mr. Kondo became president of Ricoh in 2007, the company, under his leadership, has been fully engaged in creating customer value through expanding its business domain from office equipment to production printing and other new businesses including MDS and IT Services, while actively globalizing through strategic acquisitions. At the same time, Ricoh was adversely affected by a series of major events such as the global financial crisis in 2008, the March 2011 Earthquake and Tsunami in Japan and the floods in Thailand the same year. Even under such extreme circumstances, the Ricoh Group pursued vigorous measures including extensive structural reforms to reinvigorate the business. In the spirit of these initiatives and to further bolster the business and reinforce the earnings structure, the company is announcing a series of changes at the top.

2. Content of the decision

Personnel change of Representative Director, President and Chief Executive Officer

| Name | New | Current |
|-----------------|---|--|
| ----- | ----- | ----- |
| Mr. Shiro Kondo | Representative Director Chairman | Representative Director President and Chief Executive Officer |
| Mr. Zenji Miura | Representative Director President and Chief Executive Officer | Representative Director Deputy President and Chief Financial Officer |

Mr. Masamitsu Sakurai will resign as Chairman of the board and will be appointed as Executive Adviser as of April 1, 2013.

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3. Profile

Name: Zenji Miura

Place of Birth: Aomori (Japan)

Date of Birth: 5th January, 1950

Education: Graduated from Sophia University
(Graduate School of Economics)

Career:

| | |
|-----------|---|
| Apr. 1976 | Joined the Company |
| Jan. 1993 | President of Ricoh France S.A. |
| Oct. 2000 | Senior Vice President |
| Oct. 2000 | General Manager of Finance and Accounting Division |
| June 2003 | Executive Vice President |
| June 2004 | Managing Director |
| June 2005 | Director |
| June 2005 | Corporate Executive Vice President |
| June 2005 | CFO (Chief Financial Officer) (Current) |
| Apr. 2006 | General Manager of Corporate Planning Division |
| Apr. 2011 | Representative Director (Current) |
| Apr. 2011 | Deputy President (Current) |
| Apr. 2012 | Representative Director, Chairman of Pentax Ricoh Imaging Co., Ltd. (Current) |
| Apr. 2012 | Chairman and CEO (Chief Executive Officer) of Ricoh Americas Holdings, Inc. (Current) |
| May 2012 | General Manager of Americas Marketing Group (Current) |

4. Effective Date

April 1, 2013