

Nashua Investor Presentation

Chris Scoble

26 September 2007

NASHUA 

SAVING YOU TIME. SAVING YOU MONEY. PUTTING YOU FIRST

Nashua Ricoh relationship

- Nashua has been distributing Ricoh products for the last 30 years in the SA Market
- Nashua is currently Ricoh Europe's largest distributor
- Ricoh currently holds the number 1 position in the US , European and Japanese markets in MFP's
- Ricoh employs +- 300,000 workers worldwide
- Consolidated net sales in 2004 were 1,814 billion yen
- 8 % of non consolidated net sales is spent on R & D

NASHUA 

SAVING YOU TIME. SAVING YOU MONEY. PUTTING YOU FIRST

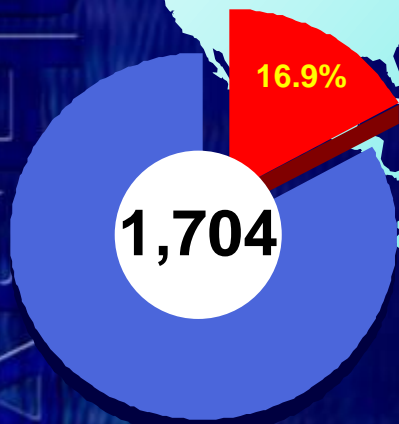
Ricoh Market Share

■ Placement & Share of B&W Office copier excluding PC

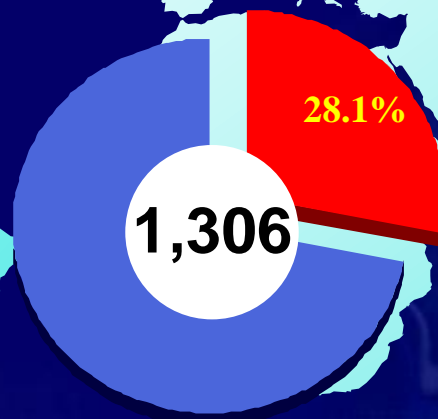
Americas

Europe
and Africa

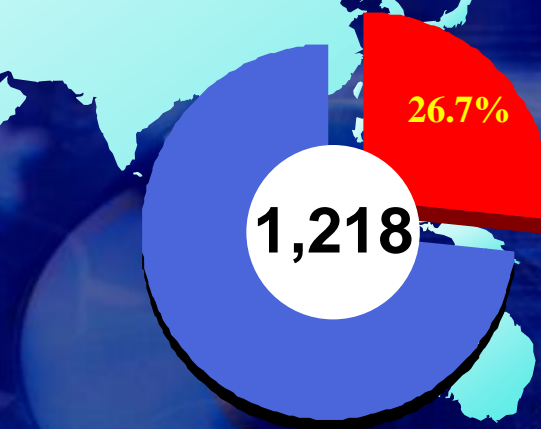
Asia
and Oceania



(including Canada, Central & South America)



(including Near East & Africa)



(including Japan)

World Share
23.2%

Total
placement
(000 units)

NASHUA

SAVING YOU TIME. SAVING YOU MONEY. PUTTING YOU FIRST

Ricoh Distributor of the year award 2004



NASHUA 

SAVING YOU TIME. SAVING YOU MONEY. PUTTING YOU FIRST

NASHUA

I
S
O
9
0
0
2



S A B S

NASHUA 

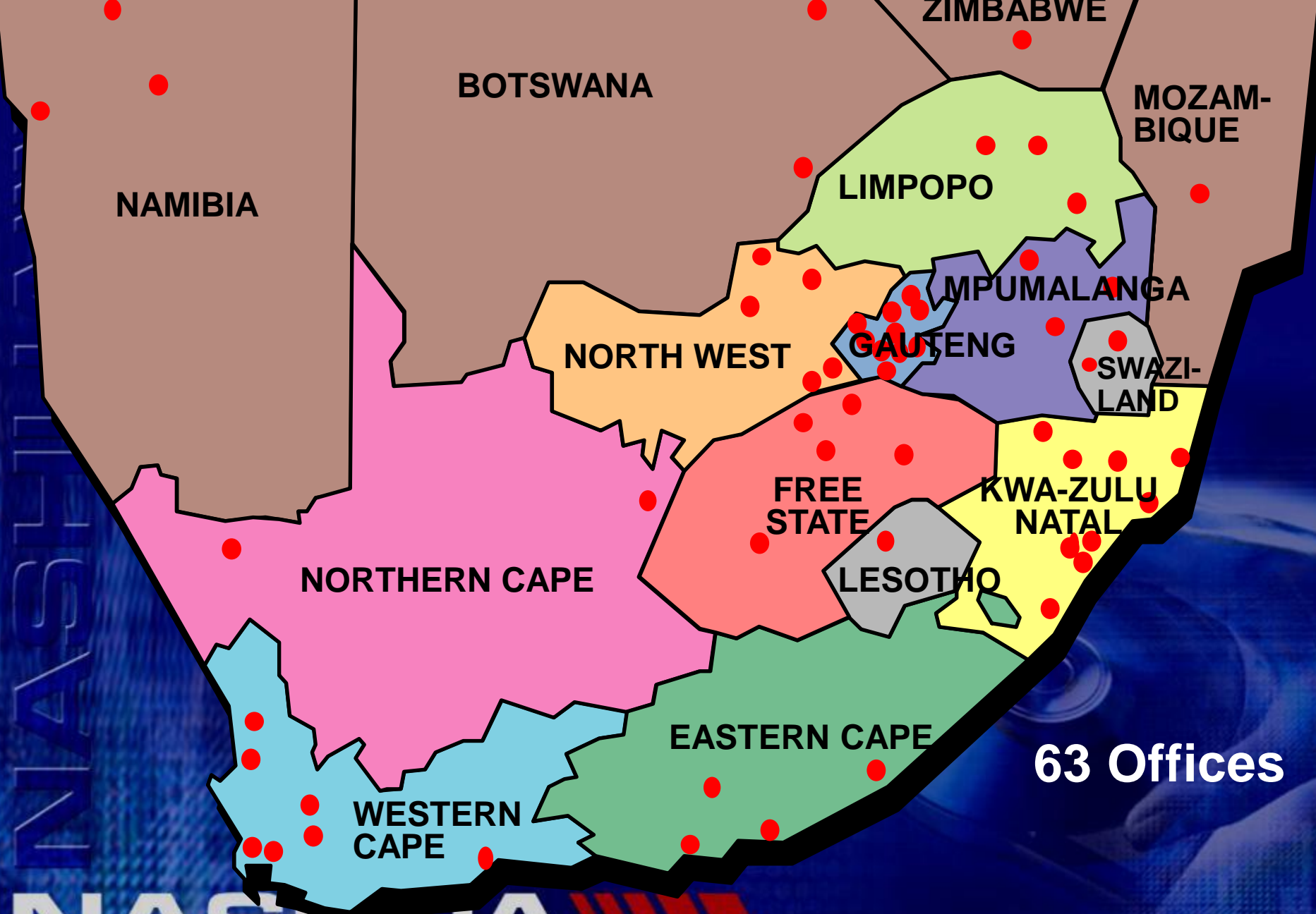
SAVING YOU TIME. SAVING YOU MONEY. PUTTING YOU FIRST

Nashua AS400

1. Links Franchise holders to Nashua Ltd
2. Real time business application
3. Intranet facilities
4. 52 connected Franchises at all times
5. Provide internet access and email connectivity
6. Training from Ricoh Europe via internet (Linc)
7. Direct link to suppliers (Ricoh One)
8. Full spectrum of business applications
9. 1400 users connected on the system
10. Ability to monitor and evaluate contracts all over SA
11. Has enabled Nashua to service the major corporates in SA

NASHUA 

SAVING YOU TIME. SAVING YOU MONEY. PUTTING YOU FIRST



63 Offices

Nashua North



Nashua Durban



NASHUA 

SAVING YOU TIME. SAVING YOU MONEY. PUTTING YOU FIRST

Nashua NE



Nashua P.E.



NASHUA 

SAVING YOU TIME. SAVING YOU MONEY. PUTTING YOU FIRST

NASHUA



Nashua Western Cape



Nashua Cape Town

NASHUA 
SAVING YOU TIME. SAVING YOU MONEY. PUTTING YOU FIRST

Nashua Marketing

- High Profile brand
- Aggressive Marketing Philosophy
- Household name
- Saving you time saving you money putting you first
- Customer focus
- Consistent corporate ID

NASHUA 

SAVING YOU TIME. SAVING YOU MONEY. PUTTING YOU FIRST

Sponsorships past and present



NASHUA 

SAVING YOU TIME. SAVING YOU MONEY. PUTTING YOU FIRST

Advertising – Giants Campaign

Empire/PH/10/05/10/02/04

To stay on
top, stand on
the shoulders
of a Giant.

NASHUA 

The Giant name in colour laser printers

They go further, work faster, think bigger. And still reach new heights of economy. Which is why every printer in the Nashua range of Colour Laser Printers, is a giant. Call 0800 122 222 for your nearest Nashua.

CL800 Windows Colour Printer - produces 8 pages per min in Colour / 31 pages per min in Black & White - **R2999**
CL1000N Small Workgroup Colour Printer - 8 pages per min in Colour / 31 ppm in Black & White - **R3999**
CL2000 Optional Wireless LAN Colour Printer - 16 pages per min in Colour / 16 ppm in Black & White - **R4999**
CL3100N Network Colour Printer - 17 pages per min in Colour / 21 ppm in Black & White - **R5999**
CL3100DN Duplex Network Colour Printer - 17 pages per min in Colour / 21 ppm in Black & White - **R6999**
Every Giant comes with guaranteed on-site service.

www.nashua.co.za

From
R2999⁰⁰
Incl. Lifetime Warranty

Saving you time Saving you money Putting you first

NASHUA 

SAVING YOU TIME. SAVING YOU MONEY. PUTTING YOU FIRST

Marketing Organisation of the year award 2004

Marketing Organisation of the Year
Achievement Award
for

Nashua Ltd, South Africa

This Award expresses Ricoh Europe's sincere appreciation for
an outstanding performance during 2004.

Date:
11th May, 2005

RICOH
Image Communication

K. Togashi



Chairman
RICOH Europe B.V.

NASHUA 

SAVING YOU TIME. SAVING YOU MONEY. PUTTING YOU FIRST

Product Offering

- Multifunctional Copiers/Printers B&W
- Printers
- Facsimile Devices
- Colour Multifunction Copier/printers
- Wide Format Printers
- Duplicators
- Storage & Retrieval software
- Tracking Software
- Consumables(toner/ink)
- PABX



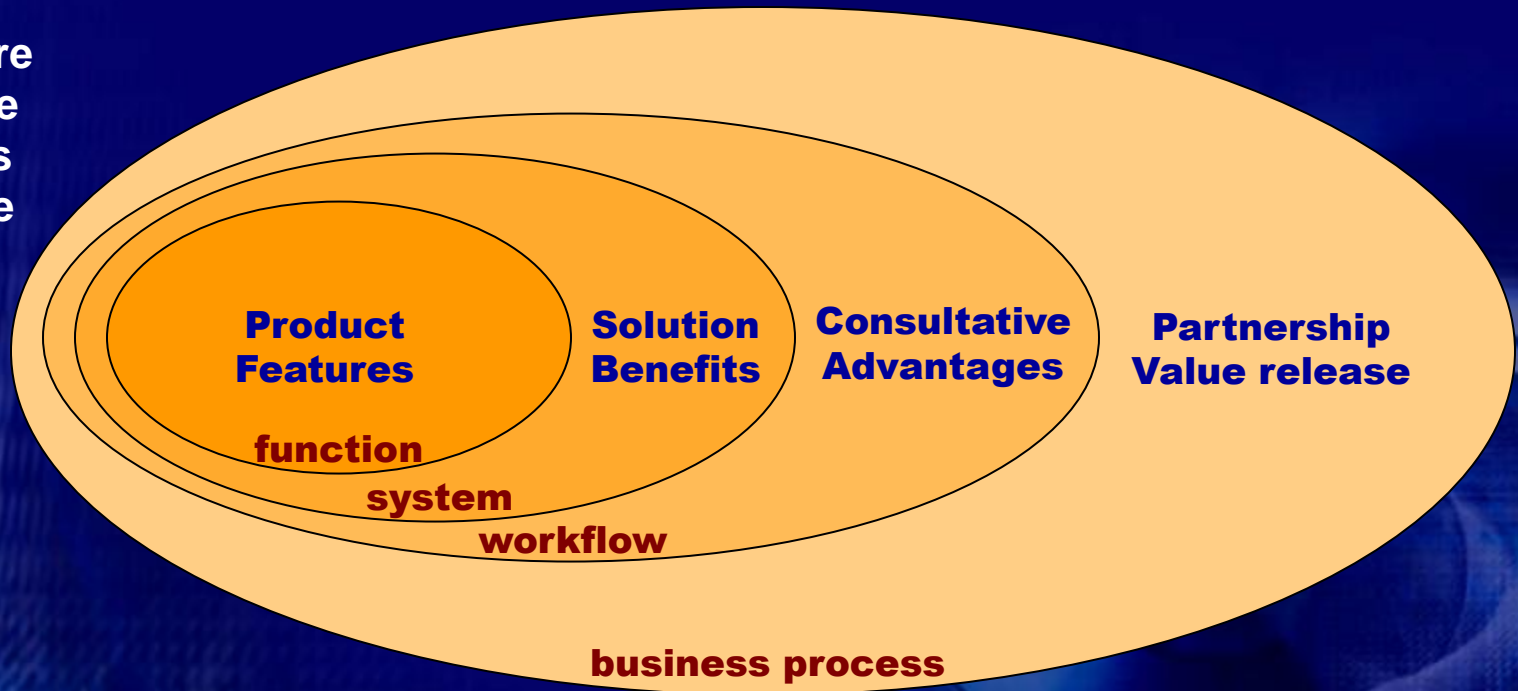
NASHUA 

SAVING YOU TIME. SAVING YOU MONEY. PUTTING YOU FIRST

Value Release Model

Value Chain = The way to differentiate

Hardware
Software
Services
Useware



Market Shares 2006

Distributor	Units 05	% Share	Units 06	% Share
Nashua	14833	22.5%	15455	23.8%
Konica Minolta	7115	10.8%	8488	13.1%
Kyocera	6269	9.5%	5443	8.4%
Xerox	6674	10.1%	5197	8.0%
Gestetner	5062	7.7%	4872	7.5%
Canon	3634	5.5%	4129	6.4%
HP	2098	3.2%	1935	3.0 %
Other	20263	30.7%	19495	30.0%
Ttl	65948		65014	

NASHUA

SAVING YOU TIME. SAVING YOU MONEY. PUTTING YOU FIRST

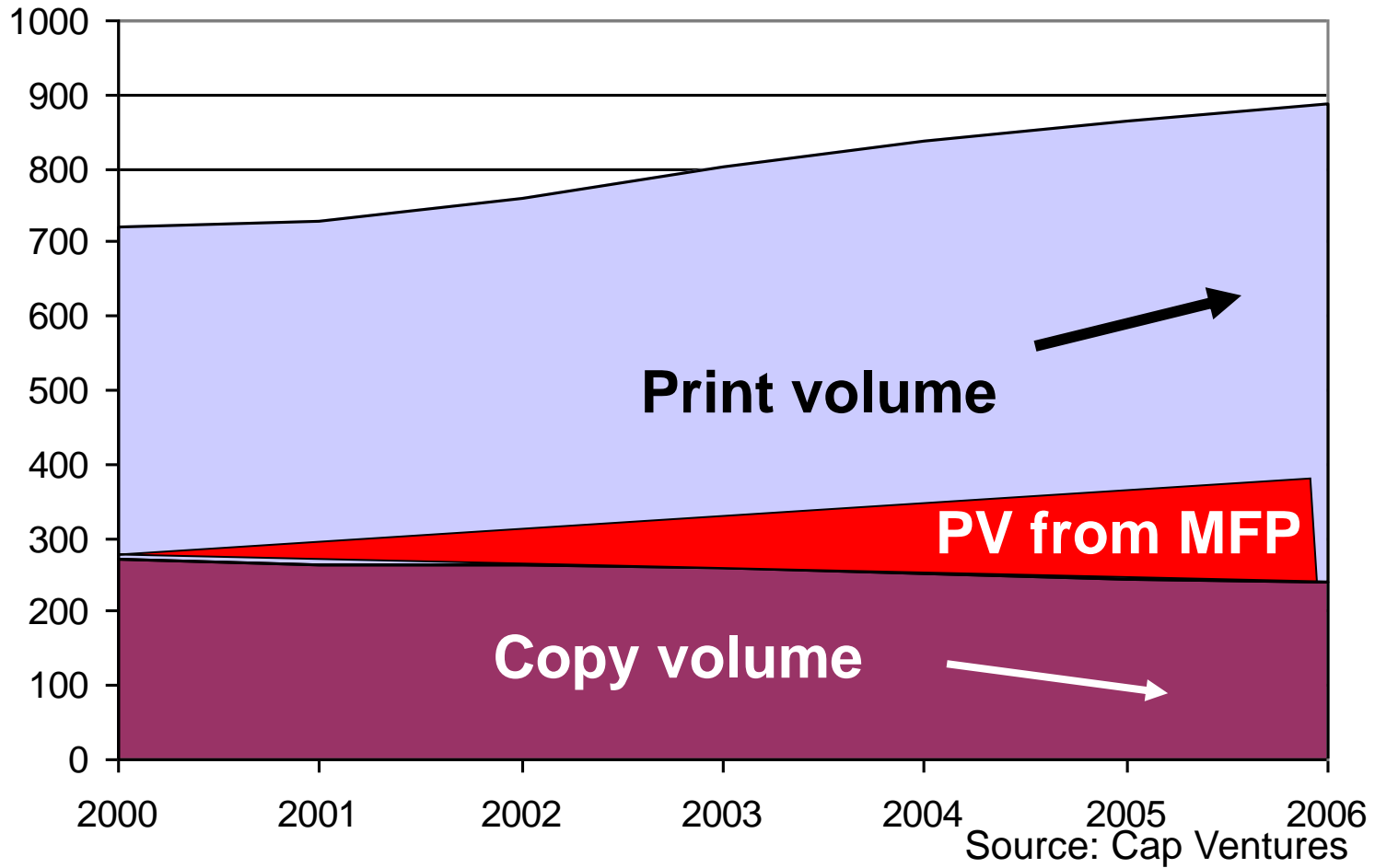
Key market drivers

- Colour growth in the SA Market expected to grow at over 30 % per annum
- Market convergence
- MFP + P
- Introduction of Gelsprinters in the SA
- MFP + P + GS
- High speed colour printing
- Wide format printing
- Increased document management software
- Domination of the TDV within SA Market
- Ricoh will launch printer based mfp in 2008

NASHUA 

SAVING YOU TIME. SAVING YOU MONEY. PUTTING YOU FIRST

Document Volumes



GELSPRINTER – What is it?

GelSprinter™

New technology developed by RICOH, which uses
Viscous Ink (GEL),
Wide print-head,
Belt transfer system



NASHUA 

SAVING YOU TIME. SAVING YOU MONEY. PUTTING YOU FIRST

Nashua's Document Highway

- An open platform for the creation of solutions
- Connecting devices and software seamlessly
- Linking with customer's infrastructure and applications



Business
Personal
Devices

PPC / MFP

Printers
Scanners

Business
Applications

Document Highway Platform

Growth Opportunities vs risk factors

- Software Solutions
 - Colour
 - Pabx
 - Samsung MFP
 - Channel expansion
- Printer co's margin strategy
 - Retail sales seg 1
 - Ricoh's product strategy
 - Currency depreciation

Discussion

NASHUA 

SAVING YOU TIME. SAVING YOU MONEY. PUTTING YOU FIRST