



Integrated Report 2024

SATO HOLDINGS CORPORATION

Securities code: 6287.T

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About the Integrated Report 2024

This report tells SATO Group's value-creation story, focusing on how we aim to use our strengths and strategies with a strong foundation in corporate governance to solve pain points for customers and create value for economies and society through our core business in auto-ID solutions to realize the future we envision.

Corporate motto

Our calling



Akunaki sozo — Ceaseless Creativity

Conceived by founder Yo Sato in 1969, our corporate motto reflects our belief that individuals and corporations equally bear the mission to serve society through self-improvement. To us, serving society means contributing towards a better and more sustainable world, which we set out in our corporate mission. In pursuing our mission, we solicit ideas and suggestions from employees through our in-house Teiho reporting system, which has been incorporated into organizational decision-making since 1976. Our daily drive for change and action is what improves our work and creates new value for customers, and a product of our corporate motto.

Ceaseless Creativity includes:

Developing **innovative products and services**,

Developing **new production technologies**, and

Seeking out **new markets and application needs**.

SATO Values

Mission

Why we exist

Our mission is to create new value for our customers through products and services of superior quality, and to contribute towards a better and more sustainable world.

Vision

Where we are heading

To be the customer's most trusted partner for mutual growth, and always essential in an ever-changing world.

Credo

Our code of conduct

- We inspire changes, new ideas, and the courage of promoting customer-centric innovation in the spirit of Ceaseless Creativity.
- We seek to be true professionals by constantly striving to exceed the expectations of our customers.
- We see things as they are, and do the right thing right away.
- We show respect for all individuals, extend trust to each other, and work together as one cohesive team.
- We enable a vibrant and open-minded workplace, eliminating the formalities that cause "Big Company Disease."
- We share the returns from our business with our four stakeholders: shareholders, employees, society and the company.