

August 6, 2021

SATO HOLDINGS CORPORATION

FY2021 Q1 Financial Results

(Three Months Ended June 30, 2021)

Securities Code: 6287

Summary

Consolidated

Both overseas and Japan continued to recover, and sales and operating income increased year on year.

Sales increased and income decreased compared with the same period in FY2019.

Auto-ID Solutions Business (Overseas)

Both sales and income increased in all regions YoY and versus FY2019.

- Base business: Both sales and income increased YoY and compared to FY2019 due to a recovery in existing demand.
- Primary Labels business: Both sales and income increased YoY and compared to FY2019 due to continued strong sales to the daily life infrastructure industry.

Auto-ID Solutions Business (Japan)

Both sales and income increased YoY due to a recovery in existing demand. Both sales and profits declined compared to FY2019.



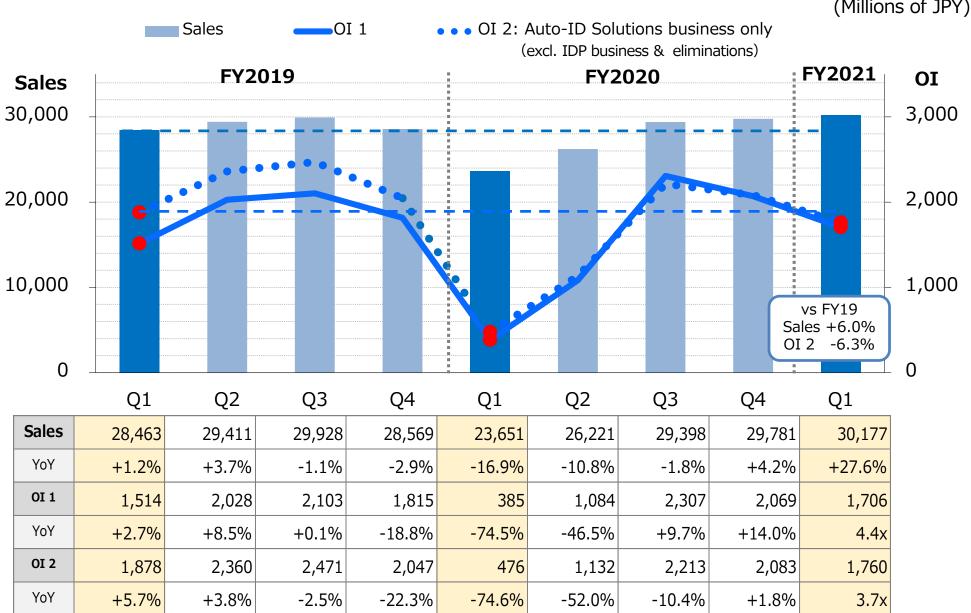
Sales and OI by Business Segment

				FY2021
		to-ID	Total Sales	30,177
		lutions siness	Operating Income	1,760
		0	Total Sales	12,929
		Overseas	Operating Income	1,175
		Japan	Total Sales	17,248
			Operating Income	585
	TD	D la	Total Sales	0
	IDP business*		Operating Income	0
	Consolidated (incl. eliminations)		Total Sales	30,177
			Operating Income	1,706

FY2020	YoY	excl. FX impact
23,575	+28.0%	+25.6%
476	3.7x	3.6x
7,844	+64.8%	+57.6%
77	15.1x	14.8x
15,730	+9.6%	+9.6%
399	+46.7%	+46.6%
75	-	-
-70	-	-
23,651	+27.6%	+25.2%
385	4.4x	4.4x







Consolidated Results

(Millions of JPY)

Apr-Jun

	FY2021
Net Sales	30,177
Operating Income	1,706
Operating Income %	5.7%
Ordinary Income	1,644
Profit attributable to owners of parent	1,085
Effective Tax Rate	28.6%
EBITDA*	2,798

FY2020	Change	1111110113 01 31 1)	
112020	Change	YoY	
23,651	+6,526	+27.6%	
385	+1,320	4.4x	
1.6%	+4.0pt	-	
618	+1,026	2.7x	
213	+872	5.1x	
53.0%	-24.5pt	-	
1,507	+1,290	+85.6%	

Average exchange rates for Apr-Jun FY21: JPY 109.51/USD, JPY 131.93 /EUR, Apr-Jun FY20: JPY 107.63 /USD, JPY 118.59 /EUR FX sensitivity for FY21: JPY +459 million in sales and JPY +17million in OI for +1 JPY against USD and assuming all others move by the same ratio

Apr-Jun FY20: JPY 1,064 million Apr-Jun FY20: JPY 57 million



^{*} EBITDA = Operating Income + Depreciation + Amortization

[•]Depreciation for Apr-Jun FY21: JPY 1,033 million

[·]Amortization for Apr-Jun FY21: JPY 58 million

Overview

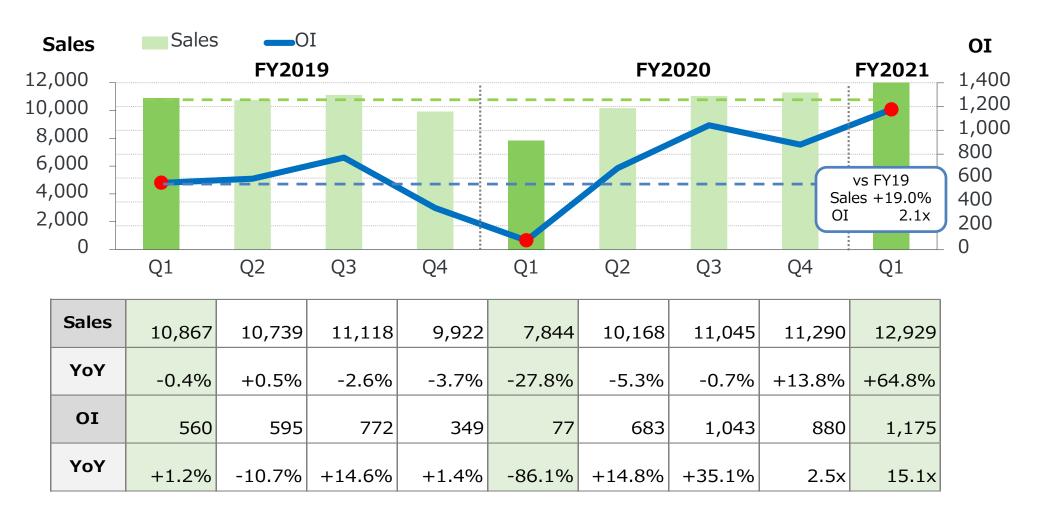
Sales and profits increased in all regions lead by initiatives for robust industries. Operating profit margin significantly improved due to increased sales and improved gross profit margin. (Sales and income increased vs. FY2019.)

See the following slide for FY2019 results. (Millions of JPY)

	FY2021	FY2020	Change	YoY	excl. FX impact	
Total Sales	12,929	7,844	+5,084	+64.8%	+57.6%	
Gross Profit	4,693	2,751	+1,942	+70.6%	-	
Gross Profit %	36.3%	35.1%	+1.2pt	-	-	
Operating Income	1,175	77	+1,097	15.1x	14.8x	
Operating Income %	9.1%	1.0%	+8.1pt	-	-	



Quarterly Sales & OI





Breakdown by Business Segment

Base business: In addition to the recovery of customers' sales and production, securing the needs of robust industries lead to increased sales and return to operating profitability.

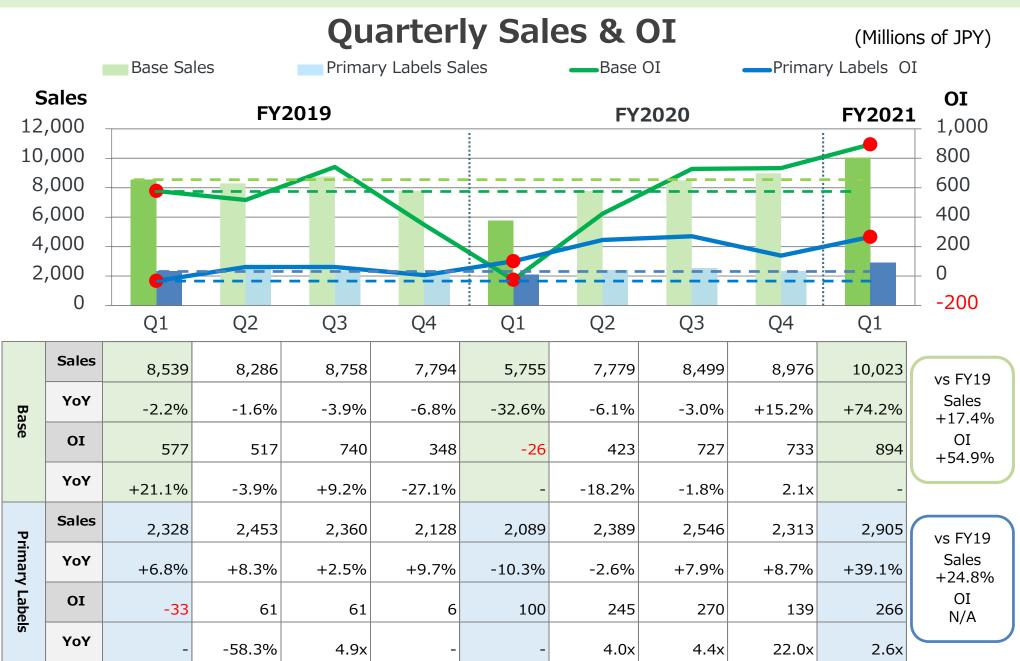
Primary Labels business: Sales and income increased by capturing the needs of the food, pharmaceutical, and other essential industries, which continued to perform well.

(Sales and income in both businesses increased vs. FY2019.)

See the following slide for FY2019 results. (Millions of JPY)

			-				
		FY2021 FY2020 0		Change YoY		excl. FX	
						impact	
Page	Total Sales	10,023	5,755	+4,268	+74.2%	+62.6%	
Base	Operating Income	894	-26	+921	_	-	
Drimany Labole	Total Sales	2,905	2,089	+816	+39.1%	+43.8%	
Primary Labels	Operating Income	266	100	+165	2.6x	2.9x	
Eliminations	Total Sales	14	3	+10	3.7x	3.7x	
Total	Total Sales	12,929	7,844	+5,084	+64.8%	+57.6%	
IUlai	Operating Income	1,175	77	+1,097	15.1x	14.8x	





Breakdown by Region: The Americas

Base business: Demand in U.S. was strong. Providing solutions to retail key accounts progressed.

Sales and income increased by capturing demand through business partners as well.

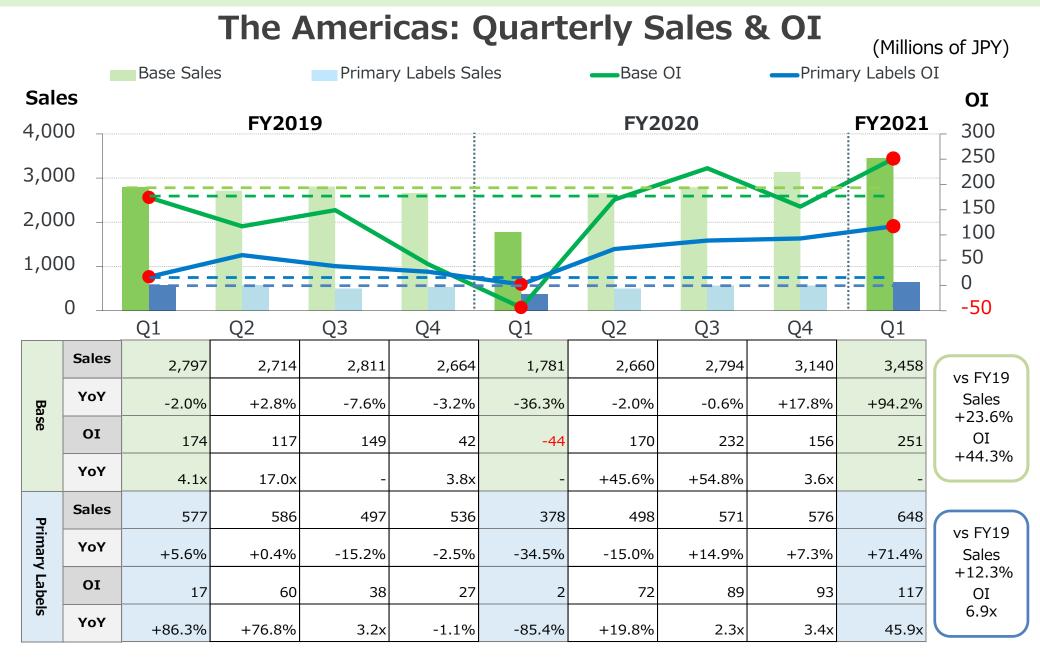
Primary Labels business: Continued strong performance by capturing demand in industries that support daily lives resulted in increased sales and income.

(Sales and income in both businesses increased vs. FY2019.)

See the following slide for FY2019 results. (Millions of JPY)

		FY2021	EV2020	FY2020 Change		
		FIZUZI	2021		YoY	excl. FX impact
Page	Total Sales	3,458	1,781	+1,677	+94.2%	+91.5%
Base	Operating Income	251	-44	+296	-	-
Primary Labels	Total Sales	648	378	+270	+71.4%	+89.6%
AchernarPrakolar	Operating Income	117	2	+114	45.9x	55.1x
Tatal	Total Sales	4,107	2,159	+1,947	+90.2%	+91.2%
Total	Operating Income	368	-42	+410	-	-





Breakdown by Region: Europe

Base business: Sales and income increased with focus on strong industries such as grocery supermarkets.

Primary Labels business: Sales and income increased due to continued success at Okil in Russia in obtaining new businesses and by further probing existing businesses such as food and beverage.

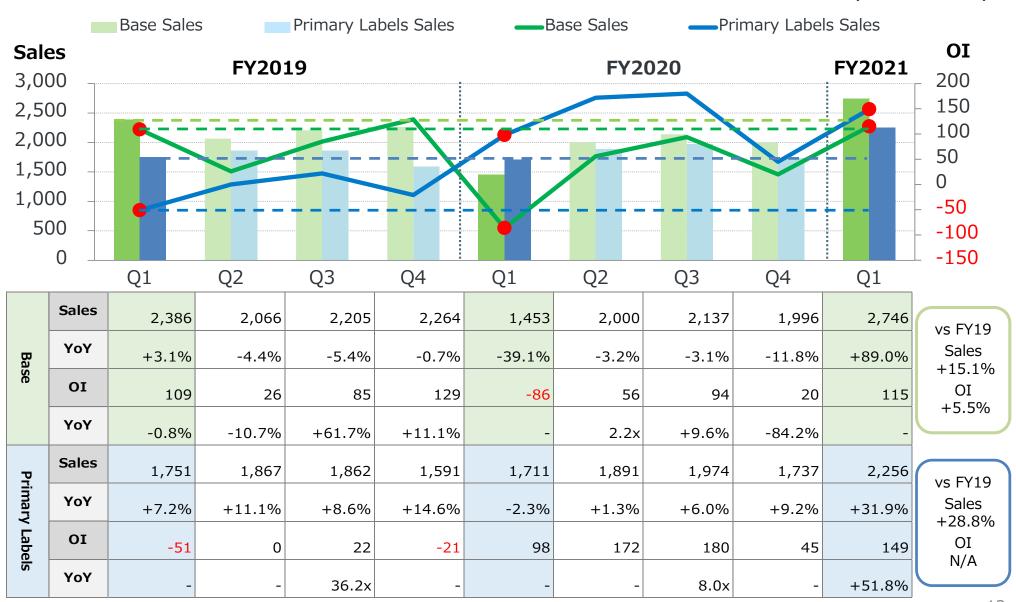
(Sales and income in both businesses increased vs. FY2019.)

See the following slide for FY2019 results. (Millions of JPY)

			FY2020	Change		
		FY2021	112020	Change	YoY	excl. FX impact
Paca	Total Sales	2,746	1,453	+1,293	+89.0%	+68.9%
Base	Operating Income	115	-86	+202	-	-
Primary Labels	Total Sales	2,256	1,711	+545	+31.9%	+33.7%
· Okil · X-Pack	Operating Income	149	98	+50	+51.8%	+53.8%
Tatal	Total Sales	5,003	3,164	+1,839	+58.1%	+49.9%
Total	Operating Income	264	11	+253	22.7x	21.8x



Europe: Quarterly Sales & OI



Breakdown by Region: Asia/Oceania

Base business: Sales increased driven by Chinese sales subsidiaries and Argox. Income increased as profits at factories rose behind higher global printer sales.

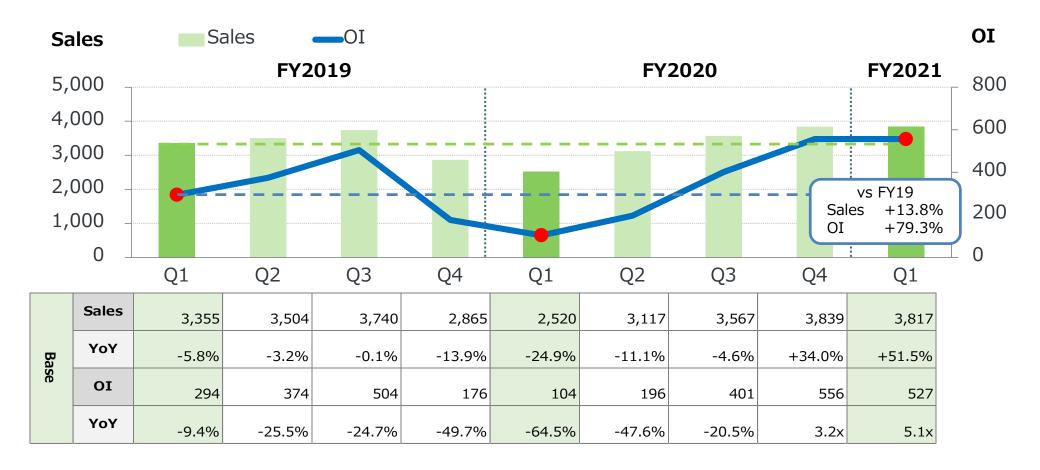
(Sales and income increased vs. FY2019.)

See the following slide for FY2019 results. (Millions of JPY)

		FY2021	FY2020	Change	YoY	excl.FX Impact
Base	Total Sales	3,817	2,520	+1,297	+51.5%	+38.4%
	Operating Income	527	104	+422	5.1x	4.7x



Asia/Oceania: Quarterly Sales & OI





Overview

Sales increased due to continued recovery in general across all markets. Although sales increased and GPM improved, the recovery in operating profit margin was limited due to investments for growth. (Sales decreases slightly and income dropped vs. FY2019.)

See the following slide for FY2019 results. (Millions of JPY)

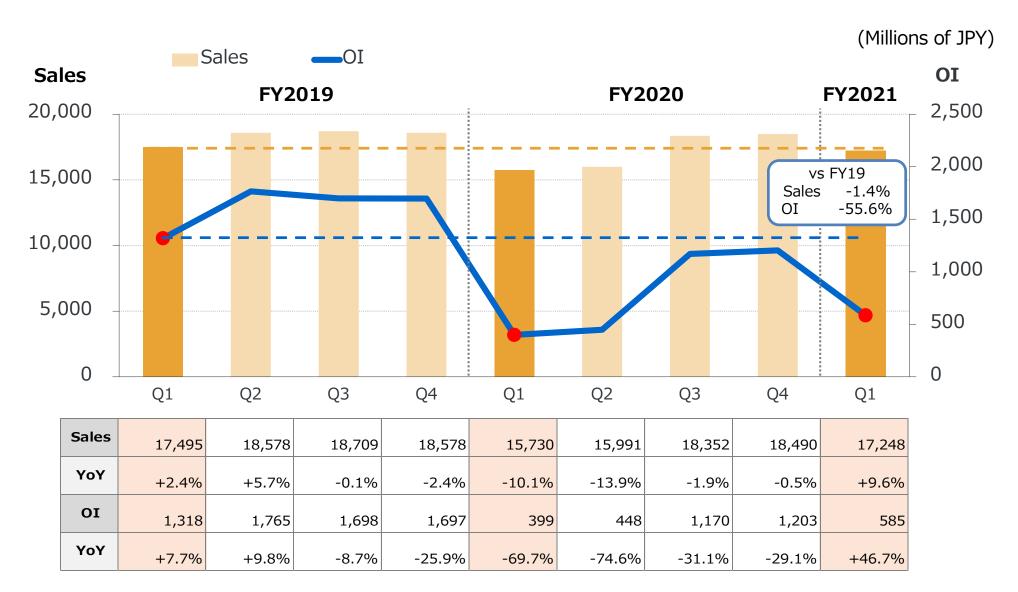
	FY2021 FY2020 Change		Change	
	112021	112020	Change	YoY
Mechatronics Sales	6,739	6,176	+563	+9.1%
Consumables Sales	10,526	9,554	+972	+10.2%
Total Sales	17,248	15,730	+1,517	+9.6%
Gross Profit	8,246	7,339	+906	+12.3%
Gross Profit %	47.8%	46.7%	+1.2pt	-
Operating Income	585	399	+186	+46.7%
Operating Income %	3.4%	2.5%	+0.9pt	_

Mechatronics: Hardware (e.g., printers, automatic labelers, scanners, hand labelers), software and maintenance services. Consumables: Products such as variable information labels, RFID tags, primary labels (product labels) and ribbons.



Auto-ID Solutions Business (Japan)

Quarterly Sales & OI





Auto-ID Solutions Business (Japan)

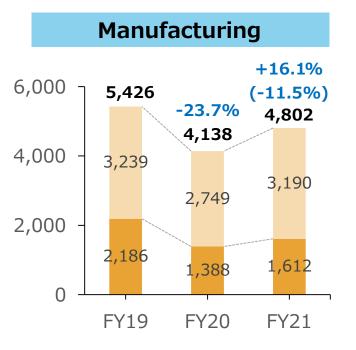
Apr-Jun

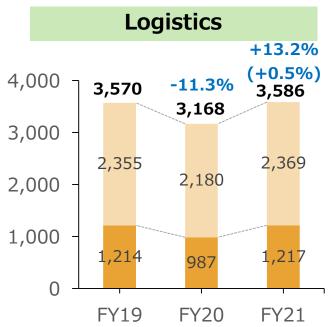
Sales by Vertical [1]

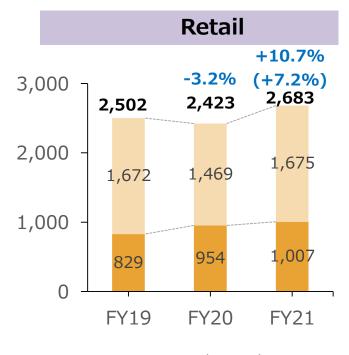
(Millions of JPY)

N.B.: Market segmentation revised in FY2021. Figures for FY2019 and FY2020 have been retroactively adjusted.

- *Percentages indicate YoY changes, and those in parentheses indicate changes versus FY2019.
- : Mechatronics
 : Consumables







Business Environment Overall production activities recovered. In particular, the electronic components industry performed well in response to 5G demand.

The e-commerce industry continued to be brisk. Demand for automation and digitization increased to combat labor shortages and to initiate EC businesses.

Boom in grocery supermarkets and EC continued. Demand for automation increased in industries promoting EC.

SATO

Consumables sales recovered to almost the same level as in FY19. Despite focus on strong industries and applications, mechatronics were yet to fully recover as investment appetite remained mixed. Consumables sales rose vs. FY19 in many industries. Mechatronics increased slightly due to needs in logistics and wholesale industries, which account for a large portion of sales, to shift to EC.

Consumables sales increased slightly compared to FY19 contributed by new businesses acquired in 2H of FY20. Mechatronics grew in line with sales for grocery supermarkets.

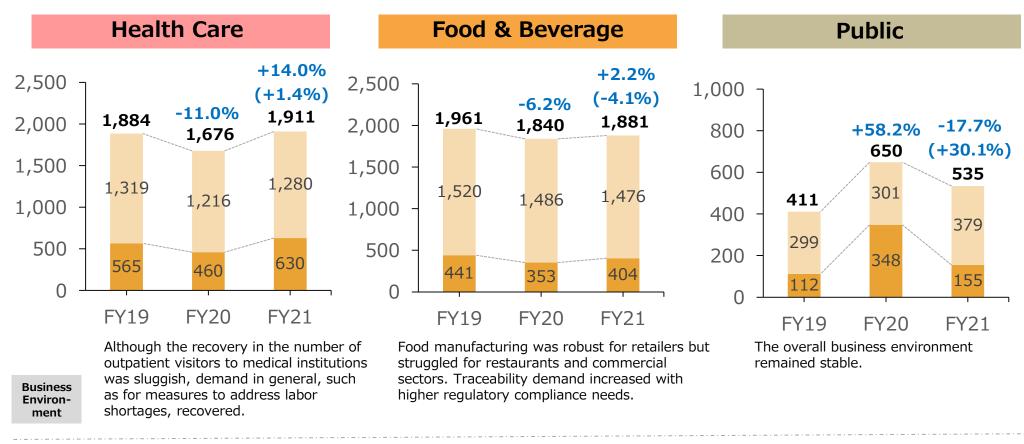


Sales by Vertical [2]

(Millions of JPY)

**Percentages indicate year-on-year changes, and figures in parentheses indicate year-on-year changes in 2019.

■ : Mechatronics ■ : Consumables



SATO

Consumables declined vs. FY19 as sales did not recover for hospitals, which account for a large percentage of the total. Mechatronics grew thanks to the automation demand in the pharmaceutical manufacturing industry.

Consumables sales were yet to recover to FY19 levels against the backdrop of sluggish volumes in food manufacturing, which accounts for a large proportion. Mechatronics failed to reach the record high of FY19 despite proposals for improved traceability and automation.

Consumables sales increased compared to FY19 due to orders from large customers. Mechatronics were down YoY due to the absence of large orders seen in FY20, but sales were up vs. FY19.

FY2021 Consolidated Forecasts

(Millions of JPY)

				EVac	124	
	Apr-Sep		Oct-Mar		FY2021	
	Plan	YoY	Plan	YoY	Plan	YoY
Net Sales	56,700	+13.7%	60,300	+1.9%	117,000	+7.3%
Operating Income	2,400	+63.2%	4,000	-8.6%	6,400	+9.4%
Ordinary Income	2,300	+86.7%	3,900	-9.1%	6,200	+12.3%
Profit attributable to owners of parent	1,500	-53.8%	2,500	-74.3%	4,000	-69.1%

<Reference>

EBITDA* 10,163 ←FY2020

10,800 +6.3%

^{*} EBITDA=Operating Income +



Exchange rates assumed in FY21 forecast: JPY 107/USD, JPY 128/EUR Average exchange rates for FY21 Q1: JPY 109.51/USD, JPY 131.93/EUR Average exchange rates for FY20: JPY 106.10/USD, JPY 123.75/EUR

Appendix

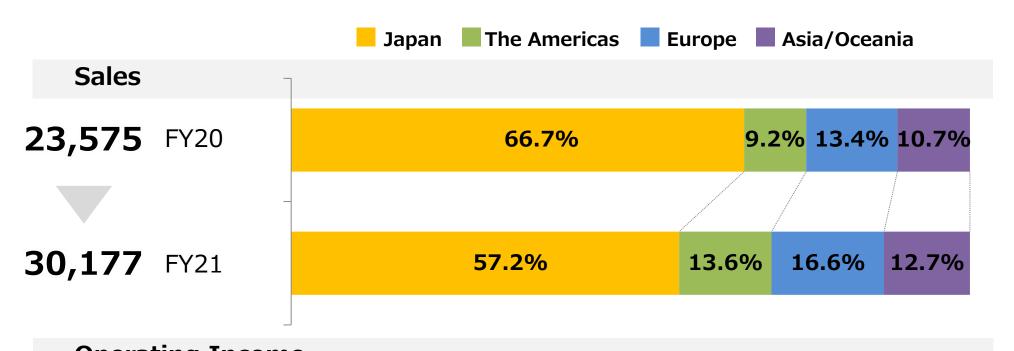
Performance data Pages 21-28

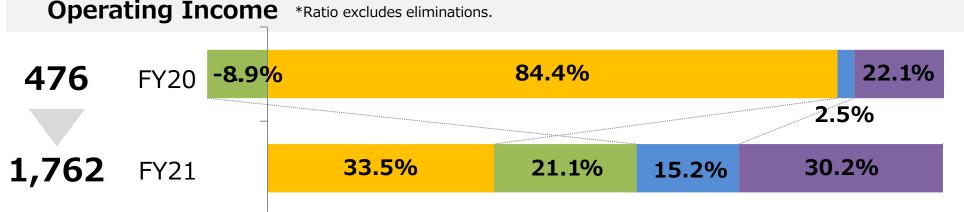
SATO terminologies Pages 29-32





(Millions of JPY)



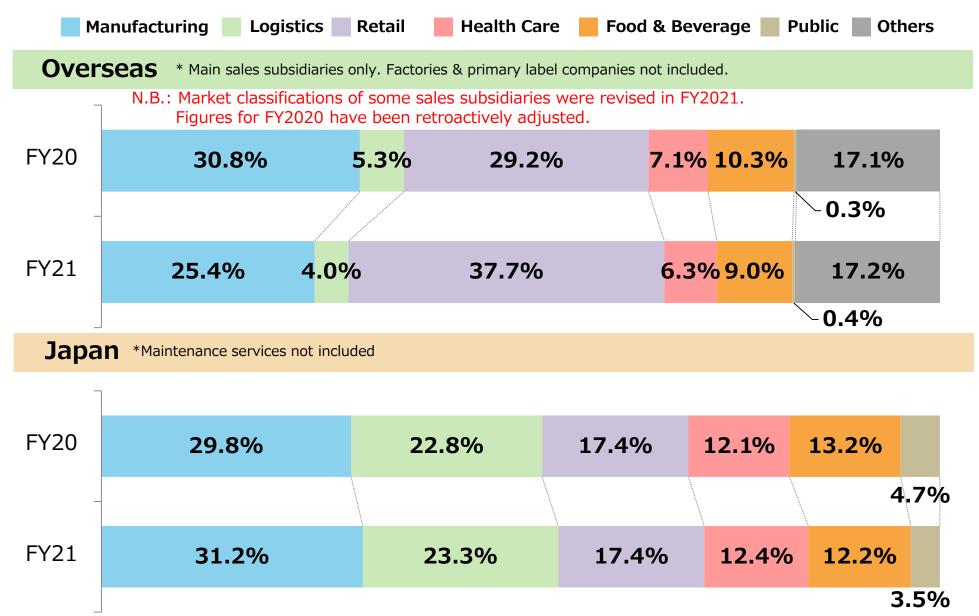




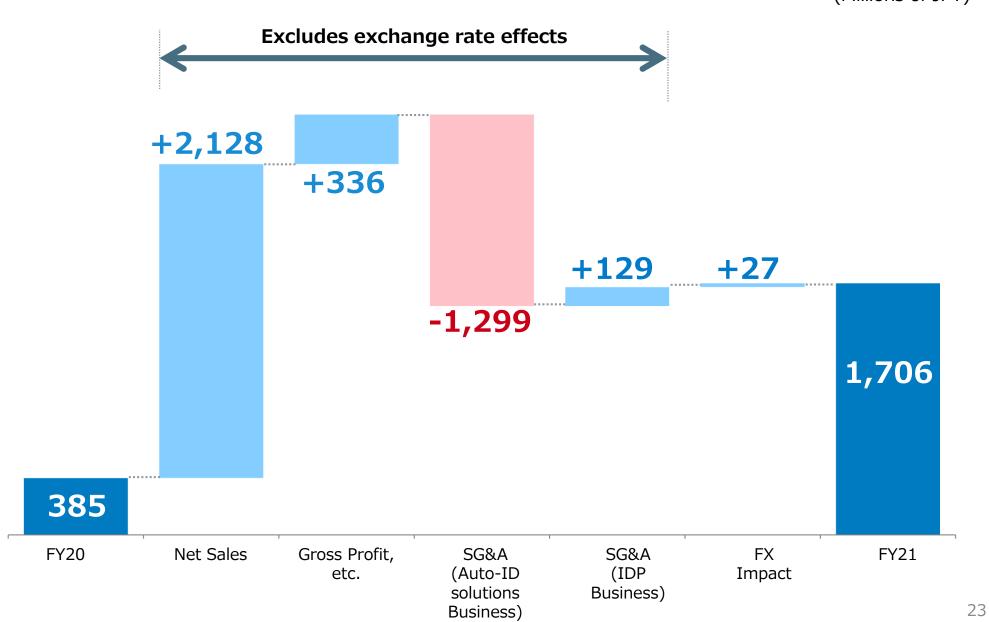
OI Ratio FY20 <u>Japan : 2.5%, Overseas : 1.0%</u>

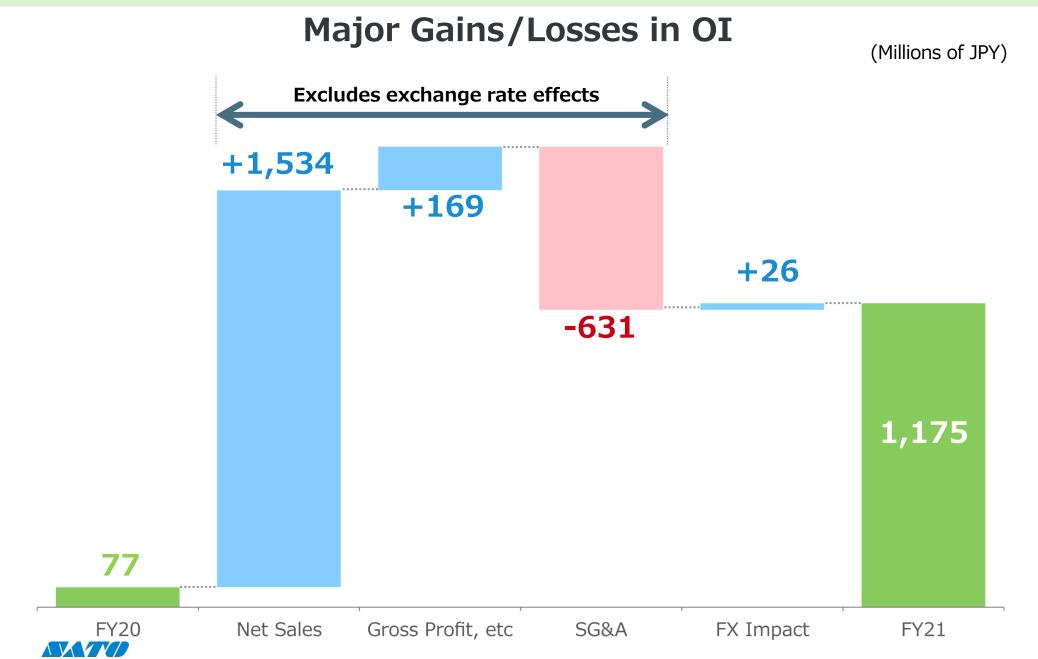
FY21 <u>Japan : 3.4%, Overseas : 9.1%</u>

Sales by Vertical



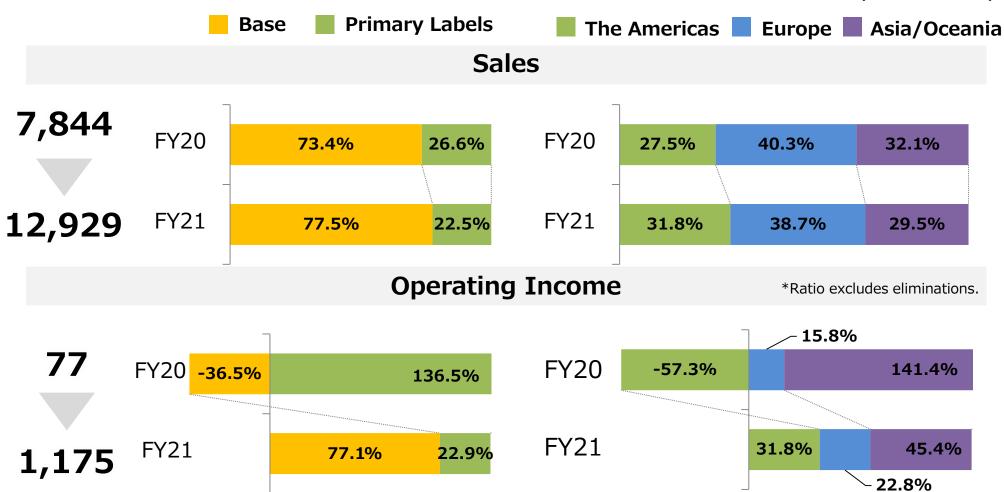






Sales and OI by Business Segment/Region

(Millions of JPY)



OI ratio:

FY20 Base: N/A, Primary Labels: 4.8%
FY21 Base: 8.9%, Primary Labels: 9.2%

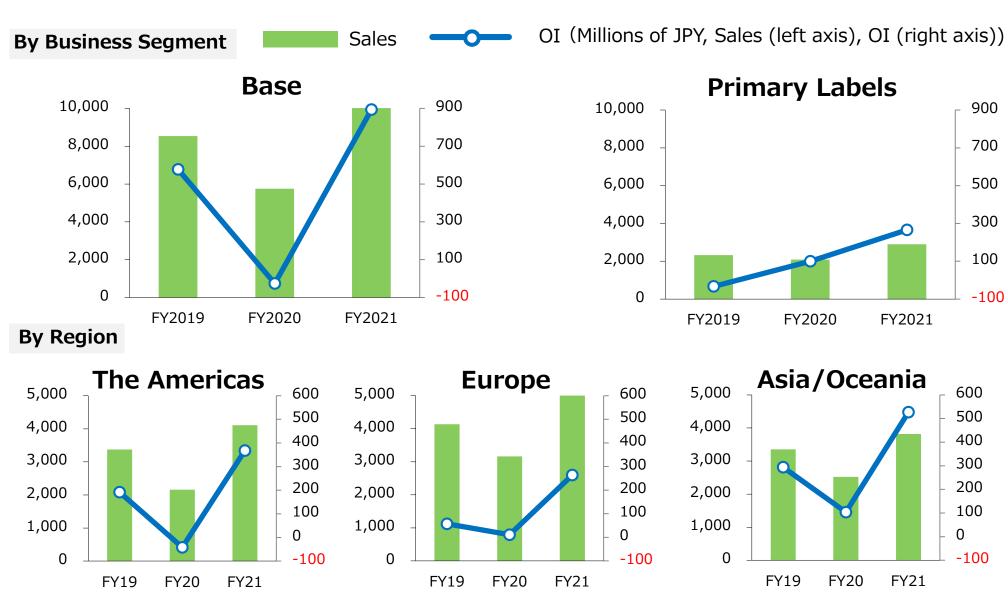
FY20 The Americas: N/A, Europe: 0.4%,

Asia/Oceania: 4.1%

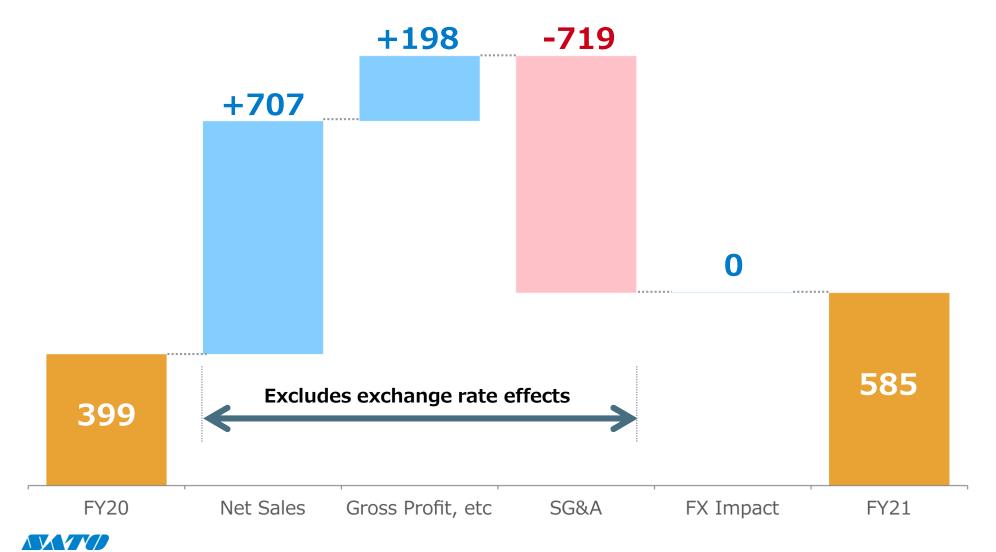
FY21 The Americas: 9.0%, Europe: 5.3%

Asia/Oceania: 13.8%

Sales and OI Trends by Business Segment and Region

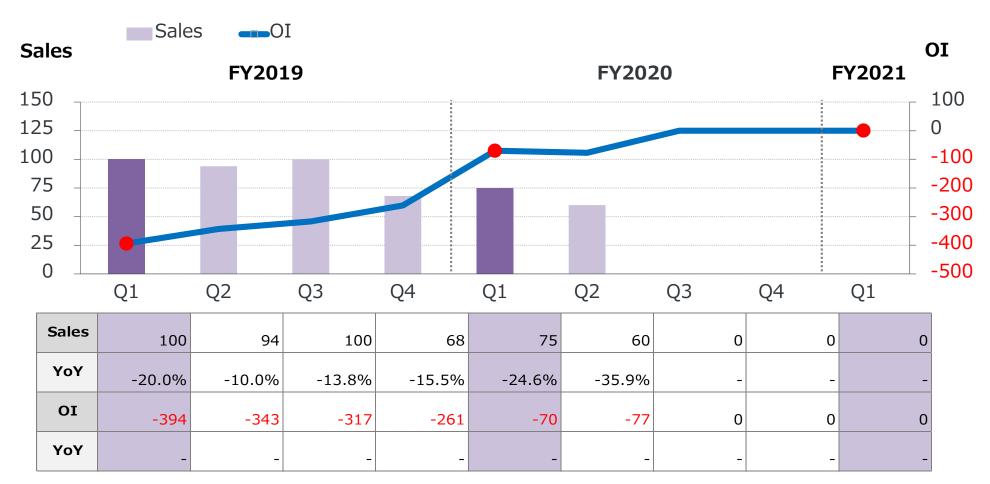


Major Gains/Losses in OI



IDP Business

Quarterly Sales & OI





	SATO-unique business	Description*
	concepts/initiatives	Boothpaon
1	Auto-ID Solutions business	Our business that carries out <u>DCS & Labeling +One</u> . It is specifically about integrating barcode printers/labels, software and services designed in-house with products and technologies from partners to resolve customers' worksite issues. This business is separated into Overseas and Japan segments, with the former comprised of the <u>Base</u> and the <u>Primary Labels businesses</u> .
2	Base business	Business of <u>tagging</u> variable information, such as prices, manufacture dates and expiration dates in the form of barcodes and more.
3	Primary Labels business	Overseas business of <u>tagging</u> fixed information via product labels and other media. This business operates from SATO Group companies; <u>Achernar</u> (Argentina), <u>Prakolar</u> (Brazil), <u>Okil</u> (Russia) and <u>X-Pack</u> (Russia).
4	IDP business	Develops, manufactures and sells materials used mainly in Inline Digital Printing (<u>IDP</u>). SATO Holdings transferred all shares of SATO consolidated subsidiary DataLase Ltd. that conducted the business to DataLase Holdings Limited in September, 2020. IDP is a direct marking technology comprised of a special heat-sensitive pigment that can be applied as a coating to virtually any substrate and exposed to a laser beam to create a color change.
5	Koto-uri (Selling the solution, not the product)	Sales approach of selling not the product but combinations of products in the form of solutions that include hardware, <u>consumables</u> , maintenance services and software, together with ROI and other value propositions for the customer. The opposite concept of "Mono-uri", or selling single products.
6	Tagging	The process of physically attaching to something data that identifies and/or locates it. This involves digitizing information of the things it is tagged to so that the tagged data can be fed to and processed by core IT systems. This concept, connecting people and things with information, has remained central to SATO's business, ever since our days of pioneering in hand labelers that attached price and other information to products.
7	DCS & Labeling +One (DCS: Data Collection Systems)	SATO's business model that incorporates auto-ID technology (such as barcodes and RFID) with barcode printers and labels/labeling services to (a) systematically collect data on people and things at business sites and (b) offer tagging/labeling of information, using accurate, efficient and optimized solutions. In line with increasingly sophisticated user needs, SATO also pursues a policy of open innovation and partnerships to provide value-added "+One" technologies such as image/voice recognition, location tracking and sensors to its legacy business model to better solve customer challenges.

SATO terminologies (2/4)

SATO-unique business concepts/initiatives		Description
8	Genbaryoku	Our core competency of going to customer sites to understand their operations and identify the essence of issues to offer optimized solutions. It is our ability to (1) address a wide range of market, industry and application needs with our expertise in sites of operations, (2) integrate products, services and technologies into solutions, working together with strategic partners, and (3) offer maintenance services and solutions continuously to build trust and establish lasting relationships with customers.
9	Teiho	Teiho is SATO's unique system of reports and proposals in effect since 1976. Employees share new information and ideas they come across on-site every day to top management via the Teiho system. Teiho helps top management gain immediate insight into the internal/external business situation to facilitate quick decision-making and execution of initiatives, while allowing "participation by all" in the management of the company. As Teiho reports are directly addressed to top management, it is also an effective means of compliance monitoring to prevent malpractice and other inappropriate behavior and assist in corporate governance. Some of our global offices have also started Teiho, with more to follow.
	Products, services, Technologies	Description
1	Mechatronics	All products that are not <u>consumables</u> , including hardware (e.g., printers, automatic labelers, scanners, hand labelers), software and maintenance services. They generate higher gross profit margin than <u>consumables</u> . Printers are manufactured in Malaysia, Vietnam and Taiwan.
2	Consumables	"Consumable" products such as <u>variable information labels</u> , <u>RFID</u> tags, primary labels (product labels) and ribbons. They generate lower gross profit margin than <u>mechatronics</u> , but incur low SG&A expenses ratio as they are typically sold through recurring business.



SATO terminologies (3/4)

	Products, services, technologies	Description
3	Auto-ID Solutions	Combination of products such as printers, labels, software and maintenance services using auto-ID technologies to carry out DCS & Labeling +One . To meet ever complex and diverse customer challenges, SATO also looks beyond its own resources and interests by pursuing partnerships, for example, to enable location technologies to track items by tags and inventory/worker movements in real time for managing manufacturing processes and visualizing productivity on-site.
4	SOS (SATO Online Services)	A cloud-based monitoring service for printers that enables preventative maintenance and on-the-spot troubleshooting. With SOS, users can view the status of their cloud-connected printers at a glance and manage them centrally with ease, while SATO can increase productivity of its service personnel, allowing for even small service teams (as is often the case overseas) to provide improved support.
	AEP (Application Enabled Printing)	A powerful on-board intelligence which enables customization of printer operation. Printers can link to other systems on a stand-alone basis, without going through any computers.
6	Variable information labels	Blank or pre-printed labels used to print information elements such as barcode, product price and manufactured or expiry date that vary with every customer's site of operation. Unlike fixed information labels that are identical and printed at large quantities in a single run, variable information labels can be printed ondemand as and when needed.
7	, RFID (Radio Frequency Identification)	A type of auto-ID technology that uses radio waves to read/write data from/to an RFID tag without making contact. RFID offers faster read rates (from reading multiple tags at the same time) and greater read range than traditional barcode technology. Also, unlike barcodes, RFID tags can be read when covered by another object or stained, and are read/write-capable to enable updates to the encoded data. Because of these key benefits, RFID can significantly improve operational efficiency.



SATO terminologies (4/4)

	Key acquisitions since 2012	Description
1	Argox Information Co., Ltd. (Taiwan)	[2012] Company engaging in the development, production and sales of entry level printers.
2	Achernar S.A. (Argentina)	[2012] Company specializing in primary labels.
3	Magellan Technology Pty Ltd. (Australia)	[2013] Company from which SATO acquired its business including PJM (Phase Jitter Modulation), a highly superior RFID technology that can quickly and accurately identify large volumes of tagged items stacked or stored in any physical orientation even in the presence of metals and liquids. Now SATO Vicinity Pty Ltd.
4	Okil-Holding, JSC (Russia)	[2014] Primary labels company in which SATO acquired 75% ownership stake. X-Pack is affiliated with Okil.
5	Prakolar Rótulos Autoadesivos LTDA. (Brazil)	[2015] Company specializing in primary labels.
Overseas subsidiaries founded after 2017		Description
1	X-Pack (Russia)	[2017] A subsidiary producing and selling shrink sleeves, in-mould labels and soft packages in <u>Primary</u> <u>Labels business</u> , owned 60% by SATO Holdings.
2	SATO Healthcare Switzerland AG	[2018] A subsidiary specializing in health care, owned 100% by SATO Holdings.
3	SATO Productivity Solutions Mexico S.A. de C.V.	[2019] A sales subsidiary, mainly focusing on automobile industry, owned nearly 100% by SATO Holdings.





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