

**November 9, 2023**

# **SATO HOLDINGS CORPORATION**

## **FY2023 Q2 Financial Results**

**(Six Months Ended September 30, 2023)**

**Securities Code:  
6287.T**

# Business Overview by Product

FY22 Consolidated net sales: 142,824M JPY, 100%

85% of consolidated net sales (Breakdown by region: Japan 61%, The Americas 14%, Europe 10%, APAC 15%)

Auto-ID solutions (Japan/Overseas)

Base

**38%**

<b>Mechantronics</b>	<p><b>Printers</b></p> 	<p><b>Other Hardware</b></p> 	<p><b>Software</b></p> 	<p><b>Services</b></p> 
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**47%**

**Consumables**

**Labels & Tags**







15% of consolidated net sales (Breakdown by region: The Americas 15%, Europe 85%)

**Primary**

**Stickers & primary labels**





Note: Sales of stickers & primary labels in Japan are included in consumables, since they account for a small portion of the total sales.

# Summary

## ■ Q2 (Jul-Sep) Results

- Consolidated sales and OI declined YoY.
- The overseas business (excluding Russia) saw lower sales and OI. Lower sales were attributable to a lack of surge in printer demand that took place in the same period last year and an adjustment in printer inventories at distributors due to the economic downturn. Booking of allowance for doubtful accounts in the U.S. resulted in lower OI.
- Sales in Russia decreased. OI increased driven by GP margin improvement resulting from the FX impact\* through transactions in non-ruble currencies and an increase in sales of high-end products.
- In the Japan business, sales increased, and OI decreased. Decrease in OI was due to a decline in printer exports and a rise in raw material costs for consumables.
- OI on a consolidated basis and in Russia exceeded our initial plan, while OI overseas (excluding Russia) and in the Japan business fell short.

## ■ Outlook for 2H (Oct-Mar) - Changes from initial perspectives -

- The overseas business (excluding Russia) is expected to see steady sales driven by consumables through koto-uri, despite anticipated sluggish printer sales due to prolonged impact of the economic downturn. OI is expected to decline due to adverse product mix.
- Q2 trend in Russia is expected to continue in 2H. Investments would be made with local cash on hand under strict risk control.
- In the Japan business, the demand environment is expected to be generally firm, with manufacturing vertical showing signs of recovery. 2H OI is expected to remain unchanged from its initial target thanks to accelerating price revisions.

## Sales and OI by Business Segment

(Millions of JPY)

		FY2023 Apr-Sep	FY2022 Apr-Sep	YoY		
					excl. FX impact	
Auto-ID Solutions business	Total Sales	69,786 (61,757)	70,463 (61,820)	-1.0% (-0.1%)	+2.5% (-0.7%)	
	Operating Income	4,411 (2,124)	3,962 (2,809)	+11.3% (-24.4%)	+37.5% (-15.8%)	
	Overseas	Total Sales	33,557 (25,528)	34,878 (26,234)	-3.8% (-2.7%)	+3.2% (-4.0%)
		Operating Income	4,515 (2,227)	3,029 (1,875)	+49.1% (+18.8%)	+83.4% (+31.7%)
	Japan	Total Sales	36,229	35,585	+1.8%	+1.8%
		Operating Income	-103	933	-	-
Consolidated (incl. eliminations)	Total Sales	69,786 (61,757)	70,463 (61,820)	-1.0% (-0.1%)	+2.5% (-0.7%)	
	Operating Income	4,620 (2,332)	3,776 (2,622)	+22.4% (-11.1%)	+49.8% (-1.9%)	

\* Figures in parentheses exclude the Russian subsidiaries.

## Sales and OI by Business Segment

(Millions of JPY)

		FY2023 Jul-Sep	FY2022 Jul-Sep	YoY	excl. FX impact	
Auto-ID Solutions business	Total Sales	35,797 (31,455)	36,777 (32,001)	-2.7% (-1.7%)	+2.4% (-2.3%)	
	Operating Income	2,452 (1,103)	3,051 (2,124)	-19.6% (-48.1%)	+4.4% (-42.1%)	
	Overseas	Total Sales	17,104 (12,762)	18,483 (13,707)	-7.5% (-6.9%)	+2.7% (-8.2%)
		Operating Income	2,346 (996)	2,109 (1,182)	+11.2% (-15.7%)	+46.7% (-3.8%)
	Japan	Total Sales	18,692	18,294	+2.2%	+2.2%
		Operating Income	106	941	-88.7%	-90.2%
Consolidated (incl. eliminations)	Total Sales	35,797 (31,455)	36,777 (32,001)	-2.7% (-1.7%)	+2.4% (-2.3%)	
	Operating Income	2,460 (1,110)	2,951 (2,024)	-16.6% (-45.1%)	+8.2% (-38.9%)	

\* Figures in parentheses exclude the Russian subsidiaries.

## Consolidated Results

(Millions of JPY)

	FY2023 Apr-Sep	FY2022 Apr-Sep	Change	YoY
<b>Net Sales</b>	<b>69,786</b> (61,757)	<b>70,463</b> (61,820)	<b>-677</b> (-62)	<b>-1.0%</b> (-0.1%)
<b>Operating Income</b>	<b>4,620</b> (2,332)	<b>3,776</b> (2,622)	<b>+844</b> (-290)	<b>+22.4%</b> (-11.1%)
<b>Operating Income %</b>	<b>6.6%</b> (3.8%)	<b>5.4%</b> (4.2%)	<b>+1.3pt</b> (-0.5pt)	<b>-</b> -
<b>Ordinary Income</b>	<b>4,307</b> (2,229)	<b>4,968</b> (2,775)	<b>-661</b> (-546)	<b>-13.3%</b> (-19.7%)
<b>Profit attributable to owners of parent</b>	<b>1,991</b> (731)	<b>3,229</b> (1,981)	<b>-1,237</b> (-1,249)	<b>-38.3%</b> (-63.1%)
Effective Tax Rate	28.9%	25.0%	+3.9pt	-
<b>EBITDA*</b>	<b>7,097</b> (4,564)	<b>6,392</b> (4,859)	<b>+705</b> (-295)	<b>+11.0%</b> (-6.1%)

Average foreign exchange rates for Apr-Sep FY23: JPY 141.05/USD, JPY 153.45 /EUR, Apr-Sep FY22: JPY 134.03/USD, JPY 138.76 /EUR

FX sensitivity for FY23: JPY +504million in sales and JPY +30million in OI for +1 JPY against USD and assuming all others move by the same ratio

\* EBITDA = Operating Income + Depreciation + Amortization

· Depreciation for Apr-Sep FY23: JPY 2,404 million (2,158 million)

· Amortization for Apr-Sep FY23: JPY 72 million (72 million)

Apr-Sep FY22: JPY 2,459 million (2,079 million)

Apr-Sep FY22: JPY 156 million (156 million)

\* Figures in parentheses exclude the Russian subsidiaries.

## Consolidated Results

(Millions of JPY)

	FY2023 Jul-Sep	FY2022 Jul-Sep	Change	YoY
<b>Net Sales</b>	<b>35,797</b> (31,455)	<b>36,777</b> (32,001)	<b>-980</b> (-546)	<b>-2.7%</b> (-1.7%)
<b>Operating Income</b>	<b>2,460</b> (1,110)	<b>2,951</b> (2,024)	<b>-491</b> (-913)	<b>-16.6%</b> (-45.1%)
<b>Operating Income %</b>	<b>6.9%</b> (3.5%)	<b>8.0%</b> (6.3%)	<b>-1.2pt</b> (-2.8pt)	<b>-</b> <b>-</b>
<b>Ordinary Income</b>	<b>2,235</b> (1,005)	<b>2,918</b> (2,023)	<b>-683</b> (-1,018)	<b>-23.4%</b> (-50.3%)
<b>Profit attributable to owners of parent</b>	<b>686</b> (-46)	<b>2,033</b> (1,528)	<b>-1,346</b> -	<b>-66.2%</b> <b>-</b>
Effective Tax Rate	28.0%	24.7%	+3.3pt	-
<b>EBITDA*</b>	<b>3,708</b> (2,245)	<b>4,266</b> (3,151)	<b>-557</b> (-905)	<b>-13.1%</b> (-28.7%)

Average foreign exchange rates for Apr-Sep FY23: JPY 141.05/USD, JPY 153.45 /EUR, Apr-Sep FY22: JPY 134.03/USD, JPY 138.76 /EUR

FX sensitivity for FY23: JPY +504million in sales and JPY +30million in OI for +1 JPY against USD and assuming all others move by the same ratio

\* EBITDA = Operating Income + Depreciation + Amortization

· Depreciation for Jul-Sep FY23: JPY 1,213 million (1,100 million)

· Amortization for Jul-Sep FY23: JPY 34 million (34 million)

Jul-Sep FY22: JPY

1,234 million (1,047 million)

Jul-Sep FY22: JPY

80 million (80 million)

\* Figures in parentheses exclude the Russian subsidiaries.

## Overview

Jul-Sep

Primary label companies performed well, but sales decreased due to a lack of surge in printer demand that took place in the same period last year and the economic downturn in the base business. OI increased driven by GP margin improvement resulting from the FX impact through transactions in non-ruble currencies and an increase in sales of high-end products.

(Millions of JPY)

	FY2023 Jul-Sep	FY2022 Jul-Sep	Change	Change	
				YoY	excl. FX impact
<b>Total Sales</b>	<b>17,104</b> (12,762)	<b>18,483</b> (13,707)	<b>-1,378</b> (-944)	<b>-7.5%</b> (-6.9%)	<b>+2.7%</b> (-8.2%)
Gross Profit	7,422 (5,385)	6,875 (5,342)	+546 (+42)	+8.0% (+0.8%)	-
Gross Profit %	43.4% (42.2%)	37.2% (39.0%)	+6.2pt (+3.2pt)	-	-
<b>Operating Income</b>	<b>2,346</b> (996)	<b>2,109</b> (1,182)	<b>+236</b> (-185)	<b>+11.2%</b> (-15.7%)	<b>+46.7%</b> (-3.8%)
Operating Income %	13.7% (7.8%)	11.4% (8.6%)	+2.3pt (-0.8pt)	-	-

	FY2023 Apr-Sep	FY2022 Apr-Sep	Change	Change	
				YoY	excl. FX impact
<b>Total Sales</b>	<b>33,557</b> (25,528)	<b>34,878</b> (26,234)	<b>-1,320</b> (-706)	<b>-3.8%</b> (-2.7%)	<b>+3.2%</b> (-4.0%)
Gross Profit	13,807 (10,320)	12,150 (9,876)	+1,657 (+444)	+13.6% (+4.5%)	-
Gross Profit %	41.1% (40.4%)	34.8% (37.6%)	+6.3pt (+2.8pt)	-	-
<b>Operating Income</b>	<b>4,515</b> (2,227)	<b>3,029</b> (1,875)	<b>+1,486</b> (+352)	<b>+49.1%</b> (+18.8%)	<b>+83.4%</b> (+31.7%)
Operating Income %	13.5% (8.7%)	8.7% (7.1%)	+4.8pt (+1.6pt)	-	-

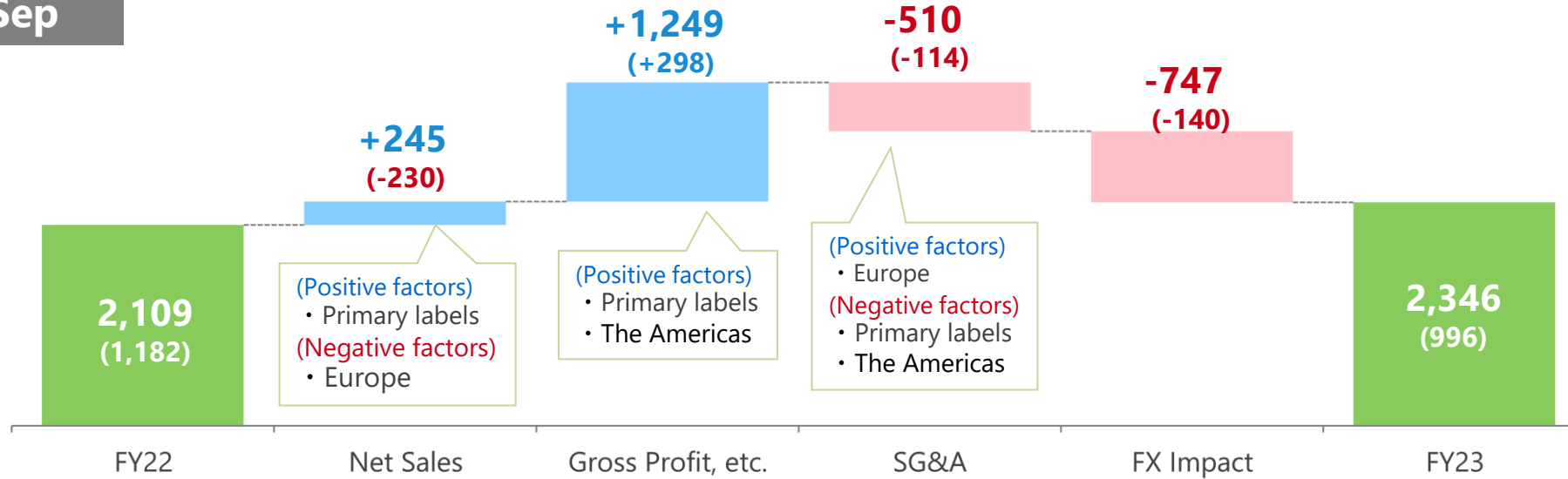
\* Figures in parentheses exclude the Russian subsidiaries.



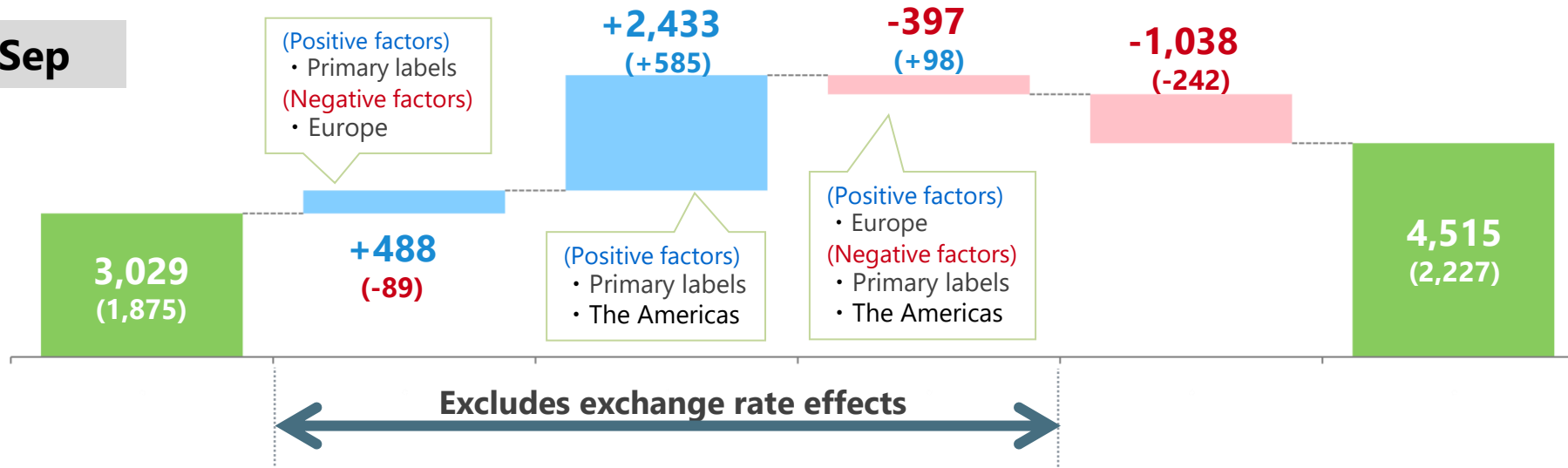
## Major Gains/Losses in OI

(Millions of JPY)

**Jul-Sep**



**Apr-Sep**



## Breakdown by Region: The Americas

Jul-  
Sep

Base business: Sales at U.S. decreased due to a lack of surge in printer demand that took place last year and an adjustment in printer inventories at distributors due to the economic downturn. A decrease in sales and book of an allowance for doubtful accounts in the U.S. resulted in lower OI.

Primary Labels business: Demand for the lifestyle infrastructure industry continues to be firm. In addition, sales and OI increased due to continued price revisions. (Millions of JPY)

		FY2023	FY2022	Change	Change	
		Jul-Sep	Jul-Sep		YoY	excl. FX impact
Base	Total Sales	4,412	4,694	-282	-6.0%	-7.5%
	Operating Income	80	328	-247	-75.5%	-58.1%
Primary Labels • Achernar • Prakolar	Total Sales	885	806	+78	+9.8%	+51.6%
	Operating Income	194	114	+80	+70.2%	3.0x
Total	Total Sales	5,297	5,501	-203	-3.7%	+1.2%
	Operating Income	274	442	-167	-37.9%	+9.6%

		FY2023	FY2022	Change	Change	
		Apr-Sep	Apr-Sep		YoY	excl. FX impact
Base	Total Sales	8,766	8,909	-143	-1.6%	-4.1%
	Operating Income	278	497	-219	-44.1%	-28.8%
Primary Labels • Achernar • Prakolar	Total Sales	1,809	1,627	+182	+11.2%	+50.4%
	Operating Income	422	209	+213	2.0x	3.4x
Total	Total Sales	10,575	10,536	+39	+0.4%	+4.3%
	Operating Income	700	706	-5	-0.8%	+51.2%

## Breakdown by Region: Europe

Jul-Sep

Base business: Sales declined due to the impact of printer inventory adjustments at distributors due to the economic downturn and a lack of large-scale projects last year. Despite a lack of large-scale projects carrying lower margin and a decrease in transportation costs, OI fell due to the impact of lower sales.

Primary Labels business: Higher sales on a local currency basis. OI increased driven by GP margin improvement resulting from the FX impact through transactions in non-ruble currencies and an increase in sales of high-end products.

(Millions of JPY)

		FY2023	FY2022	Change	Change	
		Jul-Sep	Jul-Sep		YoY	excl. FX impact
Base	Total Sales	2,714	3,268	-553	-16.9%	-26.8%
	Operating Income	108	204	-96	-47.1%	-58.7%
Primary Labels (Russian business)	Total Sales	4,341	4,775	-434	-9.1%	+33.9%
	Operating Income	1,305	851	+453	+53.2%	2.2x
Total	Total Sales	7,055	8,043	-987	-12.3%	+9.2%
	Operating Income	1,413	1,056	+357	+33.8%	+86.8%

		FY2023	FY2022	Change	Change	
		Apr-Sep	Apr-Sep		YoY	excl. FX impact
Base	Total Sales	5,705	6,463	-757	-11.7%	-20.0%
	Operating Income	595	374	+220	+58.8%	+44.8%
Primary Labels (Russian business)	Total Sales	8,028	8,643	-614	-7.1%	+25.2%
	Operating Income	2,190	1,010	+1,179	2.2x	2.9x
Total	Total Sales	13,734	15,106	-1,372	-9.1%	+5.8%
	Operating Income	2,785	1,385	+1,399	2.0x	2.5x

\* Figures in parentheses exclude the Russian subsidiaries.

## Breakdown by Region: Asia/Oceania

Jul-Sep

Base business: Sales declined due to lower sales of Argox in Taiwan impacted by inventory adjustment at distributors, despite continued strong sales in Indonesian subsidiaries and Vietnam/Australia subsidiaries. OI decreased due to a decline in plant utilization at printer factories caused by lower demand.

(Millions of JPY)

		FY2023	FY2022	Change	Change	
		Jul-Sep	Jul-Sep		YoY	excl.FX Impact
Base	Total Sales	4,751	4,938	-187	-3.8%	-6.3%
	Operating Income	500	614	-113	-18.5%	-22.1%

		FY2023	FY2022	Change	Change	
		Apr-Sep	Apr-Sep		YoY	excl.FX Impact
Base	Total Sales	9,246	9,234	+12	+0.1%	-2.3%
	Operating Income	824	976	-152	-15.6%	-19.5%

## Overview

Jul-Sep

Sales increased slightly due to growth in software for mechatronics and effects of price revisions for consumables. OI decreased due to a decrease in printer exports, a sharp rise in raw material costs for consumables, which cannot fully offset by price revisions and an increase in SG&A expenses including sale expenses.

(Millions of JPY)

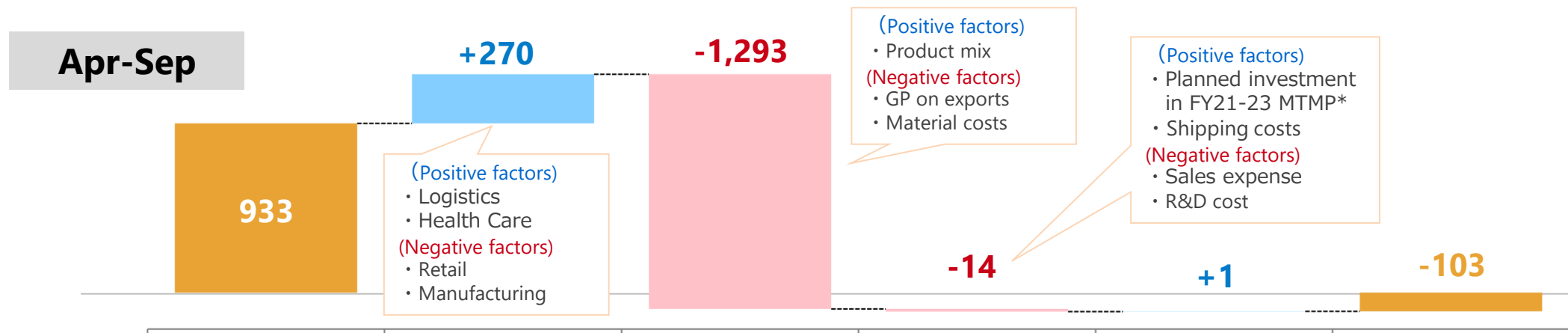
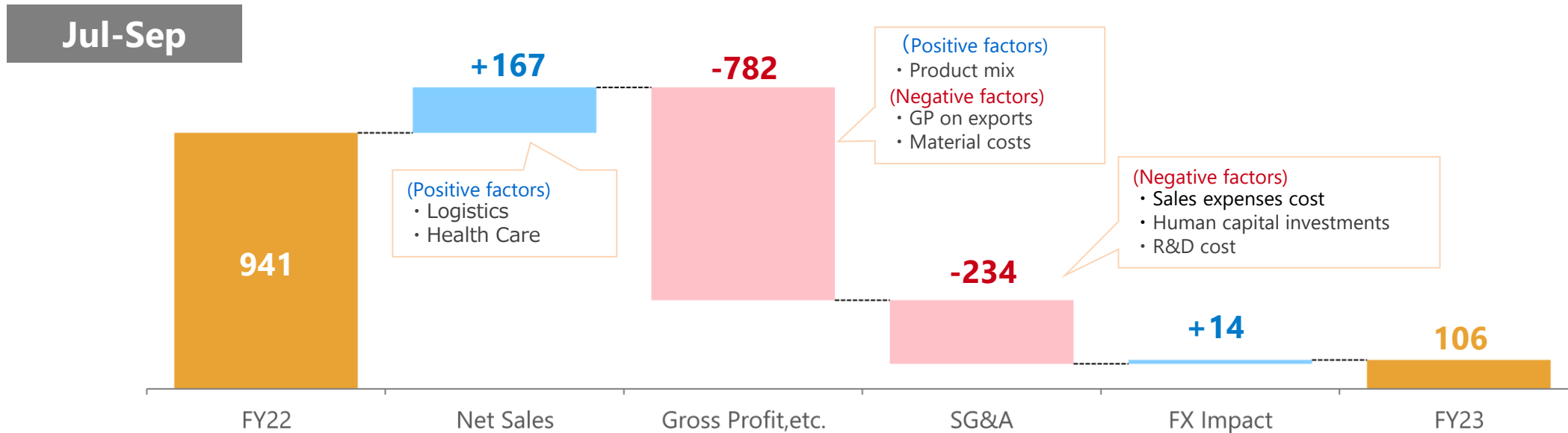
	FY2023	FY2022	Change	YoY
	Jul-Sep	Jul-Sep		
Mechatronics Sales	7,379	7,168	+211	+3.0%
Consumables Sales	11,312	11,126	+186	+1.7%
<b>Total Sales</b>	<b>18,692</b>	<b>18,294</b>	<b>+398</b>	<b>+2.2%</b>
Gross Profit	8,018	8,620	-601	-7.0%
Gross Profit %	42.9%	47.1%	-4.2pt	-
<b>Operating Income</b>	<b>106</b>	<b>941</b>	<b>-835</b>	<b>-88.7%</b>
Operating Income %	0.6%	5.1%	-4.6pt	-

	FY2023	FY2022	Change	YoY
	Apr-Sep	Apr-Sep		
Mechatronics Sales	13,773	13,669	+104	+0.8%
Consumables Sales	22,455	21,916	+539	+2.5%
<b>Total Sales</b>	<b>36,229</b>	<b>35,585</b>	<b>+643</b>	<b>+1.8%</b>
Gross Profit	15,512	16,534	-1,022	-6.2%
Gross Profit %	42.8%	46.5%	-3.6pt	-
<b>Operating Income</b>	<b>-103</b>	<b>933</b>	<b>-1,037</b>	-
Operating Income %	-	2.6%	-	-

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.

## Major Gains/Losses in OI

(Millions of JPY)



← Excludes exchange rate effects →

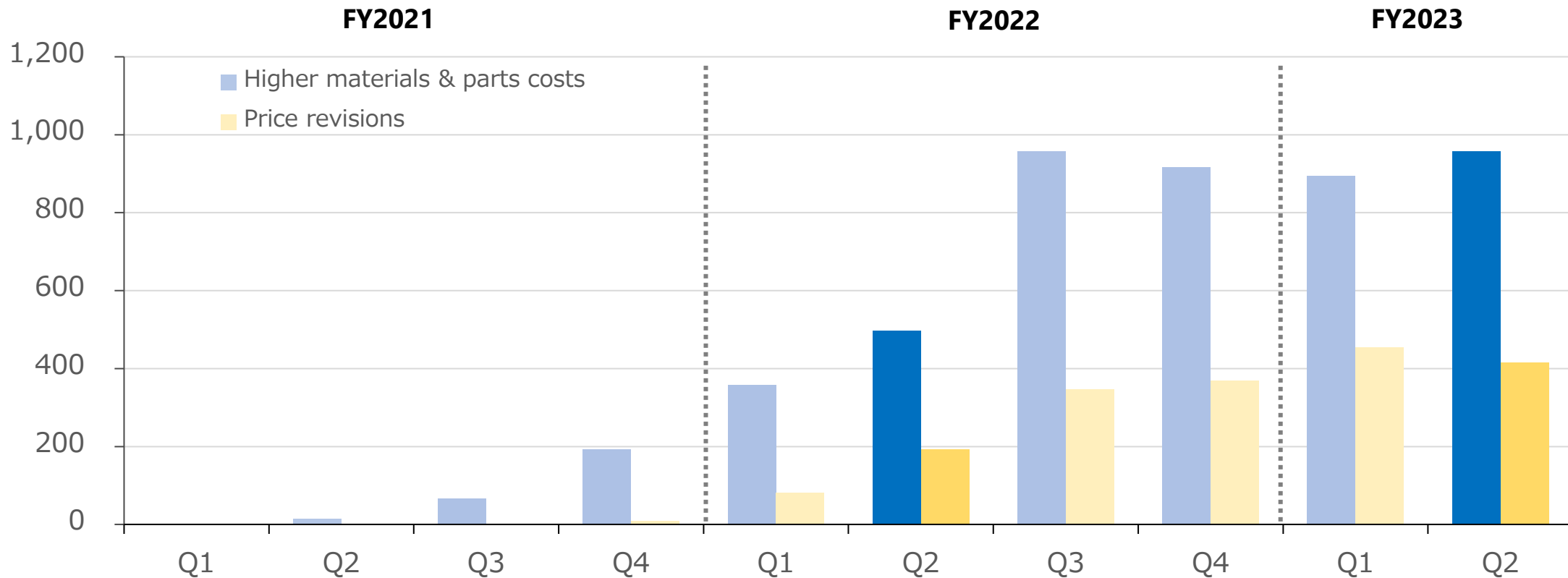
## Higher Materials & Parts Costs and Price Revisions

Delay in price revisions compared to the initial plan\*.

The results of the current acceleration of price revisions are expected to be delivered in 2H.

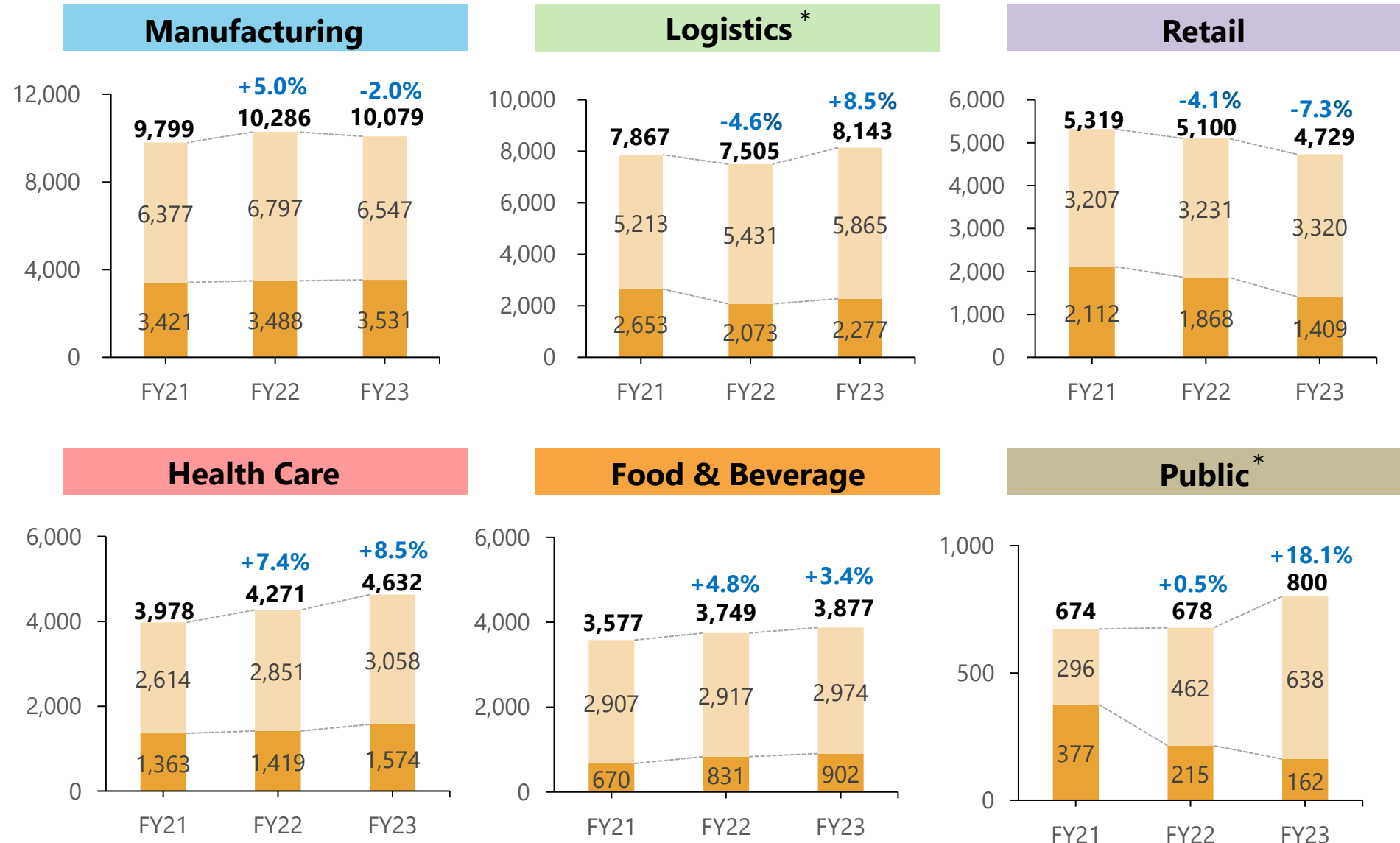
(Millions of JPY)

Higher materials & parts costs and Price revisions (Actual amount vs. FY2020, including FX impact)



(Millions of JPY)

■ : Mechatronics   ■ : Consumables   \* % indicates YoY change



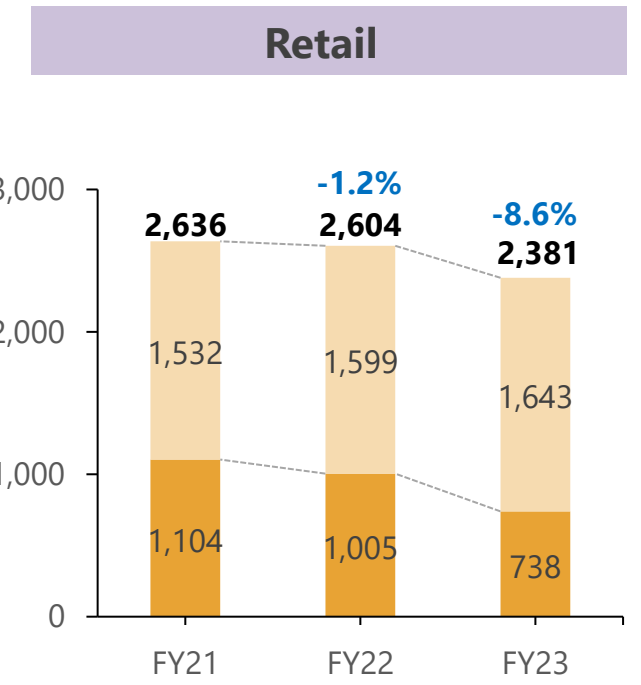
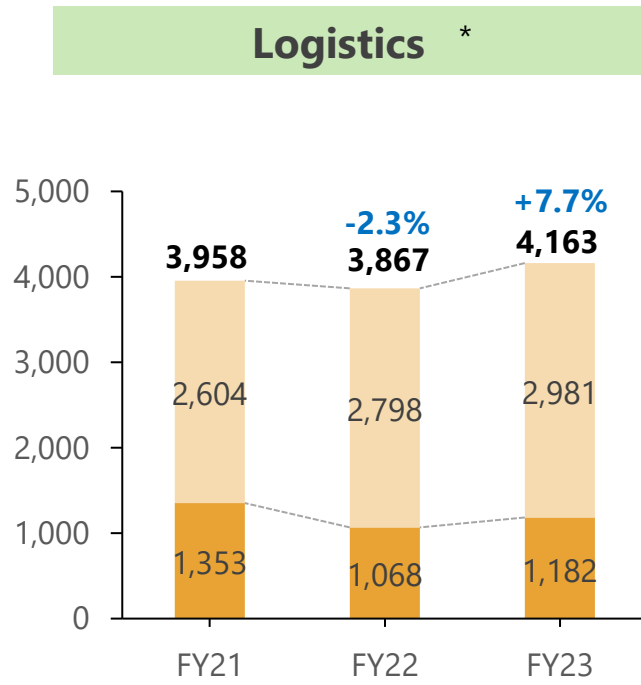
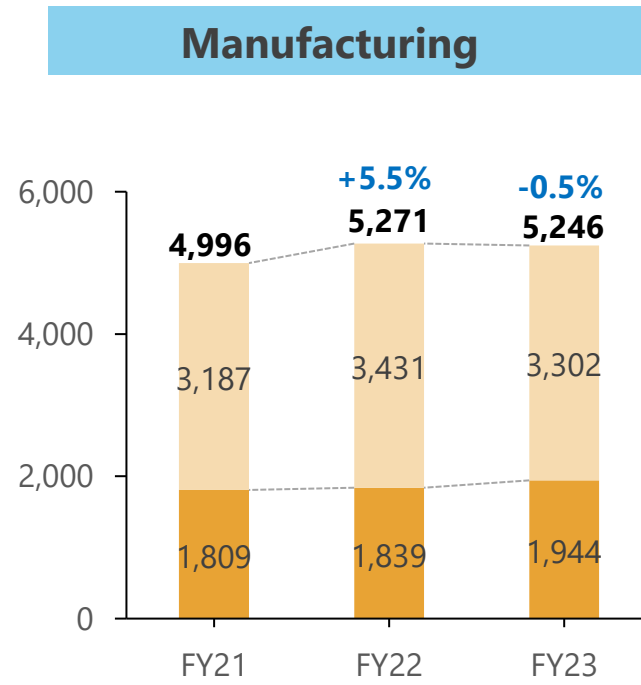
\*From FY23-Q1, the classification of some industries has changed from public to logistics. The graph shows this change retroactively.



# Sales by Vertical 1/2

(Millions of JPY)

■ : Mechatronics   ■ : Consumables   \* % indicates YoY change



Business environment

Investment appetite recovered in related industries as automotive production got back. Continued demand for automation and RFID to respond to labor shortages and DX.

Due to continued brisk EC and other positive factors including recovery in inbound tourists, overall sales were strong. Demand related to labor shortage and DX expanded to include work style reform law.

Supermarkets continued instore investment to enhance DX and efficiency. Capital expenditure in apparel EC took a rest.

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Consumables declined in electronic components due to inventory adjustments in semiconductor-related industries. Mechatronics increased thanks to a recovery in the automotive and machinery & electrical, and to the contribution of large automation projects.

Consumables increased in almost all industries resulted from increased volume of flow of goods. Mechatronics increased as well, driven by automation projects.

Robust demand in EC/mass retailer/supermarket was offset by sluggish other sectors resulting in overall slight increase in consumables. Mechatronics decreased due to lack of large projects in the same period last fiscal year.



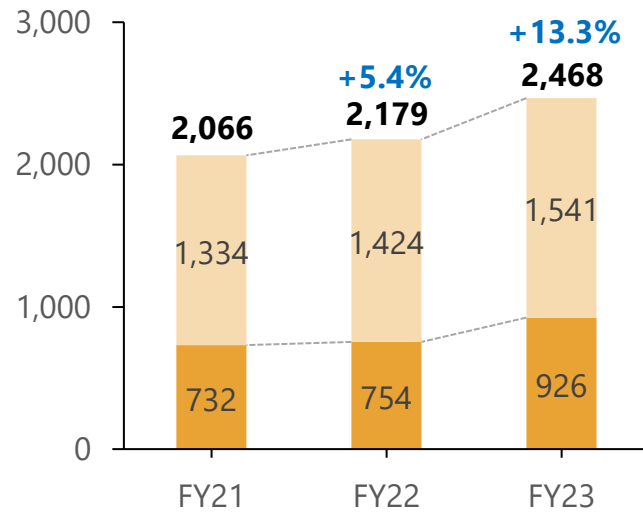
\*From FY23-Q1, the classification of some industries has changed from public to logistics. The graph shows this change retroactively.

# Sales by Vertical 2/2

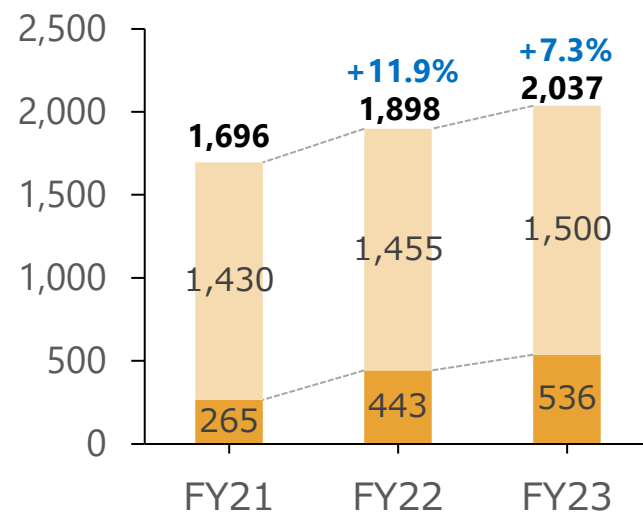
(Millions of JPY)

■ : Mechatronics   ■ : Consumables   \* % indicates YoY change

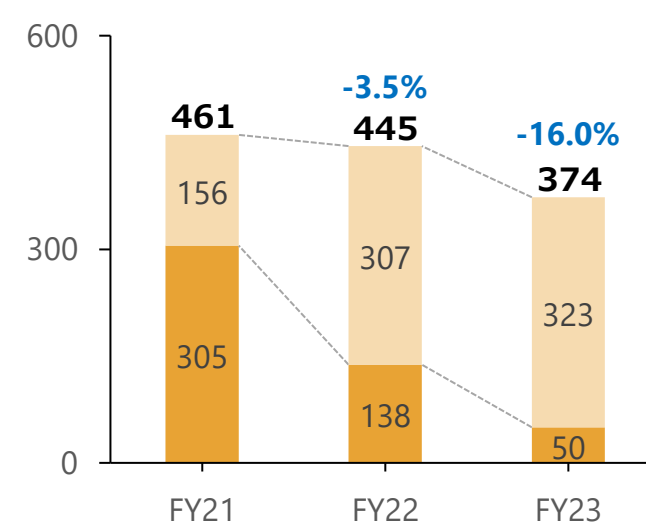
## Health Care



## Food & Beverage



## Public \*



Business environment

Continued invest in RFID and other areas to enhance efficiency in administrative operations, and to respond to labor shortages. Demand remained firm overall.

Continued demand for automation, traceability, etc. to respond to issues including higher raw material costs and labor shortage.

The overall business environment remained stable.

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Consumables increased in all industries, driven by a recovery in the number of outpatient visiting healthcare facilities. Mechatronics increased due mainly to RFID and large automation projects.

Both consumables and mechatronics increased, driven by food manufacturing. Mechatronics increased due to large automation projects.

Consumables increased by orders from large customers. Mechatronics decreased due to a reaction to large-scale projects in the same period last fiscal year.

\*From FY23-Q1, the classification of some industries has changed from public to logistics. The graph shows this change retroactively.

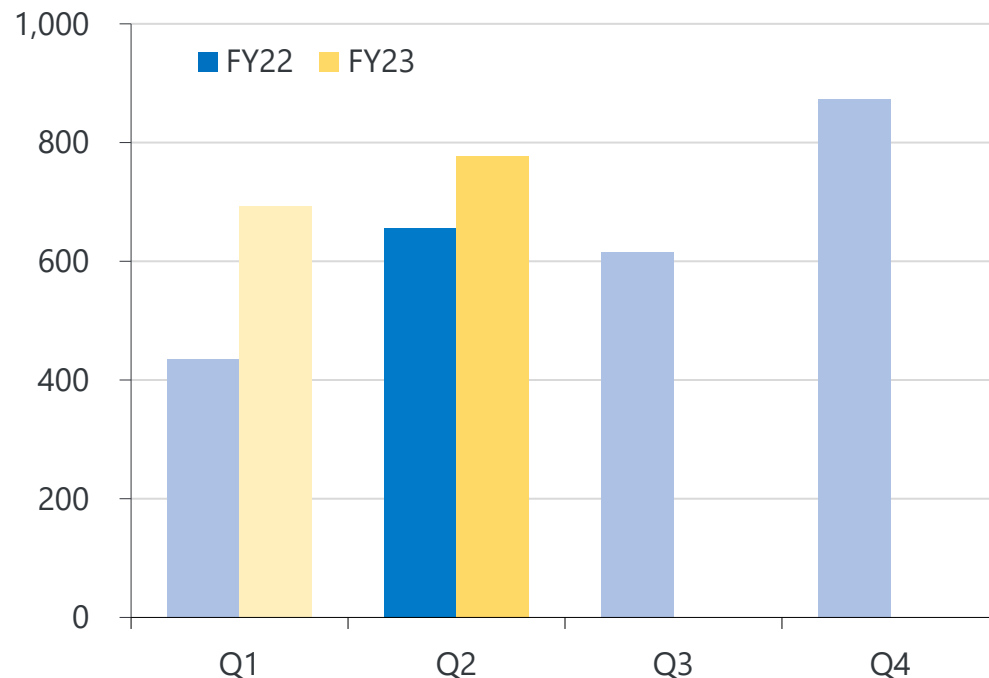
## Sales Trends: RFID and Automation

Both solutions continued to perform strongly, driven by robust demand for digitization and labor shortage mitigation. RFID is growing in the health care market, whereas automation in the manufacturing and logistics markets.

(Millions of JPY)

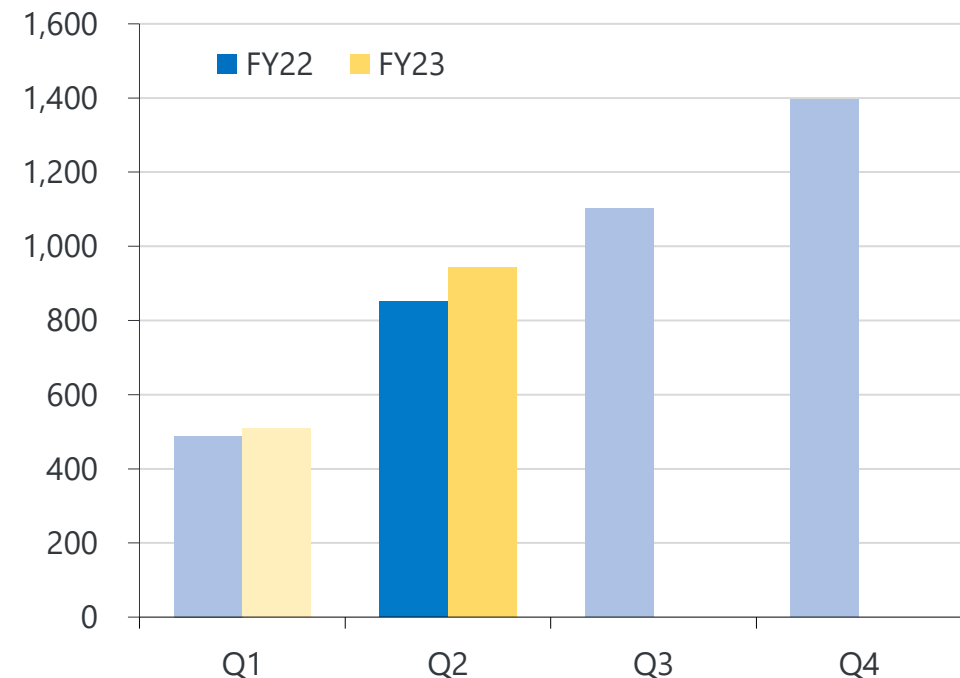
### RFID

YoY sales increase in cumulative: **34.9%**



### Automation

YoY sales increase in cumulative: **8.3%**



\* Figures in Automation include hardware and software sales (excluding consumables and service and support sales).

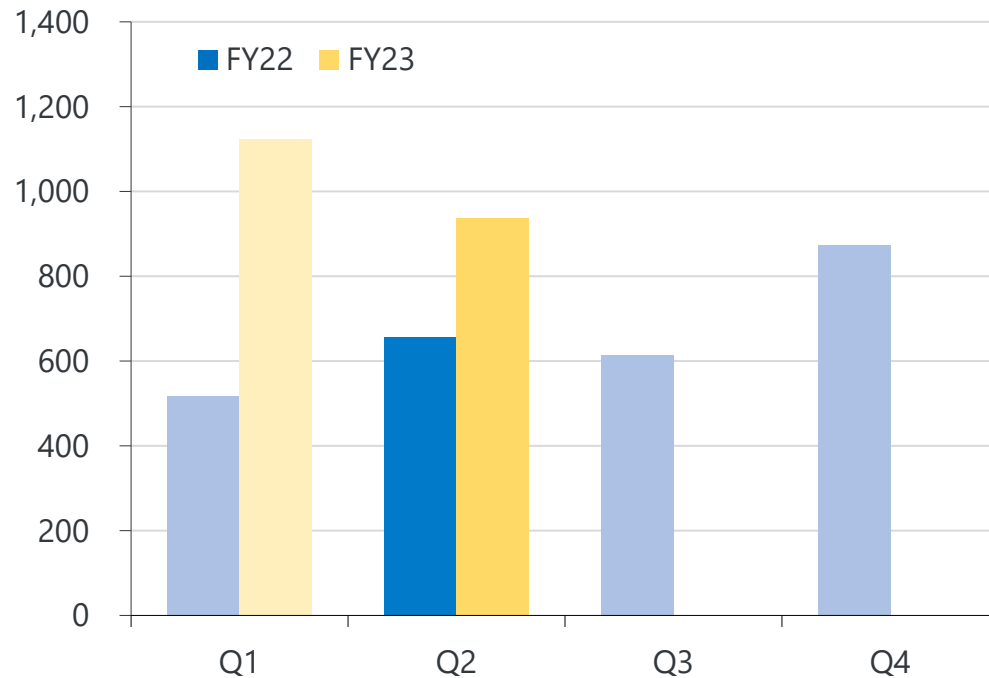
## Sales Trends: RFID and Automation

Both solutions continued to perform steady, driven by robust demand for digitization and labor shortage mitigation. RFID performed well overall and grew in almost all markets, including the healthcare. Automation decreased due to economic downturn in Europe and North America.

(Millions of JPY)

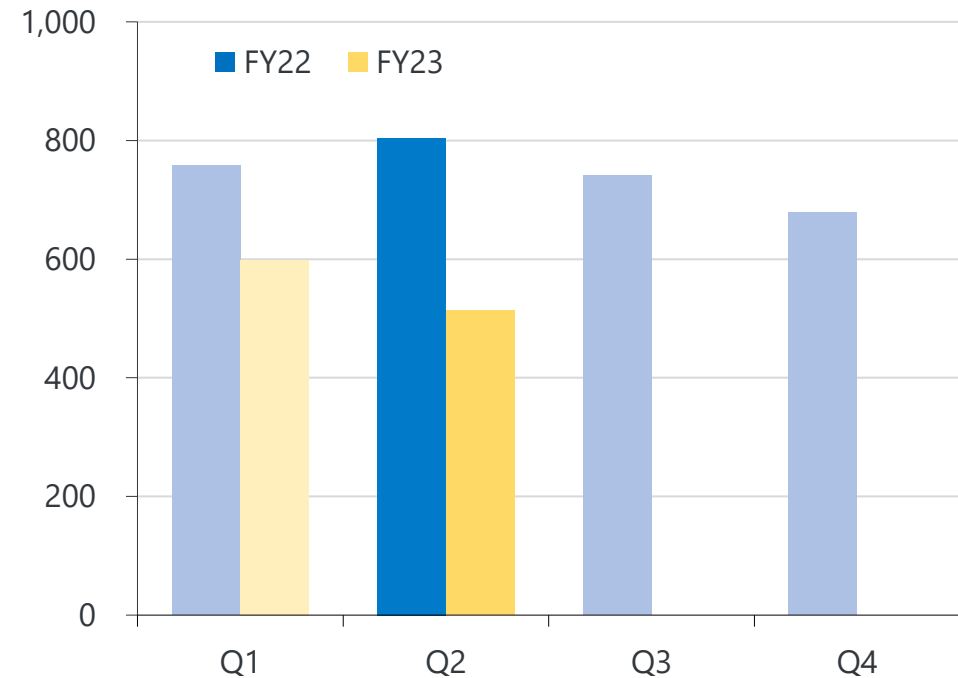
### RFID

YoY sales increase in cumulative: **89.4%**



### Automation

YoY sales decrease in cumulative: **28.8%**



\* Figures in Automation is hardware sales only.

## FY2023 Consolidated Forecasts

(Millions of JPY)

	Apr-Sep		Oct-Mar		FY2023	
	Results	YoY	Plan	YoY	Plan	YoY
<b>Net Sales</b>	<b>69,786</b>	<b>-1.0%</b>	<b>74,213</b>	<b>+2.6%</b>	<b>144,000</b>	<b>+0.8%</b>
<b>Operating Income</b>	<b>4,620</b>	<b>+22.4%</b>	<b>4,879</b>	<b>-3.7%</b>	<b>9,500</b>	<b>+7.4%</b>
<b>Ordinary Income</b>	<b>4,307</b>	<b>-13.3%</b>	<b>4,792</b>	<b>+16.9%</b>	<b>9,100</b>	<b>+0.4%</b>
<b>Profit attributable to owners of parent</b>	<b>1,991</b>	<b>-38.3%</b>	<b>3,008</b>	<b>3.2x</b>	<b>5,000</b>	<b>+19.5%</b>
	<Reference>					
<b>EBITDA</b> *	<b>13,961</b>	←FY2022			<b>14,600</b>	<b>+4.6%</b>

\* EBITDA = Operating Income +  
Depreciation + Amortization

Average exchange rates assumed in FY23 forecast: JPY 143/USD, JPY 155/EUR (Initial plan: JPY 130/USD, JPY 140/EUR)  
Average exchange rates for Apr-Sep, FY23: JPY 141.05 /USD, JPY 153.45 /EUR  
Average exchange rates for FY22: JPY 135.49/USD, JPY 140.98/EUR

## FY2023 Consolidated Forecasts <Breakdown>

Full-year consolidated net sales revised upward by JPY 4 billion and OI by JPY 1.5 billion.  
 OI breakdown: Russian subsidiaries JPY +2.2 billion, Japan JPY -1.1 million, eliminations JPY +0.3 million,  
 Overseas (excluding Russia) JPY +0.1 billion.

(Millions of JPY)

		Apr-Sep			Oct-Mar			FY2023		
		Initial Plan	Results	Change	Initial Plan	Revised Plan	Change	Initial Plan	Revised Plan	Change
Overseas	Net Sales	31,200	33,557	+2,357	32,800	34,442	+1,642	64,000	68,000	+4,000
	Operating Income	2,300	4,515	+2,215	2,900	2,984	+84	5,200	7,500	+2,300
Japan	Net Sales	36,800	36,229	-570	39,200	39,770	+570	76,000	76,000	+0
	Operating Income	1,000	-103	-1,103	1,800	1,803	+3	2,800	1,700	-1,100
Eliminations	Operating Income	0	208	+208	0	91	+91	0	300	+300
Consolidated	Net Sales	68,000	69,786	+1,786	72,000	74,213	+2,213	140,000	144,000	+4,000
	Operating Income	3,300	4,620	+1,320	4,700	4,879	+179	8,000	9,500	+1,500
The Russian subsidiaries	Net Sales	5,600	8,028	+2,428	5,400	6,971	+1,571	11,000	15,000	+4,000
	Operating Income*	700	2,287	+1,587	600	1,212	+612	1,300	3,500	+2,200

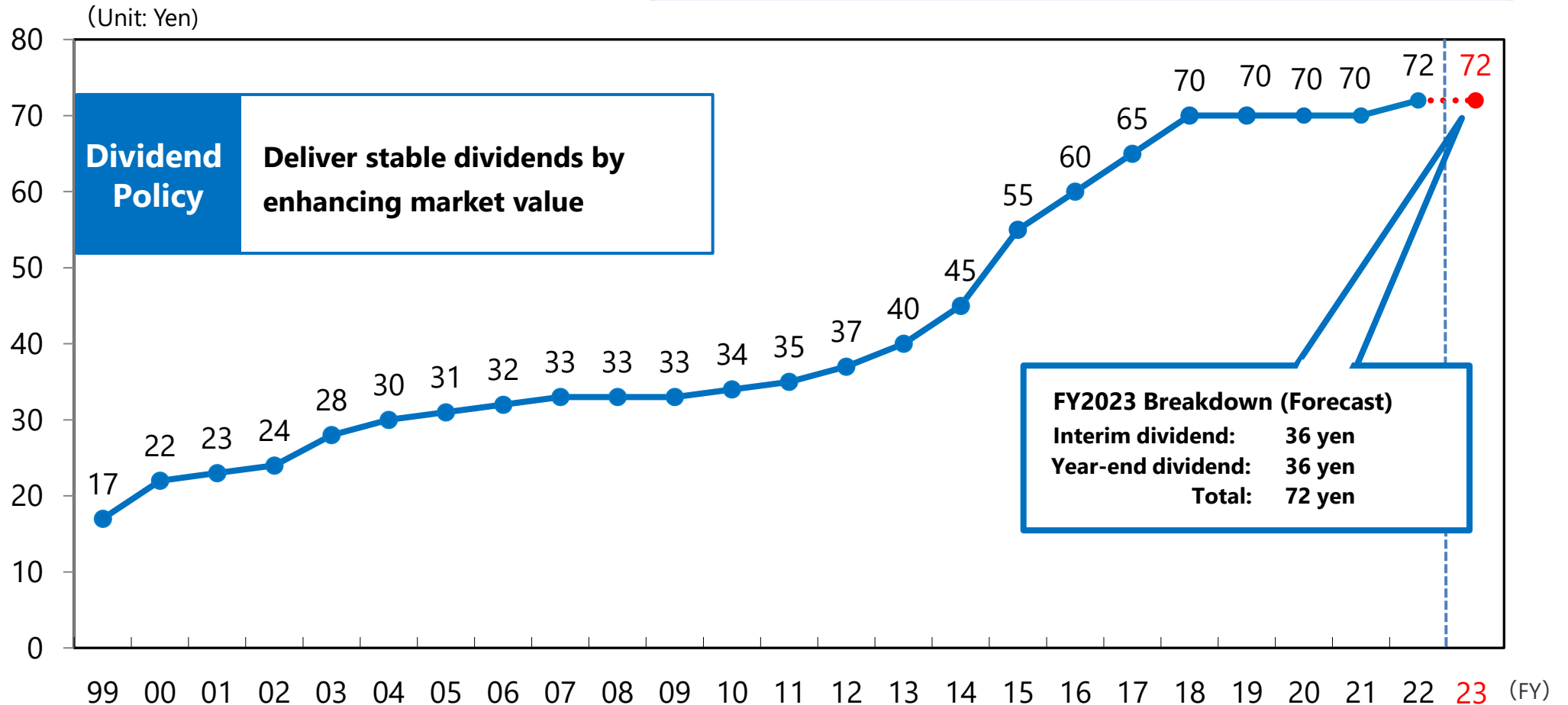
<Reference>

# Dividends

(JPY per share)

Interim dividend payment of 36 yen is scheduled.

	FY19	FY20	FY21	FY22	FY23 (Forecast)
<b>EPS</b>	-56.1yen	385.9yen	112.7yen	126.7yen	154.3yen
<b>ROE</b>	-3.6%	24.4%	6.3%	6.5%	7.3%
(Ref.) Payout ratio	—	18%	62%	57%	47%



# Appendix

Performance data      Pages 24-42

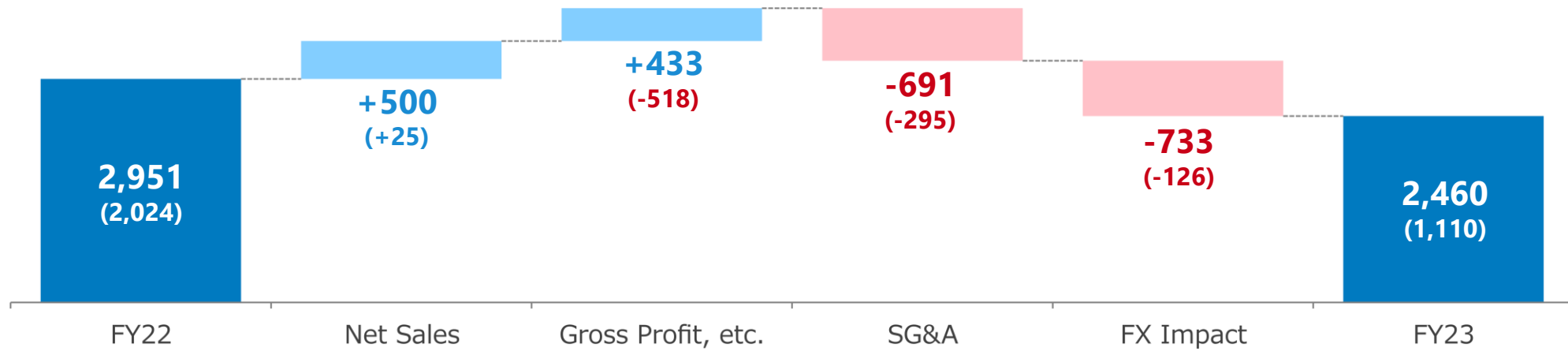
SATO terminologies      Pages 43-46



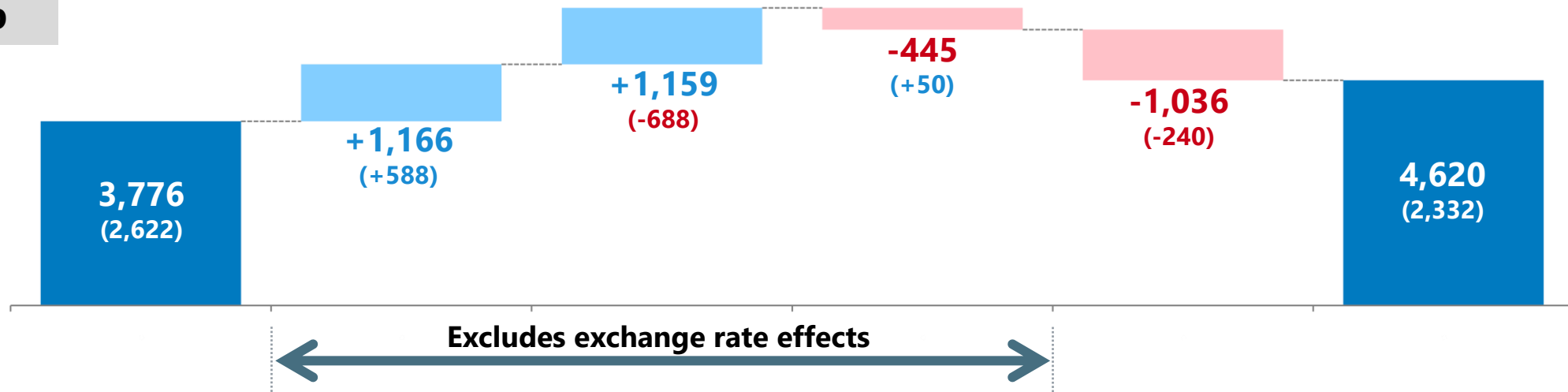
# Major Gains/Losses in OI

(Millions of JPY)

Jul-Sep



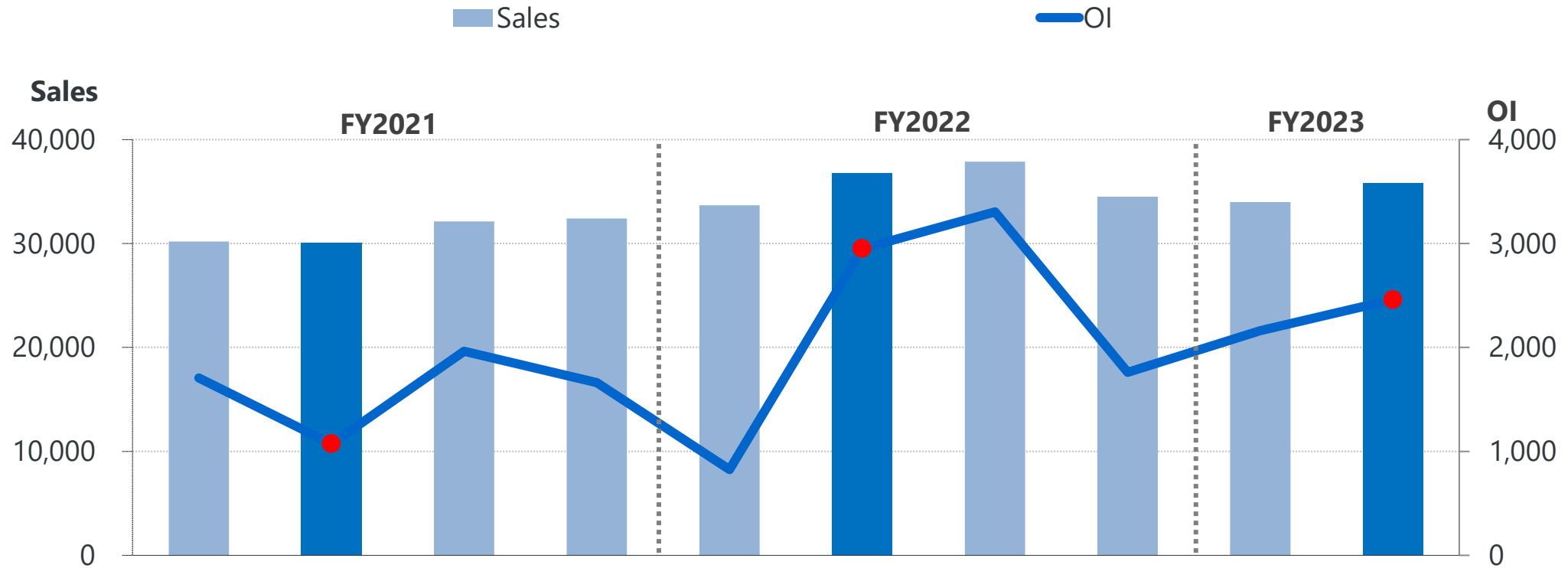
Apr-Sep



\* Figures in parentheses exclude the Russian subsidiaries.

# Quarterly Sales & OI

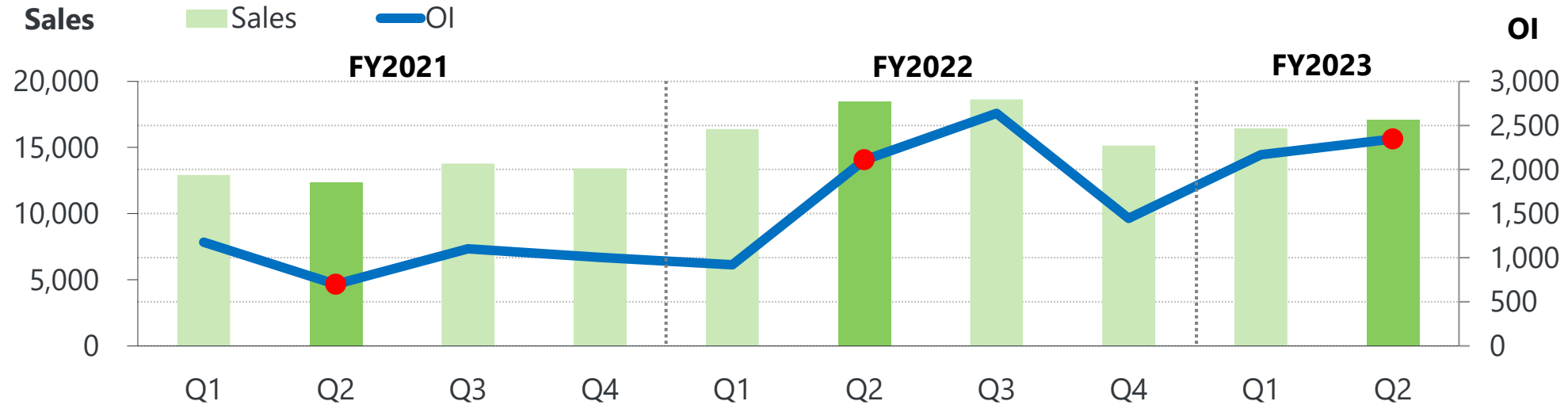
(Millions of JPY)



	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
<b>Sales</b>	30,177	30,084	32,126	32,395	33,686	36,777	37,871	34,489	33,989	35,797
YoY	+27.6%	+14.7%	+9.3%	+8.8%	+11.6%	+22.2%	+17.9%	+6.5%	+0.9%	-2.7%
<b>OI</b>	1,706	1,073	1,963	1,660	824	2,951	3,304	1,760	2,160	2,460
YoY	4.4x	-1.0%	-14.9%	-19.8%	-51.7%	2.7x	+68.3%	+6.0%	2.6x	-16.6%

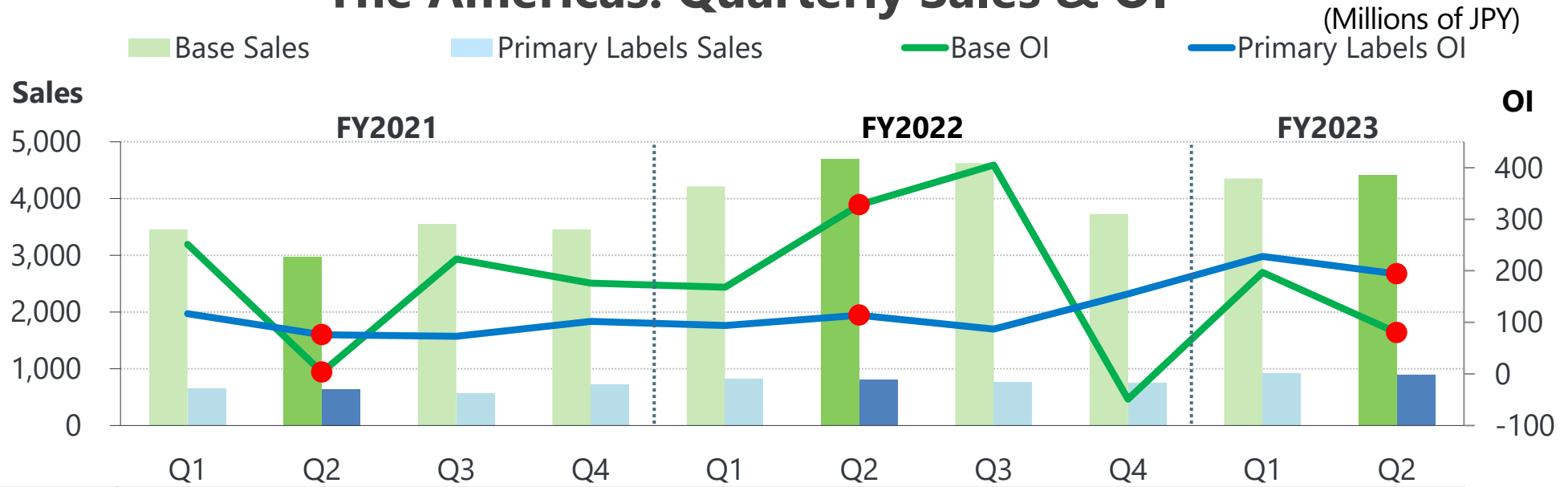
## Quarterly Sales & OI

(Millions of JPY)



<b>Sales</b>	12,929	12,354	13,788	13,423	16,394	18,483	18,626	15,153	16,452	17,104
<b>YoY</b>	+64.8%	+21.5%	+24.8%	+18.9%	+26.8%	+49.6%	+35.1%	+12.9%	+0.4%	-7.5%
<b>OI</b>	1,175	698	1,101	1,003	919	2,109	2,637	1,445	2,169	2,346
<b>YoY</b>	15.1x	+2.2%	+5.6%	+14.0%	-21.8%	3.0x	2.4x	+44.0%	2.4x	+11.2%

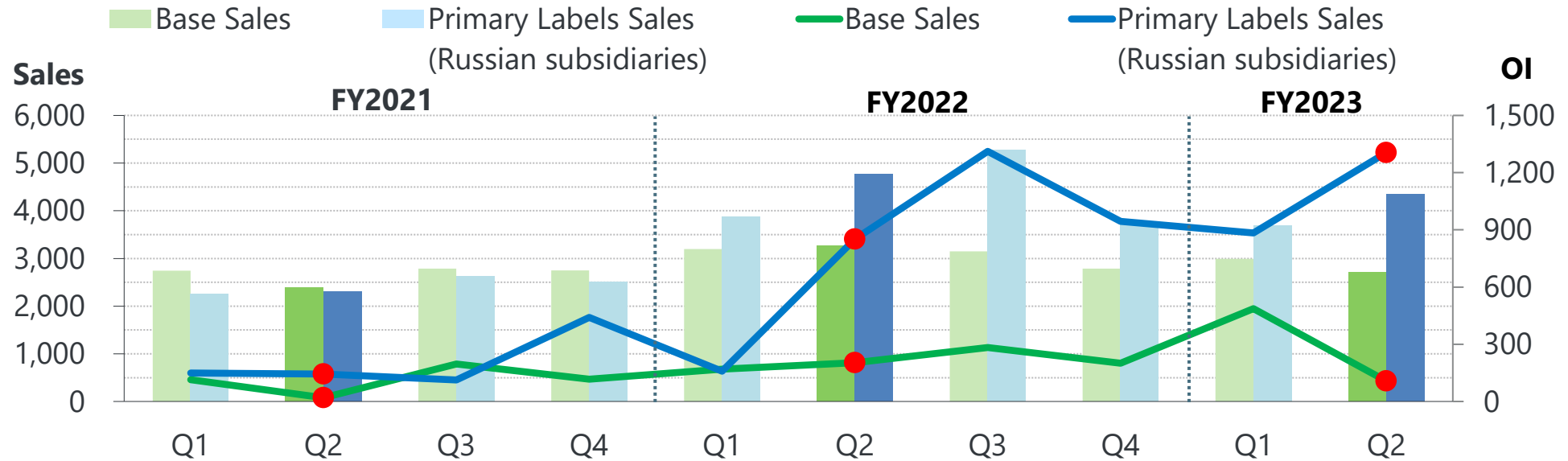
## The Americas: Quarterly Sales & OI



Base	Sales	3,458	2,970	3,554	3,456	4,214	4,694	4,626	3,731	4,353	4,412
	YoY	+94.2%	+11.6%	+27.2%	+10.1%	+21.8%	+58.1%	+30.2%	+8.0%	+3.3%	-6.0%
	OI	251	3	223	176	168	328	405	-49	197	80
	YoY	-	-97.8%	-3.6%	+13.1%	-32.9%	87.3x	+81.1%	-	+17.0%	-75.5%
Primary Labels	Sales	648	643	576	717	821	806	769	752	924	885
	YoY	+71.4%	+29.2%	+0.8%	+24.6%	+26.6%	+25.3%	+33.4%	+4.8%	+12.6%	+9.8%
	OI	117	76	73	102	94	114	87	155	228	194
	YoY	45.9x	+4.7%	-18.0%	+9.2%	-19.0%	+50.2%	+18.7%	+51.9%	2.4x	+70.2%

## Europe: Quarterly Sales & OI

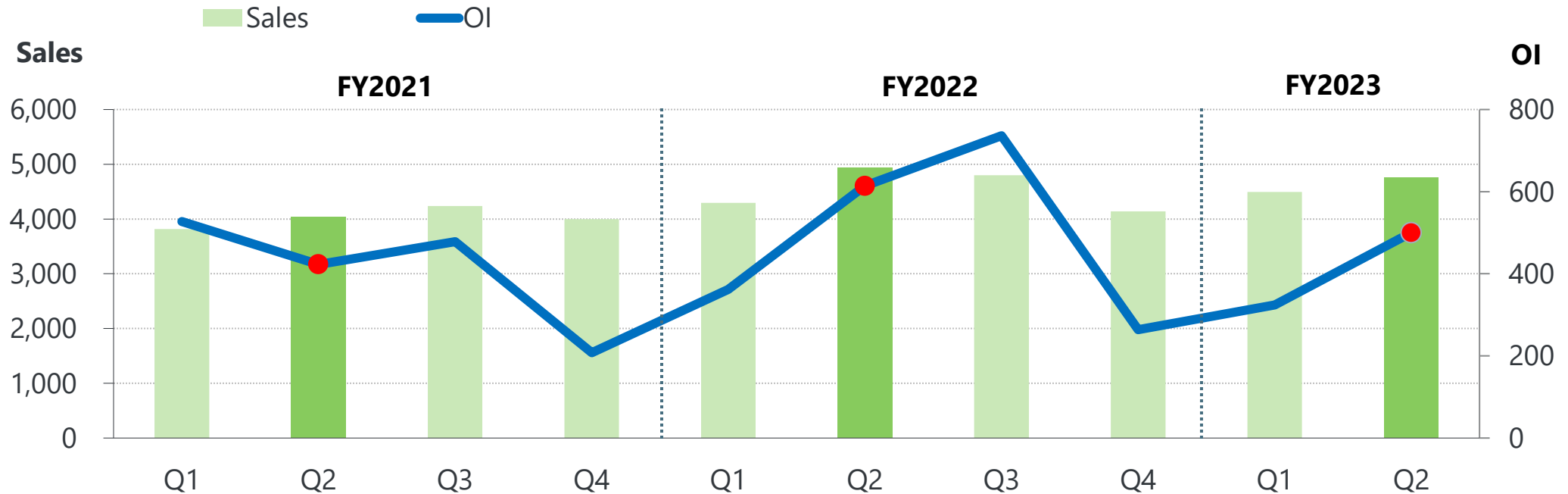
(Millions of JPY)



		FY2021				FY2022				FY2023	
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Base	Sales	2,746	2,391	2,785	2,749	3,195	3,268	3,149	2,789	2,991	2,714
	YoY	+89.0%	+19.5%	+30.4%	+37.7%	+16.3%	+36.6%	+13.0%	+1.5%	-6.4%	-16.9%
	OI	115	20	197	117	170	204	196	201	487	108
	YoY	-	-63.8%	2.1x	5.7x	+46.9%	10.0x	-0.5%	+71.1%	2.9x	-47.1%
Primary Labels (Russian business)	Sales	2,256	2,311	2,633	2,499	3,867	4,775	5,282	3,741	3,687	4,341
	YoY	+31.9%	+22.2%	+33.4%	+43.8%	+71.4%	2.1x	2.0x	+49.6%	-4.7%	-9.1%
	OI	149	144	113	441	159	851	1,311	945	884	1305
	YoY	+51.8%	-16.3%	-37.5%	9.7x	+6.8%	5.9x	11.6x	2.1x	5.6x	+53.2%

## Asia/Oceania: Quarterly Sales & OI

(Millions of JPY)

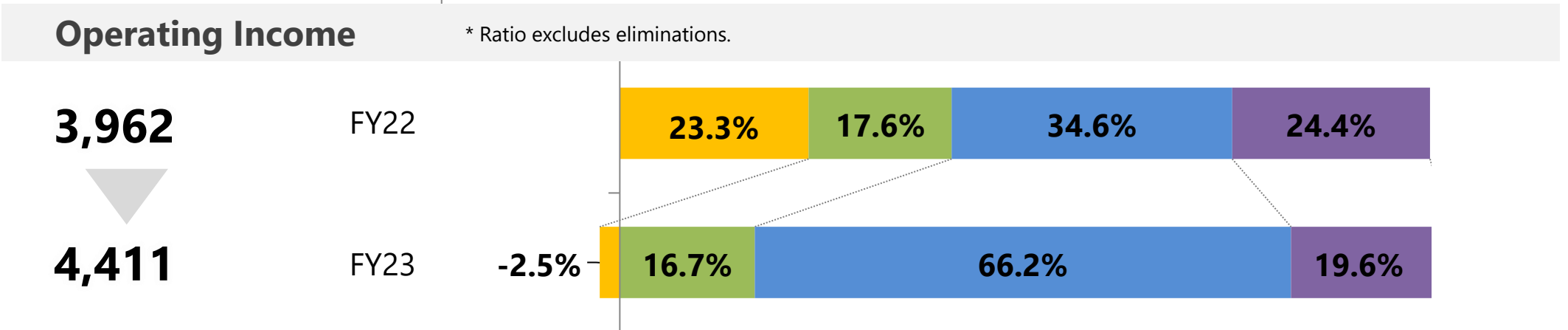
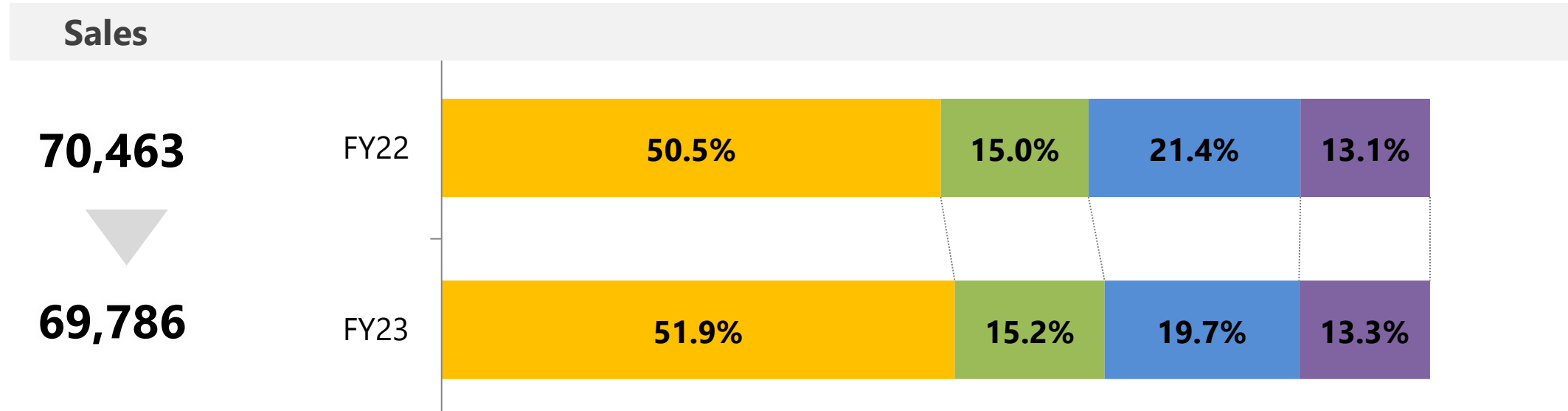


Base	Sales	3,817	4,037	4,238	4,000	4,296	4,938	4,799	4,138	4,495	4,751
	YoY	+51.5%	+29.5%	+18.8%	+4.2%	+12.5%	+22.3%	+13.2%	+3.5%	+4.6%	-3.8%
Base	OI	527	423	478	208	362	614	736	264	324	500
	YoY	5.1x	2.2x	+19.2%	-62.6%	-31.2%	+44.9%	+53.9%	+26.9%	-10.7%	-18.5%

# Sales and OI by Region

(Millions of JPY)

■ Japan 
 ■ The Americas 
 ■ Europe 
 ■ Asia/Oceania

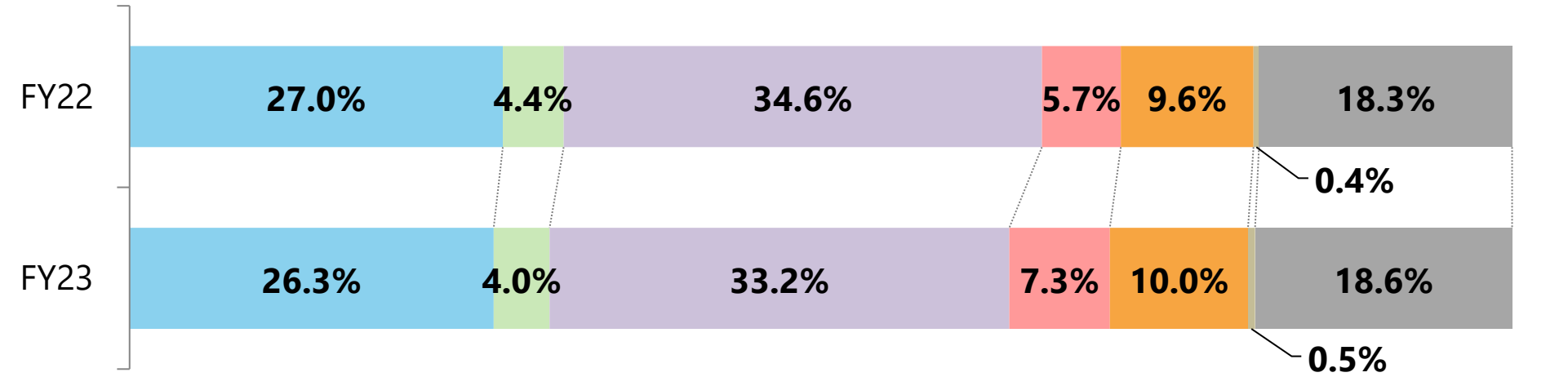


OI Ratio FY22 Japan : 2.6%, Overseas : 8.7%  
 FY23 Japan : N/A%, Overseas : 13.5%

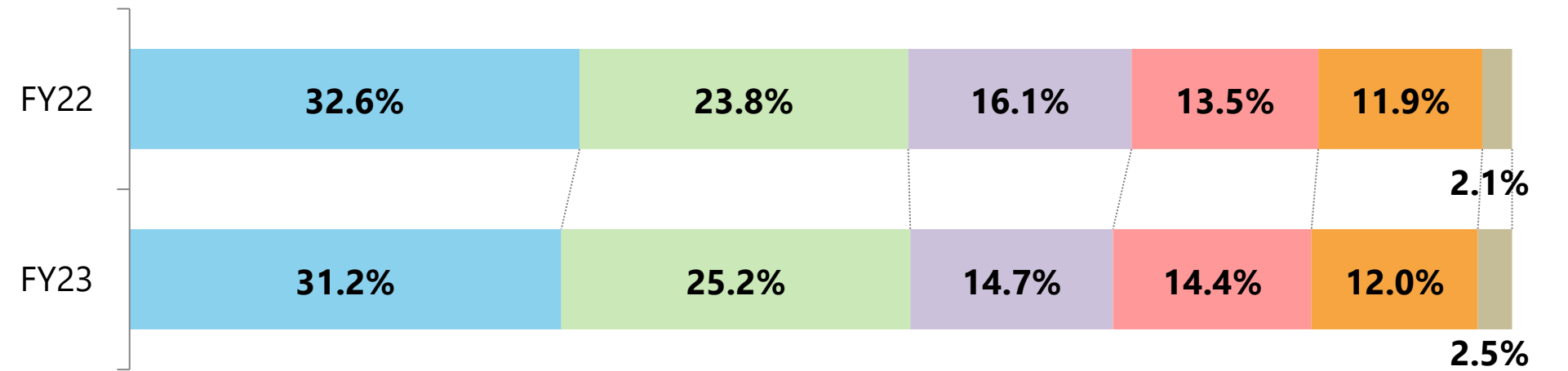
# Sales by Vertical

■ Manufacturing 
 ■ Logistics 
 ■ Retail 
 ■ Health Care 
 ■ Food & Beverage 
 ■ Public 
 ■ Others

**Overseas** \* Main sales subsidiaries only. Factories & primary label companies not included.



**Japan** \* Maintenance services not included



\*From FY23-Q1, the classification of some industries changed from public to logistics. The graph shows this change retroactively.





# Sales and OI by Business Segment/Region

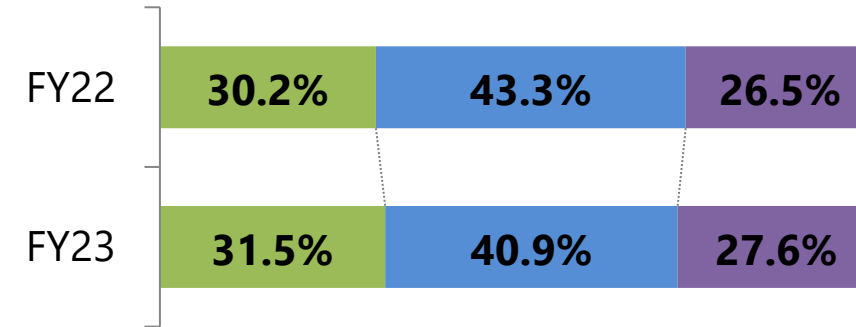
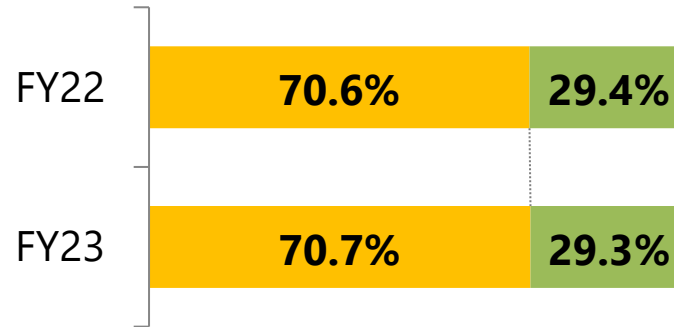
(Millions of JPY)

■ Base   
 ■ Primary Labels   
 ■ The Americas   
 ■ Europe   
 ■ Asia/Oceania

## Sales

34,878

33,557

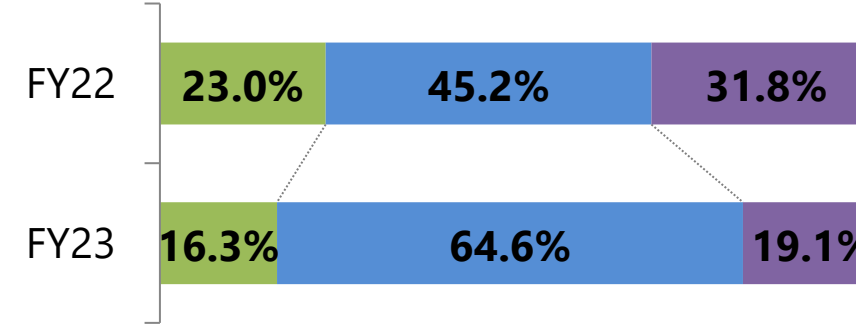
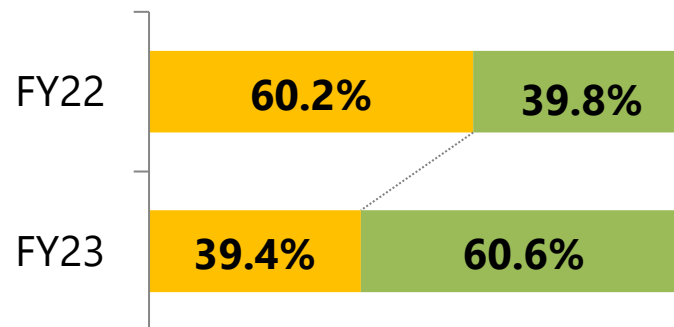


## Operating Income

\* Ratio excludes eliminations.

3,029

4,515



OI ratio:

FY22 Base : 7.5%, Primary Labels : 11.9%

FY23 Base : 7.2%, Primary Labels : 26.6%

FY22 The Americas : 6.7%, Europe : 9.2%

Asia/Oceania : 10.6%

FY23 The Americas : 6.6%, Europe : 20.3%

Asia/Oceania : 8.9%

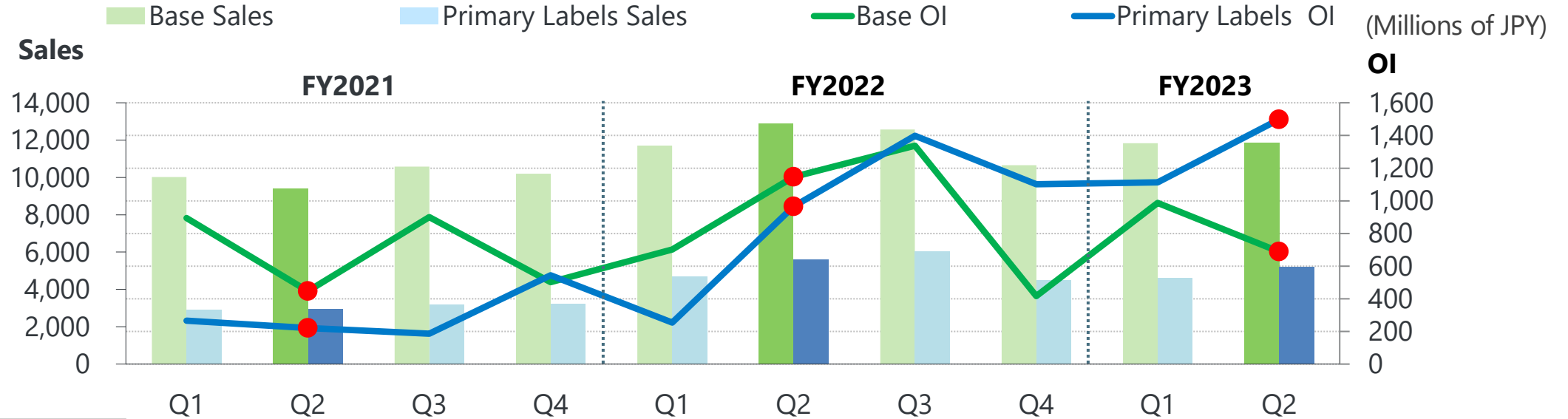
## Breakdown by Business Segment

(Millions of JPY)

		FY2023	FY2022	Change	Change	
		Jul-Sep	Jul-Sep		YoY	excl. FX impact
<b>Base</b>	<b>Total Sales</b>	<b>11,877</b>	<b>12,901</b>	<b>-1,023</b>	<b>-7.9%</b>	<b>-11.9%</b>
	Operating Income	<b>689</b>	<b>1,147</b>	<b>-457</b>	<b>-39.9%</b>	<b>-38.9%</b>
<b>Primary Labels</b>	<b>Total Sales</b>	<b>5,226</b>	<b>5,582</b>	<b>-355</b>	<b>-6.4%</b>	<b>+36.4%</b>
	Operating Income	<b>1,499</b>	<b>966</b>	<b>+533</b>	<b>+55.2%</b>	<b>2.3x</b>
<b>Eliminations</b>	Operating Income	<b>157</b>	<b>-3</b>	<b>+160</b>	-	-
<b>Total</b>	<b>Total Sales</b>	<b>17,104</b>	<b>18,483</b>	<b>-1,378</b>	<b>-7.5%</b>	<b>+2.7%</b>
	Operating Income	<b>2,346</b>	<b>2,109</b>	<b>+236</b>	<b>+11.2%</b>	<b>+46.7%</b>

		FY2023	FY2022	Change	Change	
		Apr-Sep	Apr-Sep		YoY	excl. FX impact
<b>Base</b>	<b>Total Sales</b>	<b>23,718</b>	<b>24,607</b>	<b>-888</b>	<b>-3.6%</b>	<b>-7.6%</b>
	Operating Income	<b>1,698</b>	<b>1,849</b>	<b>-151</b>	<b>-8.2%</b>	<b>-9.0%</b>
<b>Primary Labels</b>	<b>Total Sales</b>	<b>9,838</b>	<b>10,270</b>	<b>-432</b>	<b>-4.2%</b>	<b>+29.2%</b>
	Operating Income	<b>2,612</b>	<b>1,220</b>	<b>+1,392</b>	<b>2.1x</b>	<b>3.0x</b>
<b>Eliminations</b>	Operating Income	<b>204</b>	<b>-40</b>	<b>+244</b>	-	-
<b>Total</b>	<b>Total Sales</b>	<b>33,557</b>	<b>34,878</b>	<b>-1,320</b>	<b>-3.8%</b>	<b>+3.2%</b>
	Operating Income	<b>4,515</b>	<b>3,029</b>	<b>+1,486</b>	<b>+49.1%</b>	<b>+83.4%</b>

## Quarterly Sales & OI



		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Base	Sales	10,023	9,399	10,578	10,206	11,706	12,901	12,574	10,659	11,840	11,877
	YoY	+74.2%	+20.8%	+24.5%	+13.7%	+16.8%	+37.2%	+18.9%	+4.4%	+1.2%	-7.9%
	OI	894	447	900	502	701	1,147	1,338	416	1,008	689
	YoY	-	+5.8%	+23.7%	-31.5%	-21.5%	2.6x	+48.7%	-17.2%	+43.7%	-39.9%
Primary Labels	Sales	2,905	2,955	3,209	3,217	4,688	5,582	6,051	4,493	4,612	5,226
	YoY	+39.1%	+23.7%	+26.1%	+39.0%	+61.4%	+88.9%	+88.6%	+39.7%	-1.6%	-6.4%
	OI	266	220	186	544	254	966	1,398	1,101	1,113	1,499
	YoY	2.6x	-10.1%	-31.0%	3.9x	-4.6%	4.4x	7.5x	2.0x	4.4x	+55.2%

### Sales and OI Trends by Business Segment and Region

By Business Segment



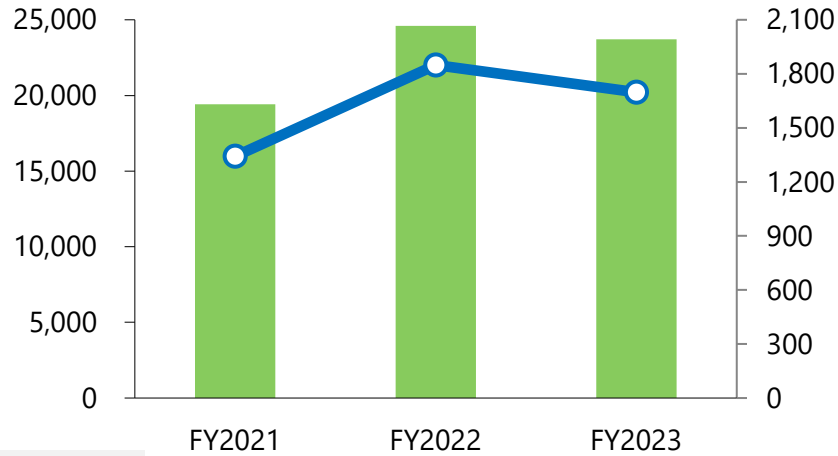
Sales



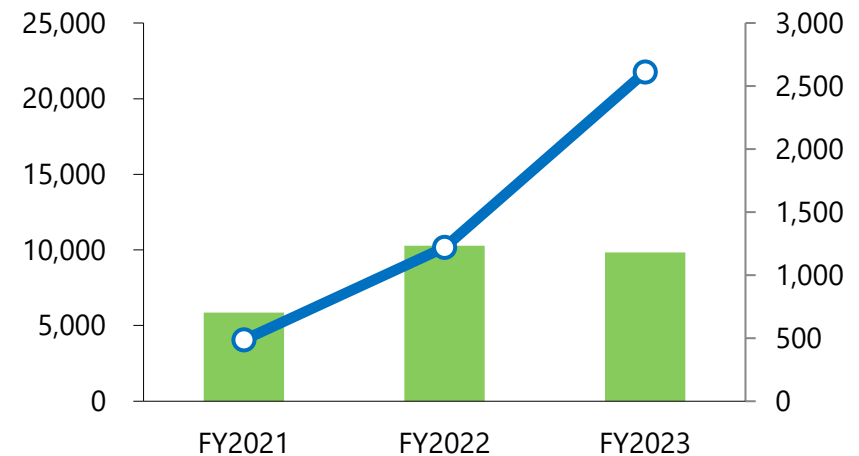
OI

(Millions of JPY, Sales (left axis), OI (right axis))

Base

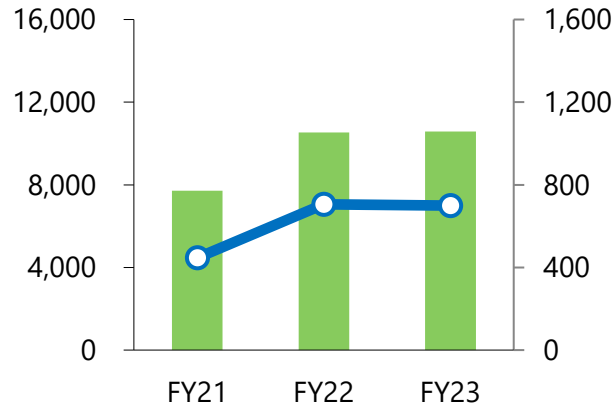


Primary Labels

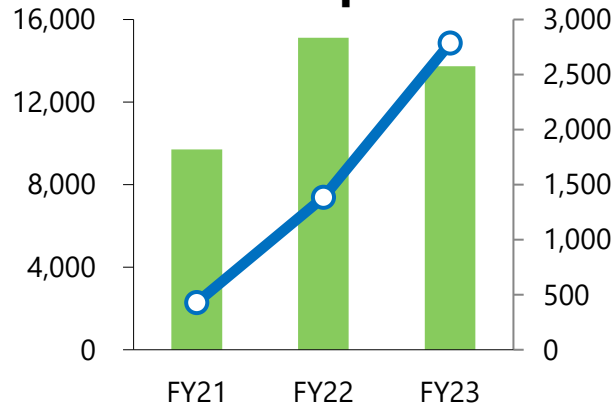


By Region

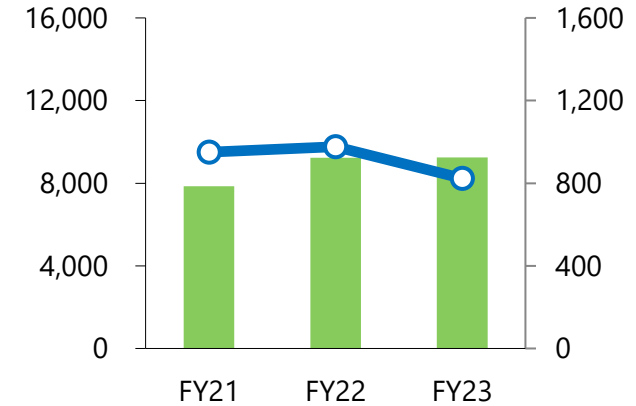
The Americas



Europe

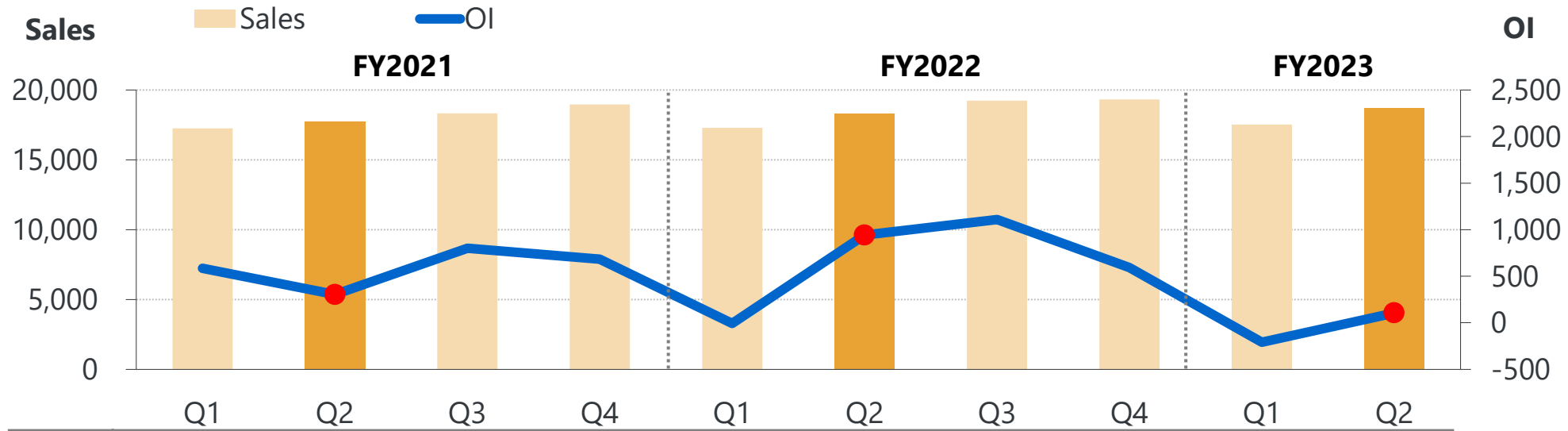


Asia/Oceania



# Quarterly Sales & OI

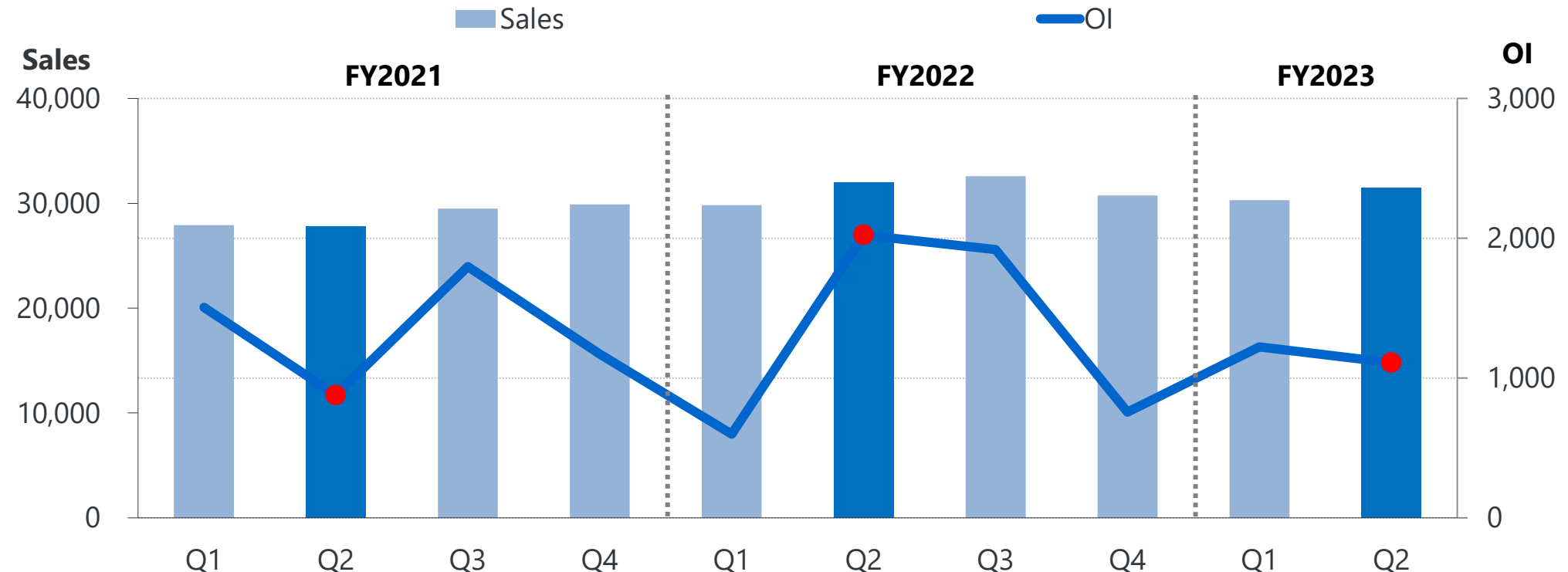
(Millions of JPY)



	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
<b>Sales</b>	17,248	17,729	18,337	18,971	17,291	18,294	19,244	19,336	17,536	18,692
<b>YoY</b>	+9.6%	+10.9%	-0.1%	+2.6%	+0.2%	+3.2%	+4.9%	+1.9%	+1.4%	+2.2%
<b>OI</b>	585	303	801	682	-8	941	1,108	594	-210	106
<b>YoY</b>	+46.7%	-32.4%	-31.5%	-43.3%	-	3.1x	+38.3%	-12.8%	-	-88.7%

## Quarterly Sales & OI (Figures exclude the Russian subsidiaries)

(Millions of JPY)

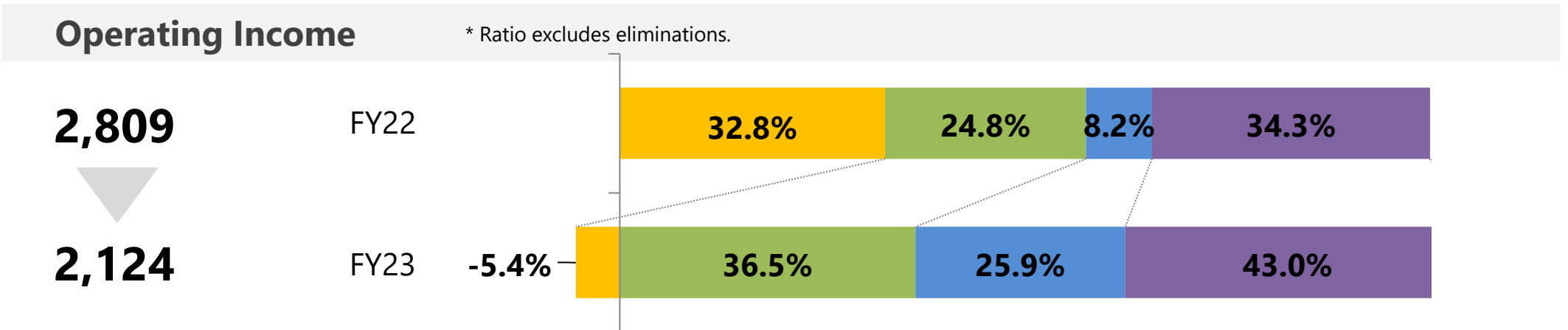
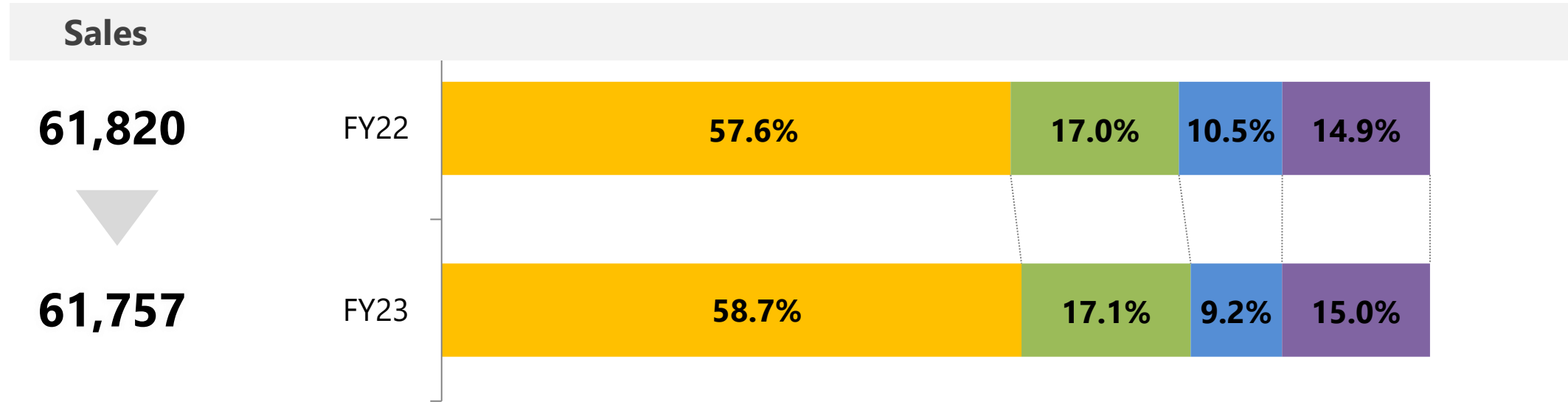


	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
<b>Sales</b>	27,920	27,772	29,493	29,895	29,818	32,001	32,588	30,748	30,301	31,455
YoY	+27.3%	+14.2%	+7.5%	+6.6%	+6.8%	+15.2%	+10.5%	+2.9%	+1.6%	-1.7%
<b>OI</b>	1,505	877	1,797	1,172	598	2,024	1,919	755	1,222	1,110
YoY	6.5x	+2.2%	-13.4%	-40.6%	-60.2%	2.3x	+6.8%	-35.6%	2.0x	-45.1%

## Sales and OI by Region (Figures exclude the Russian subsidiaries)

(Millions of JPY)

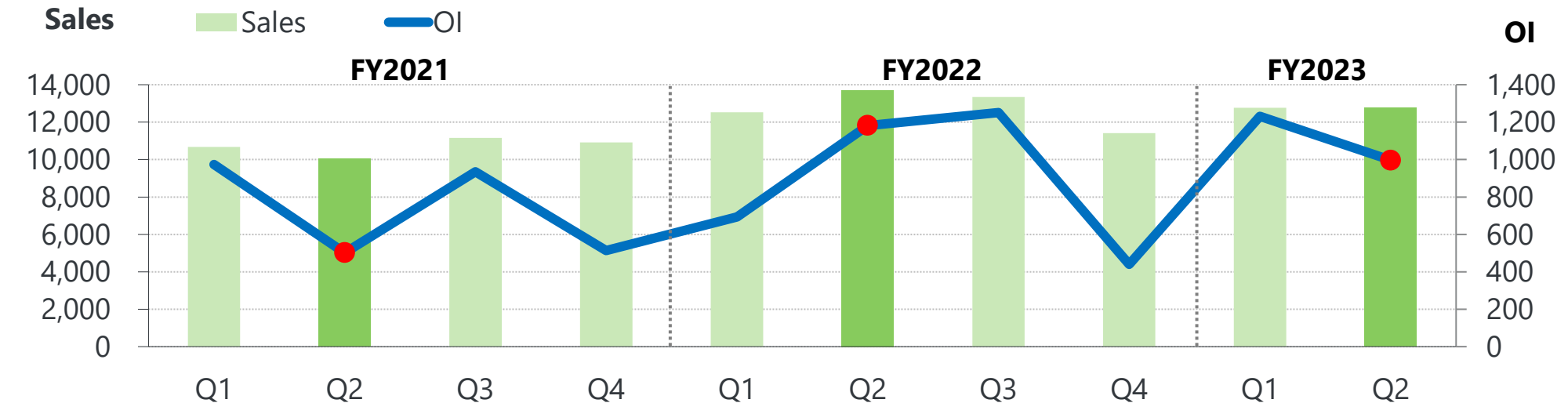
■ Japan   
 ■ The Americas   
 ■ Europe   
 ■ Asia/Oceania



OI Ratio FY22 Japan : 2.6%, Overseas : 7.1%  
 FY23 Japan : N/A, Overseas : 8.7%

## Quarterly Sales & OI (Figures exclude the Russian subsidiaries)

(Millions of JPY)



<b>Sales</b>	10,672	10,043	11,155	10,924	12,527	13,707	13,343	11,411	12,765	12,762
<b>YoY</b>	+74.0%	+21.3%	+23.0%	+14.4%	+17.4%	+36.5%	+19.6%	+4.5%	+1.9%	-6.9%
<b>OI</b>	974	502	935	514	693	1,182	1,252	440	1,231	996
<b>YoY</b>	-	+9.7%	+15.2%	-34.3%	-28.8%	2.4x	+33.9%	-14.5%	+77.6%	-15.7%



## Sales and OI by Business Segment/Region (Figures exclude the Russian subsidiaries)

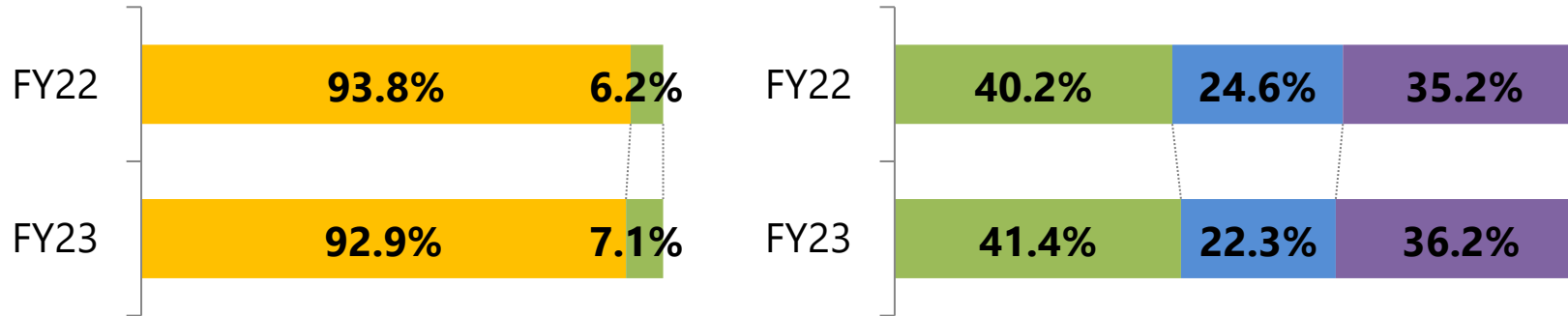
(Millions of JPY)

■ Base   
 ■ Primary Labels   
 ■ The Americas   
 ■ Europe   
 ■ Asia/Oceania

### Sales

26,234

25,528

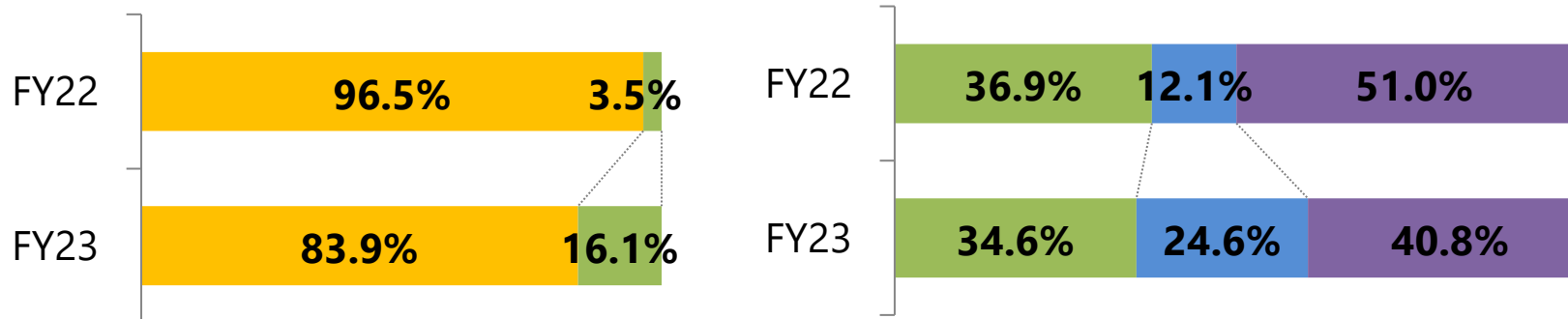


### Operating Income

\* Ratio excludes eliminations.

1,875

2,227



OI ratio:

FY22 Base : 7.5%, Primary Labels : 4.1%

FY23 Base : 7.2%, Primary Labels : 18.0%

FY22 The Americas : 6.7%, Europe : 3.6%

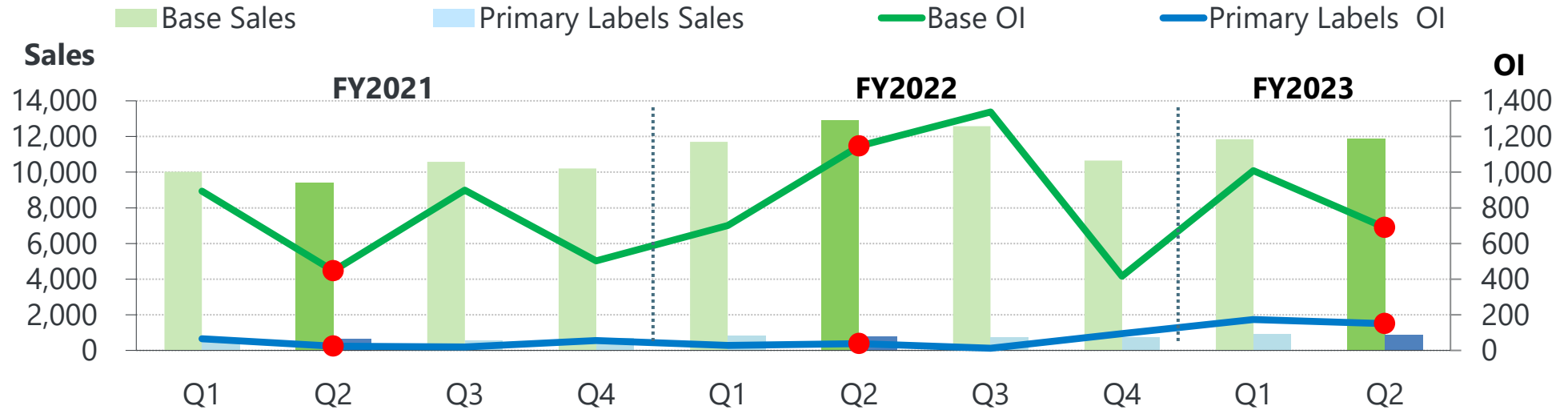
Asia/Oceania : 10.6%

FY23 The Americas : 6.6%, Europe : 8.7%

Asia/Oceania : 8.9%

## Quarterly Sales & OI (Figures exclude the Russian subsidiaries)

(Millions of JPY)



		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Base	Sales	10,023	9,399	10,578	10,206	11,706	12,901	12,574	10,659	11,840	11,877
	YoY	+74.2%	+20.8%	+24.5%	+13.7%	+16.8%	+37.2%	+18.9%	+4.4%	+1.2%	-7.9%
	OI	894	447	900	502	701	1,147	1,338	416	1,008	689
	YoY	-	+5.8%	+23.7%	-31.5%	-21.5%	2.6x	+48.7%	-17.2%	+43.7%	-39.9%
Primary Labels	Sales	648	643	576	717	821	806	769	752	924	885
	YoY	+71.4%	+29.2%	+0.8%	+24.6%	+26.6%	+25.3%	+33.4%	+4.8%	+12.6%	+9.8%
	OI	65	24	20	55	28	38	13	95	174	150
	YoY	-	+25.0%	-48.2%	29.2%	-56.7%	+56.7%	-33.7%	71.4%	6.2x	3.9x

## Sales and OI Trends by Business Segment and Region (Figures exclude the Russian subsidiaries)

By Business Segment



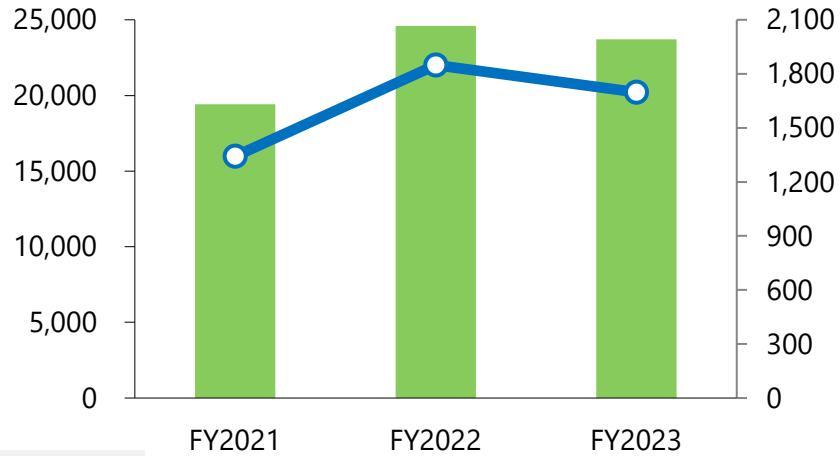
Sales



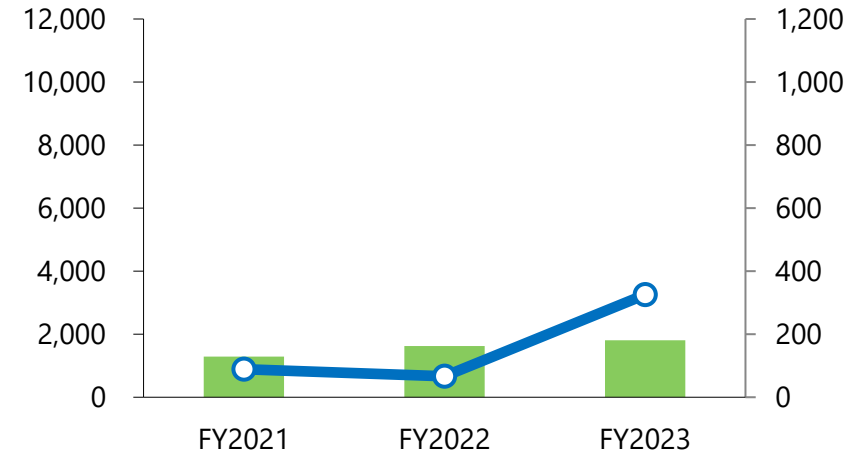
OI

(Millions of JPY, Sales (left axis), OI (right axis))

### Base

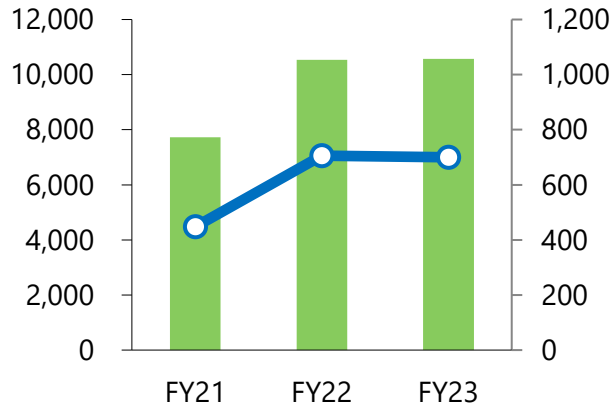


### Primary Labels

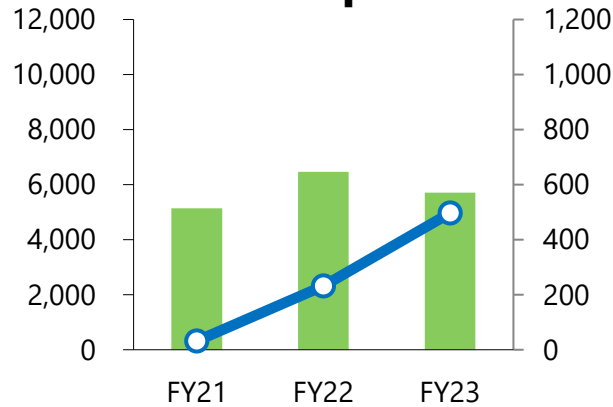


By Region

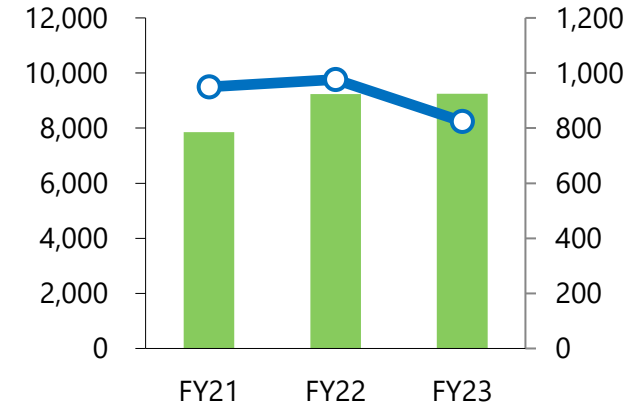
### The Americas



### Europe



### Asia/Oceania



# SATO terminologies (1/4)

(\*) Underlined terms are described under its own heading

SATO-unique business concepts/initiatives		Description*
1	Auto-ID Solutions business	Our business that carries out <u>DCS &amp; Labeling</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</u> businesses.
2	Base business	Business of <u>tagging</u> variable information, such as prices, manufactured 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 (IDP). 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 (DCS: Data Collection Systems)	SATO's business model that incorporates auto-ID technology (such as barcodes and <u>RFID</u> ) with barcode printers and labels/labeling services to (a) systematically collect data on people and things at business sites and (b) offer <u>tagging</u> /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 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	Tagging for Sustainability	Business model set as the next stage of <u>DCS &amp; Labeling</u> that aims to resolve customers' operational and societal challenges geared toward achieving a sustainable world. Shaped using new technologies and media not limited to labels that innovate our traditional domain of <u>tagging</u> .
9	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.
10	"All-in sales" mindset	The idea of developing customer touch points not only through in-person sales but together with inside sales, marketing and servicing functions as well to produce high-quality leads for more efficient sales conversations. Also refers to the mindset for all of our non-sales functions in the value chain to take of pursuing customer-centricity.
11	Teiho	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 with 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 <u>DCS &amp; Labeling</u> . 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.
5	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 on-demand 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 <u>RFID</u> 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. <u>X-Pack</u> is affiliated with Okil.
5	Prakolar Rótulos Autoadesivos LTDA. (Brazil)	[2015] Company specializing in primary labels.
6	Stafford Press, Inc. (U.S)	[2023] Company engaging in production and sales of horticulture tags and labels, and inkjet printers for on-demand color printing of such tags and 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 Labels business</u> , owned 60% by SATO Holdings.
2	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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