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Akunaki sozo (ceaseless creativity)

CSR POLICY

VERSION 2025

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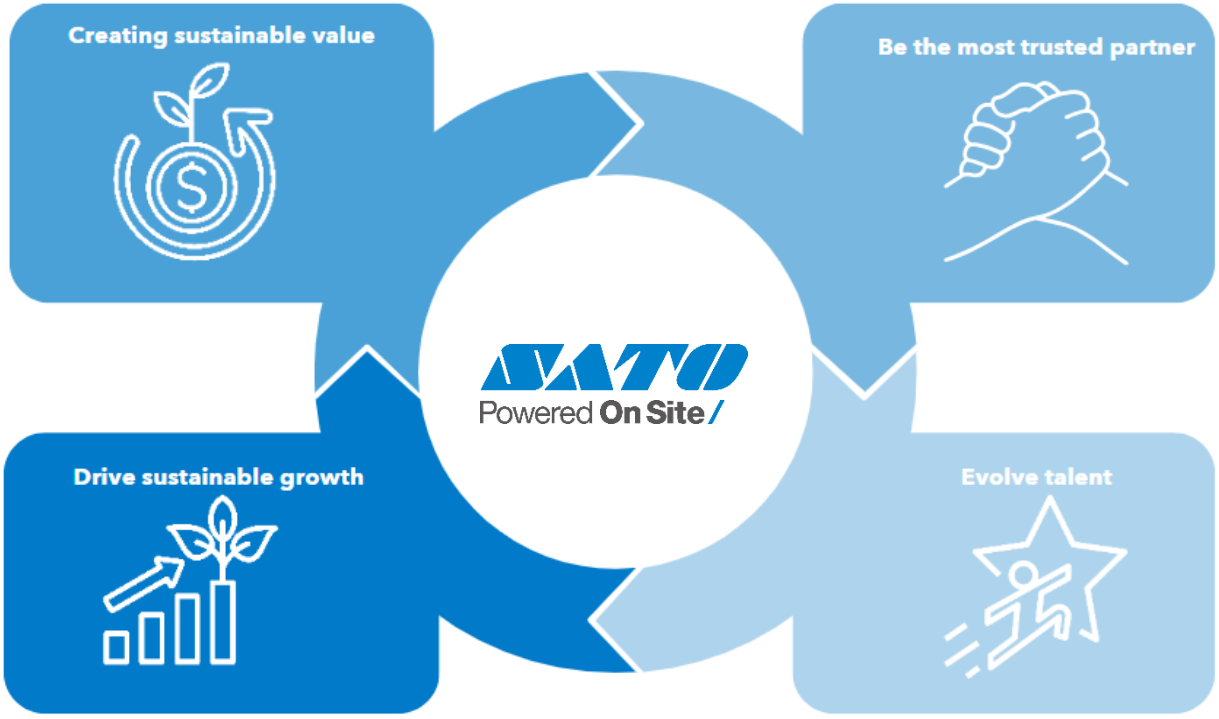
Introduction

“How can we enhance our service to customers while conserving resources for future generations? This question has become a guiding principle for many of us today”.

At SATO, we believe that every action matters. Driven by a commitment to responsible and sustainable practices, we have embedded Corporate Social Responsibility (CSR) at the core of our strategy. This approach underscores our dedication to building a future where innovation, ethics, and environmental stewardship are paramount.

Our ambition: exceed expectations and create a positive, lasting impact not only for our company and the group but also for our customers, employees, partners, and community.

Our Corporate Social Responsibility (CSR) policy is based on four fundamental pillars:



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Creating sustainable value

We are committed to generating long-term value for all our stakeholders by embedding responsible and sustainable practices into every aspect of our operations. This commitment encompasses reducing our environmental footprint, optimising resource utilisation, and fostering sustainable innovation.

Additionally, we are devoted to assisting our customers and partners in addressing their Corporate Social Responsibility (CSR) challenges by providing tailored solutions and continuous support to help them achieve their sustainability objectives. Our progress is measured through the reduction of CO2 emissions and the enhancement of energy efficiency across our activities.

Be the most trusted Partner

Trust is the cornerstone of our relationships with customers, partners, and suppliers. We endeavor to be a dependable partner by providing transparent, ethical, and responsible solutions, while adhering to the highest standards of quality and safety. Our reliability is measured through indicators of customer satisfaction and compliance with quality standards.

Drive sustainable growth

We are committed to fostering sustainable economic growth by reducing emissions, conserving natural resources, creating equitable employment opportunities, and supporting innovation. This commitment includes adopting ethical business practices, supporting local initiatives, and contributing to the development of the communities in which we operate.

Evolve Talent

We believe that our success is intrinsically linked to the development and fulfilment of our employees. We invest in continuous training, well-being, and diverse initiatives to foster an inclusive and stimulating work environment. We ensure that our employees' training programs are meticulously monitored based on their participation and the results of satisfaction surveys.

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By integrating these four pillars into our European strategy, we aim to create a positive and enduring impact on society, while fulfilling the expectations of our customers, reinforcing our leadership position in the sector, and securing the long-term future of our company.

Our values

SATO cultivates a culture of customer-centric professionalism and innovation, with an unwavering mission to create value for its customers, while contributing to a sustainable world.

Mission

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

Vision

We aim to be the leader and most trusted company in the AUTO – ID solutions industry worldwide, exceeding customer expectations in an ever-changing world.

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Our Commitments

Creating sustainable value

Our dedication is deeply rooted in our mission to create new value for our customers through superior products and services, while contributing to a better and more sustainable world. We are committed to providing solutions that address today's environmental and social challenges, while anticipating those of tomorrow.

Our commitments include:

- **Developing a range of eco-responsible consumables and sustainable printers:** we design and offer products that minimise environmental impact while meeting our customers' needs. Our consumables are crafted to be more environmentally friendly, and our printers are engineered for greater efficiency and durability.

- **We strive to offer quality customer service through our experts:** we are committed to providing exceptional pre- and post-sales technical support and customer assistance, ensured by our team of qualified professionals.

- **Designing solutions and technologies for autonomy, connectivity, and interoperability:** we are continually innovating to provide advanced technologies that enhance autonomy, connectivity, and interoperability. These solutions empower our customers to optimise their operational processes and maintain competitiveness in an ever-evolving environment: AEP - Application Enabled Printing | SATO, SATO Device Management Software

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Be the most trusted partner

Trust is the foundation of all our relationships. We endeavor to be an exemplary and dedicated partner to our customers, partners, and suppliers. Our approach is grounded in several key commitments: co-construction, responsibility, integrity, and support.

Our commitments include:

- **Maintaining high standards of quality and transparency to enhance customer satisfaction:** we are dedicated to upholding the highest standards of quality and transparency, thereby ensuring the trust and loyalty of our customers.

- **We are committed to our customers to continuously enhance our products and services:** we value customer feedback and have implemented systems to collect and analyse their comments, enabling us to consistently improve our offerings and services.

- **Investing in research and development to deliver innovative, sustainable solutions:** we recognise the critical importance of innovation in addressing both current and future challenges. Therefore, we invest in research and development to create solutions that are not only innovative but also environmentally sustainable.
- **Building relationships based on trust and fairness, respecting payment deadlines, and ensuring open communication:** we are dedicated to treating our customers, partners, and suppliers with fairness and respect, honouring our financial commitments, and maintaining transparent and open communication.
- **Collaborating with suppliers who share our sustainability and ethical values:** we carefully select our suppliers based on their commitment to our sustainability and ethical standards, ensuring a responsible and ethical supply chain.

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Evolve talents

We firmly believe that our success is driven by the dedicated individuals who bring SATO to life. Consequently, their well-being, skill development, and commitment are central to our priorities. We are committed to investing in their professional growth and personal fulfilment, while fostering a stimulating and inclusive work environment.

Our commitments include:

- **Investing in the ongoing development of our talent's skills:** we provide training and development programs to enhance our employees' technical and interpersonal skills, preparing them for both current and future challenges. We actively encourage our employees to explore new roles and advance within the company, enabling them to develop rewarding and diverse careers.
- **Fostering an environment of open dialogue and active engagement:** we value innovation and encourage our employees to generate new ideas and solutions through TEIHO*. Open dialogue and active engagement are essential for stimulating creativity and innovation. Each year, our talented team members are invited to share their feedback through a dedicated employee survey.
- **Creating a safe and respectful working environment:** we are dedicated to fostering a workplace where every employee feels valued, respected, and secure. Gender equality is a fundamental pillar of performance and balance at SATO. We are also committed to promoting the well-being and quality of life of our employees by ensuring a healthy balance between their professional and personal lives. We undertake stringent measures to mitigate occupational risks, ensure a secure and safe work environment, and continuously enhance our health and safety practices.
- **Ensuring the development of each employee:** we are committed to promoting diversity in recruitment, equal pay and equal access to professional training. Inclusiveness and respect are at the heart of our corporate culture.

*TEIHO: Original Ideas Innovations Proposal

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Drive sustainable growth

We are committed to ensuring compliance with the prevailing standards and legislation within our sector. Additionally, we are dedicated to adopting economic and technical practices that guarantee long-term growth. Our objective is to ensure the company's economic viability, while respecting the environment and supporting local communities.

Our commitments include:

- **Certifications:** we adhere to the most stringent international standards, such as ISO 14001, ISO 9001, ISO 45001, FSC, BRC, Imprim'vert and Ecovadis, to ensure the quality and sustainability of our operations.
- **Compliance with health and safety standards:** SATO commits to integrating health and safety principles into its Corporate Social Responsibility (CSR) strategy, ensuring that the protection of employees' health and well-being is a priority.
- **Calculating our Carbon Footprint:** We measure and reduce our carbon footprint to minimise our environmental impact and contribute to combat climate change.
- **CMRT:** we implement solutions that adhere to regulations and industry best practices to ensure the safety and sustainability of our products and services. We are committed to maintaining transparency and accountability regarding the origin of minerals used in our supply chain. Policy on conflict minerals | Fundamentals of our value creation | SATO
- **Environmental stewardship:** we optimise the use of natural resources and implement eco-friendly practices, across all our operations to safeguard ecosystems and foster biodiversity.
- **Engaging with local communities:** we collaborate closely with local communities to bolster their economic and social development. We are dedicated to making a positive impact on the regions where we operate, fostering opportunities and sharing the benefits of our growth. Additionally, we are committed to preventing and eradicating child labour throughout our operations and supply chain.

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Conclusion

“Akunaki Sozo” meaning **“Ceaseless creativity,”** is more than just a motto at SATO; it is the essence of our operations.

We take pride in cultivating a culture of continuous improvement, truly embodying this principle.

Our commitment is reflected in our active participation in initiatives that uphold our core values of sustainability, community support, and ethical practices.

We view CSR not as an obligation, but as an opportunity to effect meaningful change, one action at a time. Together, we believe we can create a legacy.

Laurent LASSUS

Head of Europe

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