For Immediate Release

SATO Acquires Labelling Leader Prakolar in Brazil

New Addition Bolsters Group Capability in Latin America

Tokyo, November 20, 2015 – SATO (TOKYO:6287), a leading global provider of Auto-ID solutions that empower workforces and streamline operations, announced it acquired 100% of the shares of Brazilian primary labelling leader Prakolar Rótulos Autoadesivos S/A (hereinafter Prakolar).

Prakolar is based in São Paulo, Brazil and utilizes its labelling sales and manufacturing expertise to service national and global brands by providing high quality and high value-added labels. Its customers encompass a range of industries from food and beverage, chemicals for home use and cosmetics and pharmaceuticals.

Through the acquisition of Prakolar, SATO seeks to accelerate the market penetration of its South America Group companies SATO Auto-ID Do Brasil Ltda. in Brazil and Achernar S.A. in Argentina, which is engaged in primary labelling, to strengthen primary labels business.

In order to ensure sustainable growth, a revenue base and establish its unique positioning, the SATO Group set the pursuit of globalization and maximization of customer value as its core long-term strategies in its FY2015-17 mid-term objectives.

“This acquisition not only strengthens our primary labelling business presence in Latin America, but also our labels capability across the entire SATO Group,” said Kaz Matsuyama, President and CEO of SATO Holdings. “This acquisition is perfectly aligned with our mid-term goal of strengthening base business and developing emerging markets to expand our global presence.”

About Prakolar Rótulos Autoadesivos S/A

By constantly striving for the best processes, techniques and materials, Prakolar is one of the leaders in the self-adhesives market and an industry pioneer in UV drying. On an industrial complex of over 5,000 m^2, it maintains the latest equipment to serve any order, from small to large print runs. These features make Prakolar one of the top suppliers for the pharmaceutical, cosmetics, foodstuffs, chemicals and beverages. Learn more at www.prakolar.com.br/en/

About SATO

SATO (TOKYO:6287) is a leading global provider of Auto-ID solutions that connect people, goods and information. It serves a diverse range of customers, delivering end-to-end solutions that streamline operations, empower workforces and help customers reduce their environmental impact. For the fiscal year ended March 31, 2015, it reported revenues of JPY 99,831 million (US$ 910 million). More information about SATO can be found at www.satoworldwide.com or www.linkedin.com/company/sato-worldwide.*

**Conversion is based on an average exchange rate of 1 US Dollar = 109.75 Japanese Yen.*

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For Media Enquiries:
Kevin Leidheiser
Public Relations Group
SATO Holdings Corporation
grp-koho@sato-global.com
Tel: +81-3-5745-3412