For Immediate Release

SATO Establishes Group Company in Taiwan

Seeks 30% share of patient ID solutions by 2020

Tokyo, January 26, 2017 – SATO, a leading global provider of Auto-ID solutions that empower workforces and streamline operations, announced that SATO Holdings established a 100% owned sales subsidiary SATO Taiwan Co., Ltd. The new company will begin sales from February.

SATO first established its presence in Taiwan in 2012 with the acquisition of Argox, a manufacturer of entry level compact printers for emerging and industrial markets. SATO Taiwan was established to meet potential new demand in Taiwan for Auto-ID solutions to streamline operations to keep up with an accelerating trend of organizations implementing IT systems and a rapidly aging population.

The new company will coordinate closely with Argox and other SATO companies in the APAC region to provide solutions integrating barcode and RFID printers, readers, software, labels and other consumables for Japanese manufacturers, Taiwan healthcare and e-commerce industry and food and beverage manufacturers. It will specifically focus on hospitals, health centers and other healthcare institutions to provide patient wristbands with the aim to capture a 30% market share in patient identification solutions by 2020.

SATO Asia Pacific Region Head Hayato Shindo explained, “We have high expectations for Taiwan and a number of markets in Asia, to drive growth. In 2016 we restructured our business and opened a new label factory in Indonesia to better serve customers. We also established subsidiaries in the Philippines in 2017 to grow our business in this important region.”

Overview of SATO Taiwan

Name:	SATO TAIWAN Co., Ltd. (台灣佐藤自動識別系統股份有限公司)
Address:	7F, No.128, Lane 235, Baoqiao Rd., Xindian Dist., New Taipei City, Taiwan, R.O.C.
Representative:	Keisuke Yamada
Phone:	+886-2-8912-1288
Business:	Sales of barcode printers, scanners, supplies, hand labellers, Auto-ID system devices and software

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, 2016, it reported revenues of JPY 105,504 million (US $880 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 = 120.14 Japanese Yen*

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