

The SATO Circle

SATO's CSR Declaration

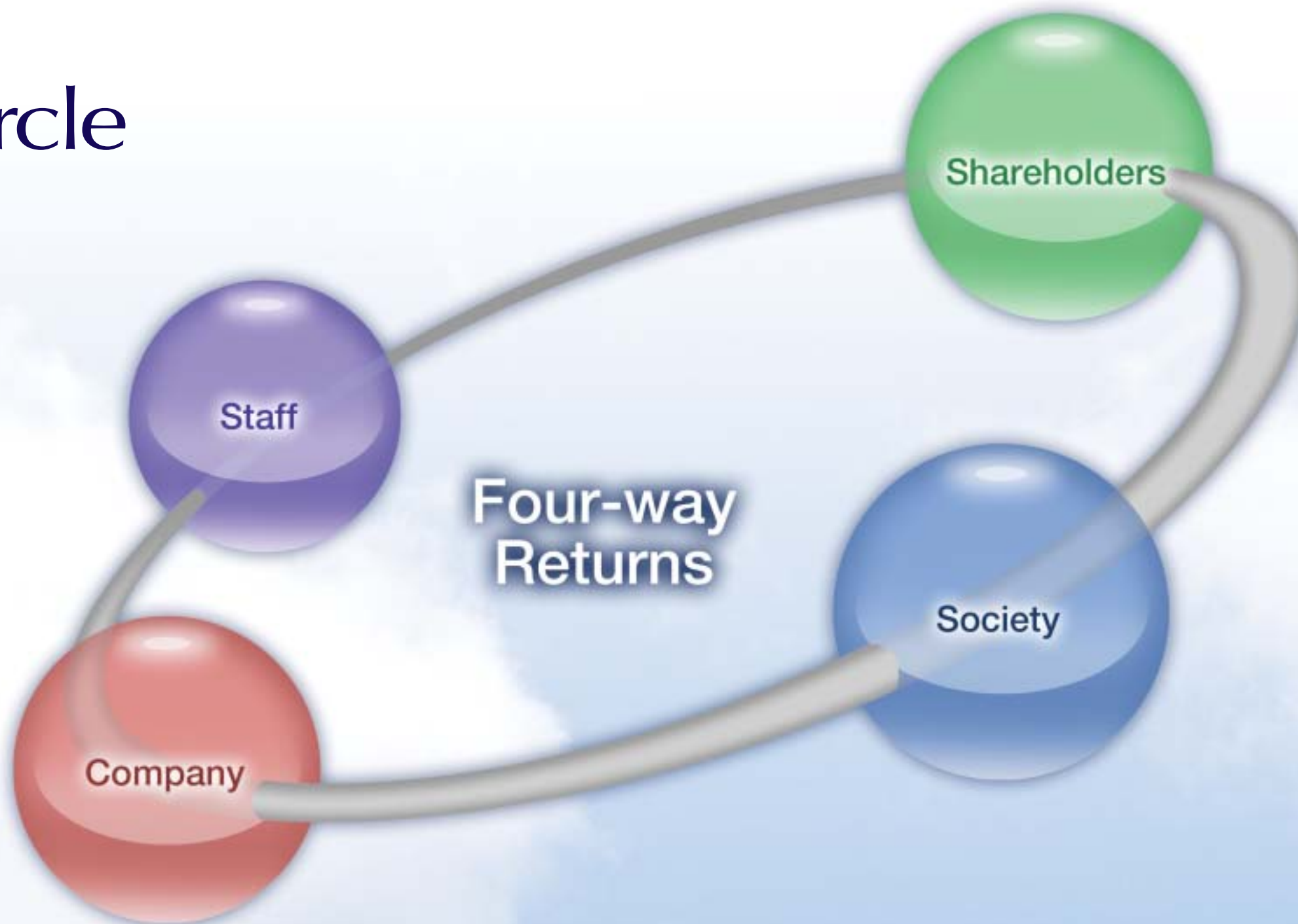
SATO's CSR aims to contribute to society by engaging in our main business.

We do not think of the general thrust of our CSR activities as reflecting and fulfilling the commitment of SATO's top management. Our CSR is itself simply the way our business has developed over the years. It embraces both the corporate culture and climate. So, while top management is important, it is only one factor in CSR.

This is why SATO's CSR will not change with changes in top management policy, expansions in sales, business diversification, nor the pursuit of profits. Nor will it change with changes in top management itself.

The ideals that SATO pursue and indeed SATO's business itself brings together societal and environmental concerns, creating value and sharing the benefits equitably among shareholders, society, the company itself and its staff (a four-way return to stakeholders).

Our shareholders, society, the company and its staff form a virtuous circle of contribution made through SATO's business, with all four enjoying remarkable success. This is the SATO circle.



The SATO Definition of CSR

CSR is the all-inclusive term that denotes SATO's promotion of contribution to society through its main business, as management and staff together continuously do what needs to be done to justify the continuing appreciation of society by earning its trust and living up to expectations.

Editorial Policy This report was made with the main purpose of helping readers to understand, by citing practical examples, the CSR activities with which the SATO Group responds to society's trust.

Period Covered: From 1 April 2007 through 31 March 2008 (although some items continuing into Fiscal Year 2008 are included)
Organizations Covered:
 SATO: SATO Corp. and its consolidated Japanese and overseas subsidiaries. However, the sections titled "Seeking to Keep in Harmony with the World," "Fostering Human Resources" and "Activities Contributing to Society" refer only to SATO in Japan.
 Others: To indicate each company's name accordingly.
Referenced Guidelines: Global Reporting Initiative (GRI) Sustainability Reporting Guidelines for 2002 and 2006
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Cover Design: Mayumi MORITA (Osaka Design Center, Labeling Division, SATO Corp.)
 Design Concept: Tree rings show how many years have gone into the growth of a tree. Here, they express our awareness that the accumulated daily activities of the circle of four stakeholders have formed the big SATO tree.