

## Message from Top Management

The fruits of SATO's corporate activities are distributed equitably among our shareholders, society, the company itself and our staff in the four-way return to stakeholders mentioned in our CSR declaration. SATO's corporate activities essentially consist of pressing vigorously forward with our main business for the greater mutual profit of the customers who support us, and the equitable distribution of profits to our stakeholders.

In FY2008, we entered the period set for achieving the quantitative targets of the Kyoto Protocol on climate change. At SATO, the entire group is strengthening its commitment to environmental protection so that we can pass on to the next generation of creating a sustainable society, and we have made "Eco Challenge" (facing up to ecological challenges) the main theme of this year's SATO Circle, our CSR report.

Enterprises are facing growing demands to play their proper role in addressing the increasingly severe problems of global warming, depleted resources and accumulating waste. We see two areas that SATO needs to do in tackling the major problems of environmental protection.

The first is SATO's business itself. That is to say, we must contribute to society through our main business so as to address the challenge of environmental problems. SATO's unique business concept of "DCS & Labeling" contributes to society by providing various comprehensive solutions that meet customers' needs, implementing precision, labor saving and resource saving. As members of top management, we rank the environment as a fourth key factor, alongside precision and the saving of both labor and resources. And while we naturally share the responsibility as a manufacturer to produce low-carbon products, we see ourselves more as supporting our customers by providing them with optimum solutions for their own environmental protection activities.



Koichi NISHIDA

Ikuo DOBASHI

The other area that needs to be addressed is to ensure SATO's corporate activities themselves are in harmony with earth, reducing the environmental burden. This report has shown that more and more of our staff are aware of the relationship between people and nature, and are increasingly conscious of their duty, as members of society, to take responsibility for their actions.

SATO's CSR is defined 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 its expectations." The essence of SATO's CSR lies in the commitment by each individual member of the company's staff and management to contribute to society through the work for which they are responsible, and in following through their commitment in practice and good faith.

At SATO, we will continue to work toward our goal to both protect the environment as well as achieve economic progress, which we see as being our core corporate social responsibilities, the way to fulfill our mission in society.

President and CEO **Koichi NISHIDA**

Executive Vice President and COO **Ikuo DOBASHI**

### Editorial Footnote

From the cover design, through the structuring of the contents to the actual text, everything in this CSR Report was created in-house. This unique publishing method of production has attracted widespread interest, and last year we had the opportunity to share our experiences at an NPO symposium for those involved in issuing of CSR report.

Our aim was to produce a report that would convey all that is unique of SATO, making it as easy to read and understand as possible. We would be delighted if it served as a useful communication tool for our readers. We would also value any comments and opinions you might care to share with us. The SATO CSR Team