

SATO **Prestige Partner** **Program 2025**



Our Promise to Partners

The SATO Europe team—including our Regional Headquarters, Sales, Marketing, Technical, and Channel teams—is committed to your success. We provide comprehensive resources and work closely with you to build strong, mutually beneficial relationships that drive revenue growth, enhance profitability, maximise your return on investment with SATO products, and deepen your engagement with our program.

A Clear Path to Growth

The SATO Europe Prestige Partner Program provides structured support, clear pathways to increased rewards, and recognition. As an authorised partner, you'll have access to specialised sales and marketing programs, technical resources, and training initiatives designed to empower your team to effectively market, sell, and support SATO solutions.

Using this Guide

This Partner Guide clearly outlines the Prestige Partner Program and highlights the support available to help you better understand SATO products, solutions, and services, enabling you to fully maximise your business opportunities.

✓ **Benefit Overviews:** Summary of available support and how to access it.

✓ **Program Requirements:** Clear details on your commitments as an authorised partner.

✓ **Getting Started:** Helpful tips to quickly begin selling and marketing SATO products.

✓ **Growth Path:** Guidance on advancing to higher levels of benefits, support, and rewards.

✓ **Resources and Contacts:** Important resources and key contacts at SATO Europe.

This guide also outlines your commitments as an authorised SATO Europe Prestige Partner.

We appreciate your involvement in the program and look forward to building a successful partnership with you.

Partnership Opportunities

The SATO Prestige Partner Program offers three partnership levels, each reflecting a partner's capabilities, resources, and expertise. These levels reward partners who show significant investment and commitment. Meeting specific criteria qualifies partners for tailored support and benefits.

Champion Partner: Entry-level partnership for providers of installation or integration services with SATO support. Champion Partners manage projects thoroughly, ensuring successful completion at each stage. They present and promote essential SATO solutions tailored specifically to customer needs.

Premier Partner: Partners demonstrating advanced Auto-ID expertise, proven business growth, and strong commitment to expanding their SATO business. Eligible for increased levels of support, these partners are equipped with service and technical resources suitable for large-scale projects.

Premier Plus Partner: Highest partnership tier, comprising expert partners with exceptional skills in selling and

supporting SATO products and Auto-ID solutions. Premier Plus Partners act as complete solution providers, delivering outstanding technical support and in-depth expertise on SATO products.

SATO Alliance Strategic partnerships where partners collaborate closely with SATO to create mutual value. Alliance partners enrich SATO's offering by contributing complementary products, services, or expertise. They enable innovative solutions for customers, expanding SATO's reach across industries

SATO ISV (Independent Software Vendor) Partners Software companies developing custom or off-the-shelf applications integrated with SATO products. They offer specialised solutions for retail, healthcare, logistics, and manufacturing, helping customers achieve efficient operations through advanced software-hardware integration.

OEM Variants: Each partnership level (Premier Plus, Premier, Champion) has OEM variants. These partners specialise in Print & Apply (P&A) solutions and receive extra benefits when purchasing SATO print engines.

For each partnership, a formal written agreement is provided and reviewed annually by the end of March.

Affiliate Resellers: Affiliate Resellers are not formal members of the SATO Prestige Partner Program and have annual turnover below the program entry threshold. They purchase products through Pan-European or local distributors, available in most regions. Affiliate Resellers receive limited support and restricted resource access; basic product training is recommended before starting trade with SATO.

Affiliate Resellers do not sign formal partnership agreements or create defined business plans with SATO, limiting their access to program benefits. However, they can purchase selected SATO products at standard discounts. They are not eligible for cost-free technical support or software development services and cannot sell certain products like spare parts, RFID products, FX3-LX, or print engines.

New distribution-based partners not enrolled in the SATO program will be classified as Affiliate Resellers. Those identifying high-value projects and aiming to modify their partnership arrangements should contact their local SATO representative to explore potential growth and Prestige Partner opportunities.

SATO Engagement Partners: Engagement Partners form an exclusive group demonstrating strong business potential and actively engaging in SATO's marketing and sales activities. Despite revenue being below standard entry thresholds for Champion or Premier levels, these partners may be conditionally granted higher status as recognition of their commitment and involvement.

SATO provides Engagement Partners with additional support to help grow their businesses, achieve objectives, and develop new opportunities, including regular follow-ups on projects. Engagement Partners must have a formal business plan and register all opportunities to qualify for higher-level privileges, such as increased discounts. They enter a probationary period of 6 to 12 months, during which performance and business plans are reviewed. After this period, partner status may be maintained, upgraded, or downgraded based on progress and outcomes.

Engagement Partners who achieve Champion level during their probationary period are only eligible to take the FX3, RFID, Service, and OEM certifications once their probationary period concludes and they are officially granted Champion status.

Distribution: Distribution is a strategic channel through which SATO collaborates with Partners to deliver solutions to the market. SATO leverages both local and Pan-European distributors to ensure efficient operations and comprehensive market reach.

Distributors operate under distinct collaboration conditions defined in their contracts, including tailored discount structures, benefits, and a clearly defined product portfolio authorized for resale. They receive dedicated distribution price lists and are required to maintain adequate stock levels of SATO products to ensure market availability.

To ensure seamless operations and mutual success, Distributors are responsible for providing regular sales-out and stock reports. This partnership is built on a commitment to shared growth, supported by joint marketing initiatives, sales activities, business reviews, and strategic business planning.

As part of the program structure: Affiliate Resellers are required to purchase SATO products exclusively through Distribution.

Through this collaborative framework, SATO and our Distribution Partners are empowered to drive market expansion, deliver exceptional service to end-users, and achieve mutual growth.

Technical Capabilities Classification

Partners are classified according to their technical expertise and resources (This excludes Affiliate-resellers). The following



OEM:

Partners certified to sell print engines



AEP:

Partners certified in AEP development and advanced AEP training



Repairs:

Partners authorised to sell SATO spare parts and provide product-certified servicing



RFID:

Partners certified in RFID solutions and RFID SATO hardware

Optimising Your Partnership with SATO Europe

The SATO Prestige Partner Program provides authorised partners with valuable opportunities for growth, tailored to regional market conditions across Europe.

We classify Europe into two regions with distinct entry requirements for partner levels:

Region I covers countries with standard entry thresholds, reflecting mature and developed markets.

Region II covers price-sensitive countries where business conditions differ. These countries include Greece, Malta, Bulgaria, Hungary, Ukraine, Romania, North Macedonia, Albania, Azerbaijan, Kazakhstan, Kyrgyzstan, Portugal, Uzbekistan, Turkmenistan, Serbia, Bosnia and Herzegovina, Montenegro, Kosovo, Georgia, Armenia, and Turkey.

For Region II, entry thresholds are adjusted, making it easier for partners to advance to higher program levels.

Please see the detailed table for further information.



SALES LEVELS	Premier Plus	Premier	Champion	Non a PPP Partner
Annual Turnover Region I	≥ €500,000	≥€150,000	≥€35,000	<€35,000
Annual Turnover Region II	≥ €400,000	≥€100,000	≥€25,000	<€25,000
Solutions Promotion and Selling	✓	✓	✓	N/A
Partner Portal Access	FULL	FULL	FULL	LIMITED
Training Program	SEE THE TRAINING CHART	SEE THE TRAINING CHART	SEE THE TRAINING CHART	LEVEL 1: Basic Mandatory Product Training
Dojo Access	✓	✓	✓	X
Onsite Technical Training	✓	✓	✓	X
Access to Technical Courses on Technical Portal and SATO Technical Support	✓	✓	✓	X
AEP Development Extra Hours	5 HOURS	3 HOURS	X	X
FX3-LX, OEM, RFID, AEP Certification	✓	✓	✓	X
Dedicated Partner Development Manager (Based on Region)	✓	✓	✓	✓
MDF support (Used on Joint Marketing)	✓	✓	OPTIONAL	X
Joint Marketing	✓	✓	OPTIONAL	OPTIONAL
Business Plan	✓	✓	OPTIONAL	X
Business Reviews	✓	✓	OPTIONAL	X
Loyalty points	✓	✓	X	X
SATO EU Prestige Partner Logo allowance	✓	✓	✓	X
Partner Plaques	✓	✓	OPTIONAL	X
Participation in the EU Partner Day	✓	✓	OPTIONAL	X
Leads	✓	✓	OPTIONAL	X
Demo printers	✓	✓	✓	X

Training and Certification

Only certified partners can purchase spare parts, RFID products, FX3-LX printers, and print engines. In all instances, a digital certificate is issued when a course is completed, valid for two years from the date of issuance, which is personal and not applicable to the entire company.

Training for spare parts

To access spare parts, partners must complete the required spare parts training (delivered via DOJO) and demonstrate adequate service resources and expertise. Upon successful completion, partners receive access to spare parts and can place orders accordingly. Training must be completed within six months of signing the partnership agreement.

For a company to get certified and have access to spare parts it is mandatory that at least 1 technical employee completes the training.

Training for FX3-LX

To obtain the FX3-LX certification, partners must complete an online course on DOJO as phase 1 and then receive in-person training on how to operate the printer and the AEP application developed by SATO. Furthermore, the FX3-LX local-go-to-market strategy must be shared with certified partners.

Once the process is complete, partners receive the certification, which is

recorded in our CRM. This certification authorises the partner to sell all variants of the FX3-LX printers.

In the case of application development for the FX3-LX carried out by SATO, partners will be charged according to the hours spent on development. Current prices are available on the price list

Training for print engines

SATO certifies only partners who actively sell, manufacture, or integrate Print & Apply (P&A) systems and demonstrate the capability to service print engines effectively. Partners must have certified technicians, the necessary tools, and sufficient resources to provide reliable maintenance and support. A proven track record of delivering high-quality solutions and upholding SATO's customer satisfaction standards is required. Certification is subject to evaluation and approval by the SATO team.

Print engine certification involves two steps: an online introductory training via the DOJO Technical Portal, followed by an on-site session arranged with a local SATO representative. Certification is granted upon completion, recorded in the CRM system, and authorises partners to sell print engines and related spare parts.

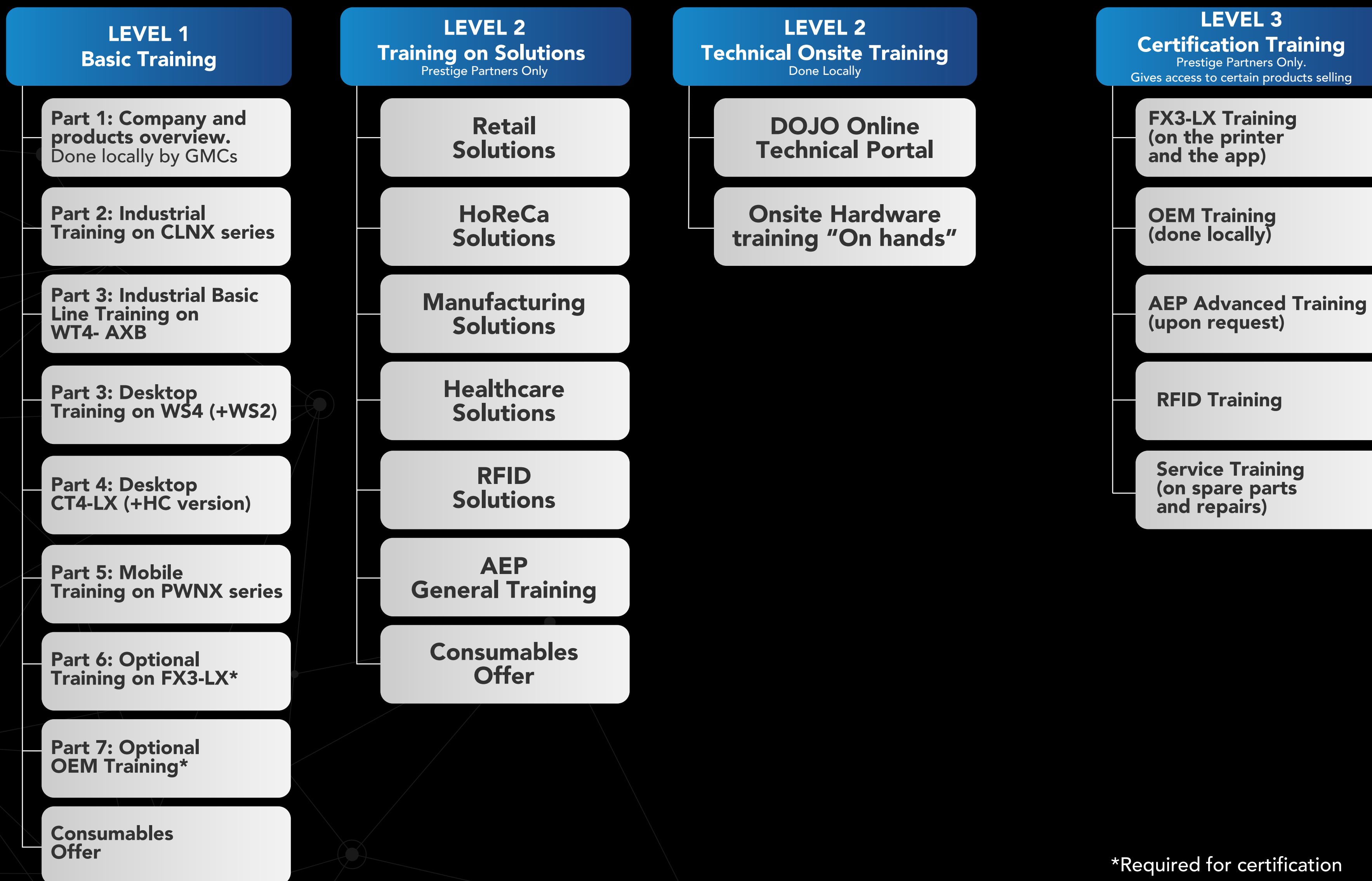
Training for RFID

Partners looking to purchase RFID printers are must complete at least basic RFID training, providing essential knowledge of RFID printer operation.

The training is available on DOJO and at least one individual from a company must complete it in order to get the access to SATO RFID Solutions.

If partners request SATO to configure RFID printers using non-SATO tags, this service is charged hourly, with pricing detailed in the price list.





*Required for certification

Program Benefits: Discounts and other financial benefits

Financial Benefits	Premier Plus	Premier	Champion	Non PPP Partner
Standard printers and accessories off the published price list	48%	45%	40%	35%
Spare Parts: Only certified partners	38%	35%	30%	NA (for Affiliates)
Wear Parts	48%	45%	40%	30%
Service	15%	15%	15%	15%
SATO Software*	15%	15%	15%	15%
FX3-LX (only for certified partners)	35%	35%	35%	NA
Print Engines for OEM certified Partners	55%	55%	50%	NA
Deal Registration Additional Benefits (Customer data sharing)	Extra loyalty points	Extra loyalty points	NA	NA
Discounted reseller pricing for media (labels & ribbons) According to separate price list	✓	✓	✓	✓

*15% recommended on non-SATO software

Program Requirements

Clear Path to Advanced Levels

Participation requirements vary by authorisation level. Progressing to higher program tiers requires increased investment and commitment to marketing and selling SATO products, along with the development of technical expertise. In return, partners gain access to enhanced support programs and incentives.

Program Requirements	Premier Plus	Premier	Champion
Minimum annual sales of qualifying SATO products REGION I	€500,000	€150,000	€35,000
Minimum annual sales of qualifying SATO products REGION II	€400,000	€100,000	€25,000
Breach to payment conditions	No	No	No
SATO Content on Partner Website	Yes	Yes	Optional
Display of SATO Partner Plaque	Yes	Yes	NA
Business Reviews*	Quarterly	Quarterly	Optional
Mandatory SATO Training on Solutions and Products	Yes	Yes	Yes
Min. annual number of Mandatory Technical Training	1-2 per year	1-2 per year	Optional
Attendance at Product Launches	Yes	Yes	Yes
Sharing Customer Data and project details* <small>*The purpose is to provide full assistance from SATO side and to be able to accurately promote SATO brand and provide the right solution.</small>	Yes	Yes	Yes

*Required to obtain MDF, or any other program benefits

Getting Started: First 6 Months

To ensure a strong start in the SATO Europe Prestige Partner Program, we recommend following these steps to maximise your engagement and business potential.

SATO has established a structured onboarding process, helping partners rapidly gain essential skills, product knowledge, and business insight through specialised training and tailored resources.

Within the first six months, partners must sign a formal agreement and create a detailed business plan aligned with clear objectives. SATO supports partners during this phase with marketing, sales, and technical resources to ensure growth.

After the initial six-month period, business plans are reviewed, and partners receive feedback based on performance. If performance significantly deviates from objectives, partner classification levels and corresponding discount structures are adjusted accordingly.

Getting started

1 **Activate Your Business Partner Portal Account and get access to resources and information**

- **Resources:** Access tailored sales, marketing, technical, and training resources via the exclusive online Partner Portal.
- **News:** Stay informed about product news, pricing, and order information. Regular partner newsletters keep you updated.
- **Social Media:** Follow SATO Europe to receive the latest promotions, events, product launches, and announcements.
- **DOJO and Technical Portal:** Use our e-learning platforms to build expertise on SATO products and solutions.

2 **Meet your SATO Support Team** Connect with key contacts at SATO Europe. Your Partner Development Manager can introduce you to relevant team members who will support different aspects of your

3 partnership.

Enrol in Online Training Courses Gain expertise in SATO Europe products and solutions through online courses on the DOJO e-learning platform. Your Partner Development Manager can also guide you to upcoming hands-on technical training and certification courses.

4

Develop Your SATO Business Plan and Begin Onboarding Work with your dedicated SATO Channel Account Manager and local marketing representative to refine your participation level, identify program benefits, and explore growth opportunities. Clearly define your objectives and formalise these into a detailed business plan.

5

Set Clear Objectives and Align Marketing Activities Ensure your

First 6-months Checklist

- ✓ **Review the Partner Guide** to fully understand your role and benefits.
- ✓ **Examine your welcome pack** thoroughly.
- ✓ **Activate your Partner Portal** to access essential tools, product configurators, interactive pricing platforms, and tender preparation resources.
- ✓ **Premier and Premier Plus Partners:** Schedule a Quarterly Business Review (QBR) with your SATO Account Manager within the first three months. During this review, you will:
 - Develop and refine your business and marketing plan, targeting specific verticals and customers.
 - Establish clear quarterly objectives.
 - Identify and plan demand generation activities and promotional opportunities.



Partnership Commitment

SATO is committed to working closely with partners, helping them benefit from our extensive global network of business partners and solution providers.

SATO Europe Products Offering

SATO delivers robust and reliable products designed to meet diverse market needs worldwide.

Our comprehensive product line includes:

- Direct thermal and thermal transfer printers
- Industrial and Desktop RFID Intelligent printers
- Printer Spare Parts and wear parts
- RFID labels and tags
- Integration Solutions
- Printer Accessories
- Label Design Software
- Complementary Software
- Custom and Industry-standard labels
- Thermal transfer ribbons
- HLS products and accessories
- Service and maintenance contracts
- Fully tailored solutions

All partners can resell the full range of SATO products, except for certain specialised products and print engines, which are restricted to certified partners serving specific markets. FX3-LX and print engines are exclusive to certified partners only.

Sales Support Benefits

Demo Equipment Program

The SATO Europe Demo Equipment Program provides authorised partners with resources to effectively sell, promote, and support SATO products through demonstration units. Demo units are available via distributors or SATO Europe directly.

Prestige Partners can purchase demonstration printers for their demo pool at a maximum discount of 55% off the standard list price. Champion Partners may purchase one printer per product family each year, while Premier-level partners (including OEM) can purchase two.

We recommend updating your demo equipment annually to ensure the best performance for demonstrations.

Sales Tools And Materials

SATO Europe Prestige Partners gain access to a comprehensive set of sales and technical tools designed to effectively promote and sell SATO products. These include presentations, product guides, data sheets, white papers, customer success stories, training courses, and industry solution overviews.

These resources are primarily accessible via the Partner Portal, with selected materials also available on our website.

Prestige Partner Evaluation and Growth Process

Partner Compliance Review

SATO Europe conducts an annual review of each partner's compliance and status, typically completed by 1st April. Following this, a new annual contract is issued. Partner classifications may be adjusted at any time based on performance.

Advancing to Higher Levels

Partners advancing to higher program levels must meet specified annual revenue thresholds. Any changes, including revised pricing or benefit levels, will be clearly communicated

Discontinuing Participation in the Prestige Partner Program

Partners can terminate participation in the Prestige Partner Program at any time by providing 30 days' written notice to SATO Europe. Upon termination:

All rights and licences related to the program immediately cease.

Partners must promptly return all provided technical materials, business plans, manuals, customer lists, and remove all related online references to their SATO partner status and exclusive partner content.

The partner must immediately return to SATO Europe all proprietary information and data (including all copies) in their possession, custody, or control, including but not limited to:

- A- All technical materials and business plans provided by SATO Europe
 - B- All manuals covering SATO Europe products
 - C- Any customer or end-user prospect lists supplied by SATO Europe
- Removal of all online content referring to partner status and any content exclusive to SATO Europe partners.

Service Support



Telephone Support for Configuration and Setup

RANGE OF COVER: First-line support for operating SATO printers, delivered via SATO's remote service tool. Remote diagnostics available when printers are web-connected and SOS-capable.

TERM OF SUPPORT: Three-year term, renewable every three years. Non-transferable, no partial credit if the printer is no longer used.

WHAT'S INCLUDED: Media handling, printer settings and menu navigation support, SATO driver settings assistance, diagnostic support for issues.



Extended warranty period for 3 or 5 years. Reduced turnaround repair time.

RANGE OF COVER: Coverage for all functional failures. Optional coverage includes parts for cutters, dispensers, and RFID units when purchased as an addition to a printer service contract.

TERM OF SUPPORT: Three or five years, depending on product code. Renewable annually with SATO Service Department approval.

WHAT'S INCLUDED? Labour costs, spare parts (excluding wear parts), logistics (optional).



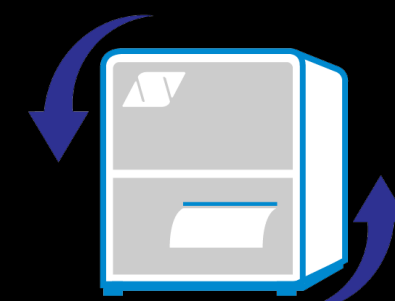
FULL SATO VALUE SUPPORT

Full Service with Wear Parts & Accidental Damage. Reduced turnaround repair time.

RANGE OF COVER: Comprehensive service to minimise downtime through printer exchange. Covers all functional failures, wear parts, and includes printheads up to 300km usage for Industrial Printers. Optional parts such as cutters, dispensers, and RFID units included if specifically added to the printer service contract.

TERM OF SUPPORT: Available in three or five-year terms, depending on product code. Contracts renewable annually upon SATO Service Department approval.

WHAT'S INCLUDED? Labour costs, all spare and wear parts (including printheads up to 300km, platen rollers), one-way logistics costs included.



SWAP SATO VALUE SUPPORT

Full Service with Wear Parts & Accidental Damage. Immediate printer swap for minimal downtime.

RANGE OF COVER: Premium service ensuring critical application continuity via immediate printer replacement. Covers all functional failures, wear parts, and printheads up to 300km usage for Industrial Printers. Optional parts (cutters, dispensers, RFID) available when specifically added.

TERM OF SUPPORT: Available for three or five years, depending on product selection. Annual renewal subject to SATO Service Department approval.

WHAT'S INCLUDED? Labour, all spare and wear parts (including printheads up to 300km, platen rollers), one-way logistics costs included.

SATO Loyalty Points

Premier and Premier Plus Partners can participate in the SATO Loyalty Points Program. Partners earn points based on monthly revenue, registered opportunities, social media activity, and joint content creation. Points totals are visible on the Interactive Price List platform. Accumulated points can be redeemed for selected activities and benefits from the loyalty catalogue. Once sufficient points are collected, partners can request activities or benefits, and SATO will process orders and adjust point balances accordingly.

Points accrual and balance are displayed in the Interactive Price List system for the duration of the fiscal year, from 1 April to 31 March. Points can be redeemed within six months following the end of the fiscal year, until 30 September. After this date, unused points will expire and cannot be redeemed.

Criteria for Earning Loyalty Points:

Revenue-based: Earn points for every €10,000 in revenue.

Registered Opportunities: Earn points when registered opportunities reach "Closed/Won" status. A project valued at €50,000 equals five points increments.

See the attached catalogue for full details on activities and points required for redemption.

Partner's engagement	Rewards in points
€10,000 in revenue	100 points
3 hours of DOJO Training	100 points
Social Media activity <small>(Limited to five per partner per year)</small>	300 points per post mentioning and tagging SATO Europe
Opportunities above €50,000 (closed won)	200 points + 100 points every extra €10,000
Success Stories <small>(Limited to two per partner per year)</small>	500 points per developing a success story with SATO

Unlock the Benefits: Ways to Spend Your Points

Activity	Points
Goodies to be defined	Let's discuss
Amazon Vouchers (please check if available in your region), up to 500€ in vouchers per partner	30, 50, 100
Sponsoring of a Promotional Paid campaign on Google	500, 1000, 2000
HANAMI event with SATO (sushi lunch+ a short training session)	600
3 hours of AEP development	600
Training upon request at your office (3 -4 hours)	700
Team building activity with a local SATO team	700
Extra event entry ticket for the Partner Day	1200
Visit in one of our label factories in Europe (UK, PL or FR)	1500
Training upon request at your office (Full day)	1500
Support at the exhibition (if displaying SATO products)	1500, 3000, 5000
Breakfast/ Lunch and learn with SATO (also for your customers)	1500
Extra ticket for one VIP session	3000
1 demo printer for free (depending on the model) (excluding print engines)	3000
Visit in the Printer Factory in Asia	8000
Visit in the Printer Factory in Asia (2 guests)	10000

Marketing Support and MDF Conditions

Premier and Premier Plus Partners can access Marketing Development Funds (MDF) to support joint marketing initiatives aimed at effectively promoting the SATO brand. MDF amounts are allocated individually, based on each partner's specific Business Plan objectives, annual targets, and key market focuses. Champion Partners may also access MDF, subject to the discretion of local SATO offices and business priorities. Detailed guidelines for accessing and using MDF are provided in the SATO Marketing Benefits document. Partners are encouraged to coordinate closely with their local marketing teams to identify and execute suitable activities.

Marketing Communications Consent

By participating in the Prestige Partner Program, partners consent to receiving relevant marketing communications from SATO, including essential program updates, event invitations, and promotional materials. This consent covers the use of personal data (such as names, surnames, and email addresses). Additionally, partners acknowledge that SATO representatives may contact them directly to enhance their program experience.

Partner Plaques

As valued members of the Prestige Partner Program, Premier and Premier Plus partners will receive an exclusive partner plaque—a symbol of partnership excellence. Crafted from premium glass and resin with a sleek, modern design, these plaques serve as a distinguished symbol of recognition. Display them prominently in your office or workplace, highlighting your trusted partnership status and commitment to quality.

Order Dispatch and Delivery Guidelines

Dispatch and Delivery

Orders confirmed with available stock are dispatched promptly—typically within one working day, if placed before the designated order cut-off time. Transit times depend on destination and shipping method selected.

Shipping Costs

Shipping costs are prepaid and charged as detailed on the order confirmation. In some regions customers also have the option to arrange their own transportation using their preferred carriers, subject to prior agreement and arrangement with SATO.

Shipment Tracking and Proof of Delivery (POD)

SATO provides a tracking number for every dispatched order. Upon request, partners can obtain Proof of Delivery (POD). We advise partners to use POD to promptly verify delivery and address any discrepancies with Customer Service.

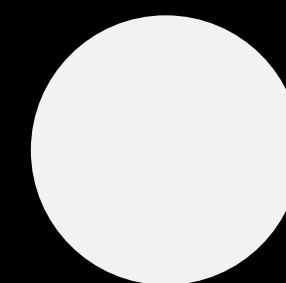
Delivery Confirmation

Upon receiving your shipment, immediately inspect all products. If there is a discrepancy or visible transport damage, partners must note this on the delivery documentation, take photographs if possible, and promptly notify SATO Customer Service to facilitate a swift resolution.

List of attachments:

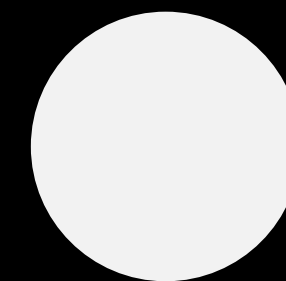
- Partner Agreement
- Partner Logos
- Business Plan
- Loyalty Program
- Marketing Menu
- Local Terms and Conditions if applicable

Contact Us



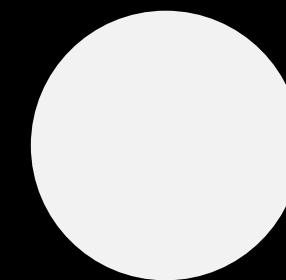
Partner Development Manager

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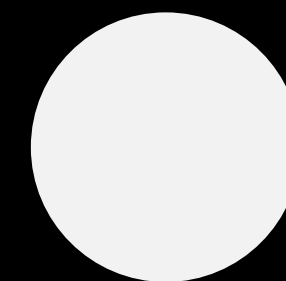
Marketing Manager

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Technical Support

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Customer Service

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