

Oct 1, 2024

SAKATA INX CORP.

**Notice of Establishment of SAKATA Brand Solutions Co., Ltd.,**  
**a New Company for Brand Protection Solutions**

SAKATA INX CORPORATION (Headquarters: Nishi-ku, Osaka; President and CEO: Yoshiaki Ueno; Securities Code: 4633; hereinafter “SAKATA INX”) announces that it has established a new company, “SAKATA Brand Solutions Co., Ltd.”, to provide brand protection solutions business. SAKATA Brand Solutions will be the exclusive distributor in the Japanese market for OpSec Security, which provides a wide range of brand protection solutions to major brands and government agencies around the world and will also continue to support OpSec Security's customers in Japan.

OpSec Security, a leading provider of brand protection technology, has over 40 years of experience in helping companies protect their intellectual property and enhance the value of their brands, providing solutions against piracy, counterfeiting, consumer fraud, and unauthorized selling. The company offers online solutions to combat brand abuse on e-commerce and social networking sites, as well as anti-counterfeiting technology and traceability systems that use holograms and security printings that are extremely difficult to counterfeit. The company provides services to brand owners in Japan and abroad and has improved the integrity and security of numerous corporate brands.

SAKATA INX provides a wide range of business solutions for the printing industry, including printing inks, functional materials, plate making, and color management. In addition, the company is actively developing new products and services beyond the boundaries of its existing businesses. As one of these efforts, SAKATA INX and OpSec entered into a strategic business alliance in December 2023 and have been working together in Japan. By leveraging Sakata Inx's long-standing expertise in product sales, solution provision, and the networks it has developed in Japan and abroad, OpSec's advanced brand protection solutions can now be offered to an even wider range of customers. The two companies also work closely together in the process of developing, designing, and selling solutions, providing customers with the best brand protection strategies and solutions to realize them, as well as ongoing support after implementation. This knowledge is also used to further develop OpSec's products.

The establishment of this new company will strengthen OpSec's brand protection solution services in Japan and will further enhance the provision of comprehensive brand protection solutions to brand owners. OpSec and SAKATA Brand Solutions will also continue to cooperate in the domestic market for brand protection solutions to provide customers with a high level of security and reliability.

## ■ Company Profile

Company name : SAKATA Brand Solutions Co., Ltd.  
 Representative : Teruo Koike, President and Representative Director  
 Location : 1-4-25 Kohraku, Bunkyo-ku, Tokyo, Japan  
 Capital : 50 million yen  
 Date of establishment : May 23, 2024  
 URL : <https://sakatabs.com/>  
 Inquiries : <https://sakatabs.com/contact.html>  
 TEL: +81-3-5802-8510, Attn: Yanagimoto, Furuta

## ■ Company Logo



## ■ Business Overview

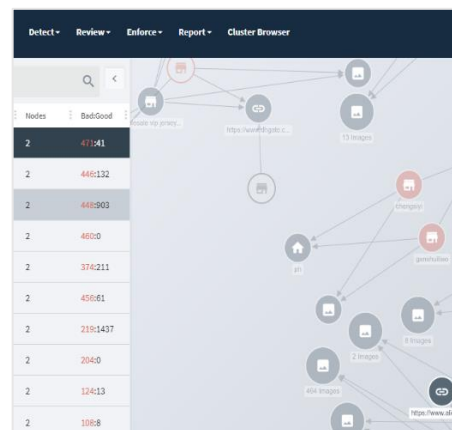
Providing comprehensive solutions to build, enhance and protect brand value

### Product Authentication Business

Providing authentication solutions that combine security, labels, and software using applied hologram and digital technologies

### Online Brand Protection Business

Countermeasures against counterfeit products, intellectual property rights infringement, phishing fraud, and copyright infringement on the Internet



Product certification labels and online brand protection



SAKATA Brand Solutions Co., Ltd. Establishment Signing Ceremony

(Left hand side) CEO OpSec Security, Dr. Selva Selvaratnam

(Right hand side) SAKATA INX CORPORATION Representative Director, President &amp; CEO Yoshiaki Ueno

#### ■ About SAKATA INX CORPORATION

Founded in 1896, SAKATA INX is the world's third largest chemical manufacturer in sales of printing inks, with operations in more than 20 countries and regions worldwide, including Asia, the Americas, and Europe. The company manufactures and sells printing inks used for various packages, beverage cans, and information media, industrial inkjet inks and color toners for digital printing, and image display materials for liquid crystal displays. Under the business theme of “Creation of Visual Communication Technology,” the company aims to “create an information culture that makes people's lives more comfortable” through environmentally friendly and sustainable products and continues to take on the challenge of entering new fields. (<https://www.inx.co.jp/english/>)

#### ■ About OpSec Security

OpSec Security is a global company with a 40-year history of providing highly reliable brand protection solutions. OpSec Security provides brand owners and rights holders with product authentication solutions using security labels and technology-enabled brand protection solutions in the digital domain. OpSec Security also provides advanced security and compliance solutions to government agencies in many countries, enabling practical and effective brand-driven solutions across multiple disciplines. OpSec Security is part of Crane NXT, which is a trusted partner to government agencies and global brands. (<https://www.opsecsecurity.com/>)

#### Contact

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Corporate Relations Div.

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