COMPANY HISTORY

Established Yano Store



1987

Birth of 100 yen shop Daiso



1998

More than 1,000 stores in Japan Continued to launch stores at a striking pace of 50 to 60 per month. This increased our purch power and our name recognition.

2005

Operation in more than 10 countries outside Japan

Launched a store in the Overseas 10 countries and regions Japan five years after our first overseas store launch. Daiso began to be recognized by overseas customers.

2008

Opened stores in 20 countries and regions overseas

More than 20 countries and regions overseas to open stores in three years!Daiso brand begins to be appr

2012

RDC Construction/operation Starting with Saitama RDC, we have 8 RDCs nationwide



2016

Acquired the Plus Heart Company.

Plus Heart It operated household goods shops across the country Acquired Plus Heart from subsidiary ALO

2018

Exceeded 5,000 stores (domestic and It has been 46 years since Yano Shop was founded. Exceeded 5,000 stores in 28 countries and regions around the world.

2019

Development of a new corporate identity

2020 Acquired the business of the 300 yen shop CouCou

1991

Opening of the 1st store of our own The first store, Takamatsu Store enjoyed a great success far beyond expectations. Full scale chain development commenced



2001

Opened 1st overseas store Proceeded with overseas expansion,
beginning in Taiwan. The store won a prize as the
ton brand selected by customers in Taiwan in 200

2007

Operation of Thailand factory and warehouse
Built a plastic factory and warehouse.



2010

More than 3,000 shops in the world The total number of stores in Japan and overseas exceeded 3,000.



2015

Orange, a 100-yen shop based in Shizuoka, Japar Acquired Chubu Shokai, a company that had beer



2016

Vietnam factory and warehouse operation
Operates as a factory and warehouse



2019

Acquired ALO and Chubu Shokai





CouCou

Sales exceeded 500 billion yen Open 5,741 stores in 27 countries and regions around the world





Daiso Sangyo Co., Ltd.











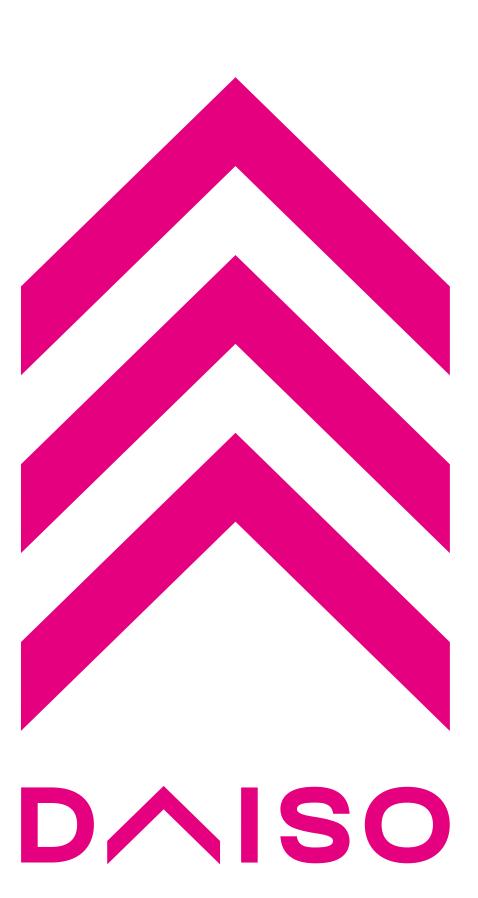
Acquired Chubu Shokai.



Business development of 300 yen shop THREEPPY



DAISO official website https://www.daiso-sangyo.co.jp



CORPORATE PROFILE

H1 Н4

Company Motto Statement

Change the lives of people all over the world with a single price -Emotional price and emotional quality-

Corporate Philosophy-Mission

Continuing to provide fun and richness with free thinking what! It was at Daiso, it was like this! Pursuit of the excitement of

Shared Values-Value

Continue to stick to "Danzen" in all ~Three Arrows~

VGE

You can buy more than usual because they are priced low.

You can try items because they are priced low.

You casually bought an item because it was priced low,

and it changed your everyday life.

At Daiso, we believe that low prices have infinite power

to enhance people's lives.

We would therefore like to help people enhance lifestyles

by offering them the surprise

and the joy of discovering extraordinary goods.

With a definitely broad range of

definitely high-quality products based on definitely fun ideas,

Daiso make shopping, life and society more and more exciting

with the power of low prices.

DEFINITELY DAISO



Daiso Industries Co., Ltd.

Seiji Yano

President and Representative Dir

Aspiring to be a global retailer originating in Japan

Under the corporate motto, "To change the lives of people all over the world at a single price and enrich it", We aim to become a global retailer originating from Japan.

In March 2019, we renewed our global common corporate identity and brand message in order to enhance our brand value globally as "DAISO".

We will continue to stick to "Danzen" in all "Three Arrows **1 and "Danzen! Daiso" slogans that will exceed the imagination of the customer-impressive price, moving quality-will continue to be provided. To that end, in our domestic and overseas business strategies, we will provide products that are overwhelmingly valuable, and revise the business model that enables optimal product procurement, distribution networks and store sales from the customer's perspective, and further brush up. We aim to establish a global brand through.

Aspiring to be a global retailer originating in Japan

We have established a business model for the first time in the world to develop a global chain of stores in the 100-yen discount category, rather than a product category. Today, we have opened 3,493 DAISO stores in Japan, 2,248 stores in 26 countries and regions outside Japan, and more than 5,741 stores worldwide (as of the end of February 2020) as a giant chain.

DAISO handles a wide range of products that enrich people's lives, from daily necessities to personal preferences, and currently offers approximately 70,000 items. About 70,000 items, 99% of which are self-developed products.

In addition, we develop 800 new products every month to provide surprises to our customers

We are still opening about 150 stores in Japan and 100 stores overseas every year, and are highly regarded as a company that serves as the infrastructure for people's lives around the world.



*1 For the Three Arrows, we designed the "A" in the shape of DAISO,which represents the company name in English.'Enriching and updating people's lives'It expresses a strong determination and enthusiasm for the project.

COMPANY INFORMATION

Company Name Daiso Industries Co., Ltd.

Company representative President and Representative Director Seiji Yano

Adress 1-4-14 Saijo-Yoshiyukihigashi Higashihiroshima-city,Hiroshima 739-8501 JAPAN

Phone# 082-420-0100(the pilot number)

Fstablishment December 1977

Capital 2.7 billion yen

Main Business Partners

Amount of sales 501.5 billion yen (April 1, 2019 to March 31, 2020)

Number of stores Number of domestic stores (Directly operated 2,646 stores, agency 847 stores)

300 yen SHOP THREEPPY... 41 stores

Plus Heart…46 stores

CouCou··· 34 stores (acquired the business on May 1, 2020)

Number of overseas stores…2,248 stores (26 countries and regions)

300 yen SHOP THREEP PY... 3 stores

Number of employees Full-time employees \cdots 402

Number of temporary employees \cdots 22,199 (equivalent to 8 hours a day)

AEON, Izumi, Izumiya, Ito-Yokado, Okuwa, Sunrib, San-A, Tokyu store, Tokyu real estate, PPIH, Fuji, Heiwado

Maruetsu, Mitsui Fudosan, Uni, and other mass retailers (in alphabetical order)

As of the end of February 2020

H2 P3

DEFINITELY GREAT STORE POWER

Our stores are diverse in terms of size, ranging from 20 tsubo (approx. 66 m2) to 1,800 tsubo (approx. 5,950 m2), as well as store styles. We operate different types of attractive stores to suit our customers and locations.

47 prefectures 3,493 stores in Japan 180 stores opening per year

100 tsubo or less

Approx. 10 000 items displayed in a 100-tsubo space



Frell With Jiyugaoka store (72tsubo • 238m)



Shibuya Center Gai Store (98tsubo•324㎡)



Tokyo Soramachi Store (57tsubo·188m)



Youme Town Hikarinomori store (89tsubo • 294m)



Arde Shin-Osaka Store (42tsubo·139㎡)



Kojiya Hagichu Shopping Street store (101tsubo · 334m)

101 to 300 tsubo

Approx. 25 000 items displayed in a 300-tsubo space



Shinsaibashi Store (289tsubo · 955m)



Harajuku Store (133tsubo · 440m²)



LINKS UMEDA store (240tsubo·793m)



Aeon Lake Town Store (214tsubo · 707m)



Lazona Kawasaki Store (250tsuho · 826m²)



Ario Yao store (217tsubo·717m³)

Diverse store styles

Inside stations

Airports

Shopping districts

store

mass store

NSC

Shopping mall

301 to 500 tsubo

Approx. 35,000 items displayed in a 500-tsubo space



Aeon Mall Makuhari Shintoshin Store (379tsubo •1,253m²)



Toyohashi Shimoji store (498tsubo •1,646m)



Musashikoyama station square store (326tsubo ·1,196㎡)

500 to,1800 tsubo

Approx. 50,000 items displayed in a 1,000-tsubo space



Osaka Umeda store (738tsubo · 2,440m²)



Shinsaibashisuji Nichome Store



Arcakit Kinshicho Store (968tsubo · 3,200m)



Kameari Lirio store (849tsubo·2,807m³)



Giga Funabashi Store (1,663tsubo · 5,498m²)



Kohoku Tokyu Department Store (832tsubo • 2,750m²)



Nagoya Sakae SKYLE store (574tsubo·1,898m)



Hiroshima Danbara store (597tsubo·1,974m)



Hakata Bus Terminal Store (910tsubo · 3,008m)

Ρ4 P5

DEFINITELY GREAT STORE POWER

Daiso will continue to grow into a global company that provides a definitely broad array of definitely high-quality products in our stores all over the world.

5,741 stores in 27 countries and regions around the world

In 2001, we launched our first overseas store in Taiwan. Nearly 20 years have passed since then, and we now operate 2,248 stores in 26 countries

and regions outside Japan.

Japan

- Japan 100yen 3,493stores

Middle East

43stores UAE 7 UAE Dirhams 6 stores Kuwait 600 fuloos **6**stores Oatar 7 Qatari riyals 2stores Bahrain 700 fils 7 stores Saudi Arabia 7 Saudi Arabian riyals 4stores Oman 0.7 Omani riyals

10 shegalim

Israel

Oceania

7_{stores}

Australia

New Zealand

2.8 Australian dollars

3.5 New Zealand dollars

46stores 3stores



North America

2 stores

• The United States 15 dollars of America

81stores

Asia

86stores China 10 Yuan 58stores Hong Kong 12 Hong Kong dollars 15 stores Macau 15 Macanese Patacas 60 stores Taiwan 49 Yuan 135stores Thailand 60 Bahts 78stores Malaysia 5.9 Ringgit 102 stores • The Philippines 88 Philippine Pesos 21stores 2 Singapore dollars Singapore 1, 365 stores South Korea 1,000 won 4 stores Myanmar 1,800 kyats 24_{stores} Vietnam 40,000 dong 21stores Indonesia 25,000 rupiahs 9_{stores} Mongolia 3,500 togrogs Cambodia 1.9 dollars

18,000 kip



Central and South America

59stores Brazil 7.99 Real



Р6 Р7

Laos

DEFINITELY GREAT STORE POWER

Going beyond national borders,

Daiso aims to be a company that is indispensable to customers all over the world.

U.S.A New York







Brazil



Number of stores outside Japan

	Direct	Distributors		loint
				Joint Ventures
U.S.A.	76	2		78
Brazil	31	11		42
Australia	37	8		45
Singapore	19			19
China	9	86		95
Hong Kong		56		56
Macau		15		15
Taiwan	60			60
Thailand			127	127
Malaysia		70		70
The Philippine			85	85
South Korea			1,343	1,343
Myanmar		4		4
Vietnam		25		25
Indonesia		19		19
Mongolia		6		6
Cambodia		3		3
Laos		2		2
New Zealand		2		2
UAE		45		45
Kuwait		7		7
Qatar		7		7
Bahrain		3		3
Saudi Arabia		9		9
Oman		3		3
Israel		4		4
total				2,175

As of the end of February 2020

China



Singapore



Thailand



Philippines



Australia



UAE



Р8 Р9

DEFINITELY GREAT PRODUCT POWER

We offer the fun of choosing and reassurance, "There is one there, too! They have this, too!", "I did not expect to find this at Daiso!"

Product line-up

Internally developed products (miscellaneous goods)

76,000 Approx. 90_% Approx. 800

As of the end of February 2020

Proposal-type sales floor development

Natural taste corner





"Dgashi" corner





Environmentally friendly corner





Stationery





Toys / Party



Plush Doll



Cosmetics / Hair care



Hair accessory



P10 P11

DEFINITELY GREAT PRODUCT POWER

We will continue to create definitely high-quality products based on surprisingly unique ideas.

Healthy bathing





Japanese and Western tableware



Electrical accessories



Kitchen accessories



Interior





Living



Plastic products



Handicrafts / Handmade





Tools



Gardening







P12

DEFINITELY GREAT LOGISTICS POWER

We have a system for delivering products rapidly, safely and accurately to our stores across the globe.

Number of distribution bases

24 Approx. 250,000 Approx. 100,000

RDCs in Japan

* RDC stands for Regional Distribution Center









Chiha RDC 31.000tsubo (102.479m²)

Saitama RDC 18.000tsubo (59.504m)

Nagoya RDC 22,000tsubo (72,727m) Osaka RDC 21.000tsubo (69.421m²)









Hokkaido RDC 10,400tsubo (34,380m) Niigata RDC 12,500tsubo (41,322m)

Hiroshima RDC 12,500tsubo (41,322m) Kvushu RDCC 13,500tsubo (44,628m)

Establishment of automated warehouse with ultimate efficiency equivalent to the largest warehouse in Japan

Automatic storing of products and ensuring pallet picking







We can sort for 150 to 200 stores at the same time



3 Automatic sorting for each delivery route is possible.





Environmental initiatives

We have installed solar power generation systems (Mega Solar) at all RDCs in Japan, and are contributing to improving





Logistics warehouses with manufacturing facilities around the world









30,707tsubo (101,511m²)





6,183tsubo (20,403m)

Brazil warehouse 3,630tsubo (12,000㎡)

1515tsubo (5,008m²)

P14 P15

CUSTOMER RATINGS Many customers give us high evaluation.

Ranked second in the retail industryout of 600 companiés

in Brand Strategy Survey 2020

The top 100 Only 5 companies.

About 100,000 business people and consumers I summarized how I evaluate the corporate brand "Brand Strategy Survey" was announced, Daiso ranked second in the distribution industry Evaluation items are "uniqueness", "recommended intention", and "company appeal"Calculated from the overall index of "business usefulness" and "attachment". Among them, it suppressed the major competition and came in second place.

2019	2018	Brand	Score
43	77	Muji (Ryohin Keikaku)	648
57	71	Daiso	633
70	77	UNIQLO	625
74	100	Tokyu Hands	620
84	73	7-Eleven	614

Out of 1500 brands 22nd overall ranking

In Brand Japan 2020

2 companies are in the top 100 in the retail industry.

comprehensive evaluation of four items: "friendly", "convenient", "outstanding (individuality/attractiveness)", and "innovative (innovation/attention)". Pop designs targeting young women have gained popularity and have expanded to SNS.

It was selected based on a

2020	2019	Brand
1	2	YouTube
2	49	LINE
3	4	Muji
4	11	Panasonic
5	3	Nissin Foods
6	5	Google
7	1	Amazon
		₹
20	14	Disney
21	40	YAH00!
22	8	Daiso
23	183	Oriental land
24	53	Windows
25	19	7-Eleven
26	39	CALPIS

Daiso ranked first in the category of "intention to visit", and also first in the category of "intention to purchase or use" in Nikkei's Store Strategy Survey 2017

Nikkei Research carried out the Store Strategy Survey, which questions 230,000 subjects all over Japan about the attractiveness of nearly 350 retailers, restaurants, facilities and other businesses. Its results took the form of a ranking based on the intention to visit, time consumption premium, the intention to purchase or use, and the intention to recommend. Daiso was ranked first in the categories of the intention to visit and the intention to purchase or use. In terms of overall ranking, Daiso secured the second place after 7-Eleven for the fifth straight year.



	l wo	%	
	1	Daiso	75.5
	2	7-Eleven	73.6
	3	Lawson	68.2
	4	UNIQLO	66.7
	5	FamilyMart	65.0



l w	ant to go	%
1	Daiso	75.5
2	7-Eleven	74.6
3	Lawson	68.4
4	FamilyMart	66.2
5	UNIQLO	65.3

5 consecutive years Overall assessment



DAISO's Social Activities

Daiso positively engages in social activities, such as the creation of a women's Ekiden club, disabled art and other financial and non-financial support for sporting activities and for people with disabilities.

Sports

Establishment of Daiso women's Ekiden club

Daiso founded the Women's Ekiden Club and held an inauguration ceremony in Hiroshima City on March 20, 2019. Founder Hirotake Yano's passionate desire to give back to his hometown and contribute to society led him to create the club. In the future, the club will use Higashi Hiroshima as a base for training mid- and long-distance athletes, and will also engage in social contribution activities through sports activities in order to expand the population of track and field athletes. In the future, the club gims to win the All-Japan Women's Corporate Ekiden Championship and to play an active role in international competitions.





Supporting the Emperor's Cup Inter-Prefectural Men's Ekiden as the main sponsor

As the main sponsor, we have sponsored the Emperor's Cup All-Japan Men's Interprefectural Ekiden Race for five consecutive years. Every year, 300,000 people gather glong the roadsides for this event, and we actively support the event in unison with the athletes, cheering saugds and local residents who come from all over Japan. The race begins and ends in front of Peace Memorial Park, connecting the A-bomb Dome, a UNESCO World Heritage Site, and Itsukushima Shrine in Hatsukaichi City, with junior high school students, high school students, university students, and adults tying the race with a spread of the race to aim for victory in







Paralym Art*

Paralym Art Platinum Partners









This is an activity promoted by the Organization for Promoting Independence of Persons with Disabilities for the purpose of social participation and economic independence of persons with disabilities. As a Platinum Partner, we donate not only to art, but also 2.5% of the sales price of products featuring our designs. We are fulfilling our responsibility to voluntarily contribute to society through our business activities.

뿈 Paralym Art

P17 P16



THREEPPY



300 and Happy

A HAPPY life that starts at 300 yen(THREE)

We have a variety of household goods centered on 300 yen, targeting women and families. About 300 new products arrive every month, so you will discover something new each time. We also develop many original products that can only be purchased at THREEPPY and collaboration items with popular characters.











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Н4



