## **COMPANY** HISTORY

1972

Established Yano Store Began moving sales as a forerunner to "Daiso Sangyo" .



1987

Birth of 100 yen shop Daiso Moved from moving sales to pern The first agency store opens



1998

More than 1,000 stores in Japan

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

2005

Operation in more than 10 countries outside Japan

Launched a store in the Overseas 10 countries and region 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 apprecia

2012 **RDC Construction/operation** 



2016

Acquired the Plus Heart Company. 

Plus Heart

2018

Exceeded 5,000 stores (domestic and over 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 Developing a corporate identity Revamped with a unified global logo

2020 CouCou Acquired the business of

2021 **Development of new** business formats

the 300 yen shop CouCou

Acquired CouCou from Biljan Co., Ltd.

Natural Coordinate Developing 「Standard Products」 and 「Natural Coordinate」 2 Branding

Standard **Products** 

More than 5,000 shop in the world

2021 e-commerce site for toC Started shipping one product in Chiba Prefecture

Daiso Industries was incorporate Introduced the uniform price of 100 yen and established a business model based on volume purchasing and volume sales.

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 top brand selected by customers in Taiwan in 2009.

2007



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, Japan Acquired Chubu Shokai, a company that had been



2016 Vietnam factory and warehouse operation Operates as a factory and warehouse

Business development of 300 yen shop THREEPPY

Acquired ALO and Chubu Shokai 2020

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

e-commerce site for toB Started handling approximately 10,000 items





**Operation of Thailand factory** 

Acquired Chubu Shokai.



2019

THREEPPY

2020



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



D/ISO

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~

V GE

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 Dire

#### 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 3,620 DAISO stores in Japan, 2,272 stores in 24 countries and regions outside Japan, and more than 5,892 stores worldwide (as of the end of February 2021) as a giant chain.

DAISO handles a wide range of products that enrich everyday life, from daily necessities to hobbyists, and currently has about 76,000 products.90% of these products are developed in-house.

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

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

Phone# 082-420-0100(the pilot number)
Establishment December.1977

Capital 2.7 billion yen

Main Business Partners

Cupital 2.7 billion yen

Amount of sales 526.2 billion yen (March 1, 2020 to February 28, 2021)

Number of domestic stores ··· 3,620stores (Directly operated 2,820 stores, agency 800 stores)

300 yen SHOP THREEPPY  $\cdots$  77 stores

Plus Heart…32 stores
CouCou… 33 stores

Number of overseas stores…2,272 stores (24 countries and regions)

300 yen SHOP THREEPPY...11 stores

Number of employees Full-time employees  $\cdots$  476

Number of temporary employees  $\cdots$  22,821 (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 2021

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 3,620 stores in Japan 153 stores opening per year

#### 100 tsubo or less

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



Frell With Jiyugaoka store (72tsubo•238㎡)



Shibuya Center Gai Store (98tsúbo · 324m²)



Tokyo Soramachi Store (57tsubo·188㎡)



Youme Town Hikarinomori store (89tsubo • 294m²)



Arde Shin-Osaka Store (42tsubo·139㎡)



Kojiya Hagichu Shopping Street store (101tsubo•334m²)

## 101 to 300 tsubo

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



Shinsaibashi Store (289tsubo · 955m²)



Harajuku Store (133tsubo · 440 m²)



LINKS UMEDA store (240tsubo·793m²)



Aeon Lake Town Store (214tsuho • 707m²)



Lazona Kawasaki Store (250tsubo · 826m²)



Ario Yao store (217tsubo·717m²)

#### **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 • 1,646 m²)



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

### 500 to,1800 tsubo

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



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



Shinyuri I-mylord



Misato Takano Store



Kameari Lirio store (849tsubo·2,807m²)



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



Yorktown Koriyama Shima store (555tsubo • 1,834 m²)



Nagoya Sakae SKYLE store (574tsubo·1,898m²)



Hiroshima Danbara store (597tsubo·1,974m²)



Hakata Bus Terminal Store (910tsubo • 3,008m²)

Р4 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.

5,892 stores in 24 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 2,272 stores in 24 countries and regions outside Japan.

Japan

3,620 stores

- Japan 100yen 3,620 stores

**Middle East** 

44<sub>stores</sub> 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 4<sub>stores</sub> Oman 0.7 Omani riyals

10 shegalim

Israel

**Oceania** 

8stores

Australia New Zealand

2.8 Australian dollars 3.5 New Zealand dollars

46stores 3stores



**North America** 

• The United States 1.5 dollars of America

81stores

Asia

77 stores China 10 Yuan 71 stores Hong Kong 12 Hong Kong dollars 17 stores Macau 15 Macanese Patacas 63 stores Taiwan 49 Yuan 116 stores Thailand 60 Bahts 78stores Malaysia 5.9 Ringgit 102 stores • The Philippines 88 Philippine Pesos 25stores 2 Singapore dollars Singapore 1, 365 stores South Korea 1,000 won 24<sub>stores</sub> Vietnam 40,000 dong 21stores Indonesia 25,000 rupiahs 15<sub>stores</sub> Mongolia 3,500 togrogs 4<sub>stores</sub> Cambodia 1.9 dollars 2 stores Laos 18,000 kip



**Central and South America** 

85stores Brazil 7.99 Real



Р6 Р7

# 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**



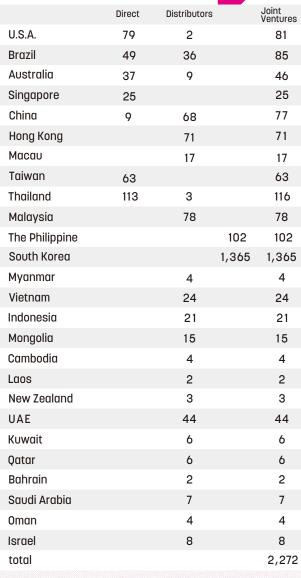




Brazil



Number of stores outside Japan



China



Singapore



Thailand



As of the end of February 2021

## **Philippines**



**Australia** 



**UAE** 



Taiwan



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# 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 76,000,90,90,800

Internally developed products ( miscellaneous goods )

New products

As of the end of February 2021

## Proposal-type sales floor development

#### **Natural taste corner**





### "Dgashi" corner





## **Environmentally friendly corner**





## **Stationery**





## **Toys / Party**



## **Plush Doll**



### **Cosmetics / Hair care**



## **Hair accessory**



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# DEFINITELY GREAT PRODUCT POWER

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

## **Healthy bathing**





Japanese and Western tableware



**Electrical accessories** 



Kitchen accessories



Interior





## Living



Plastic products



Handicrafts / Handmade





Tools



**Gardening** 







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# 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

25 Approx. 250,000 Approx. 100,000

#### **RDCs** in Japan

\* RDC stands for Regional Distribution Center









Chiha RDC 31.000tsubo (102.479m)

Saitama RDC 18,000tsubo (59,504m)

Nagoya RDC 22,000tsubo (72,727m²)

Osaka RDC 21.000tsubo (69.421m









Hokkaido RDC 10,400tsubo (34,380m²) Niigata RDC 12,500tsubo (41,322m²)

Hiroshima RDC 12,500tsubo (41,322m) Kyushu 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.

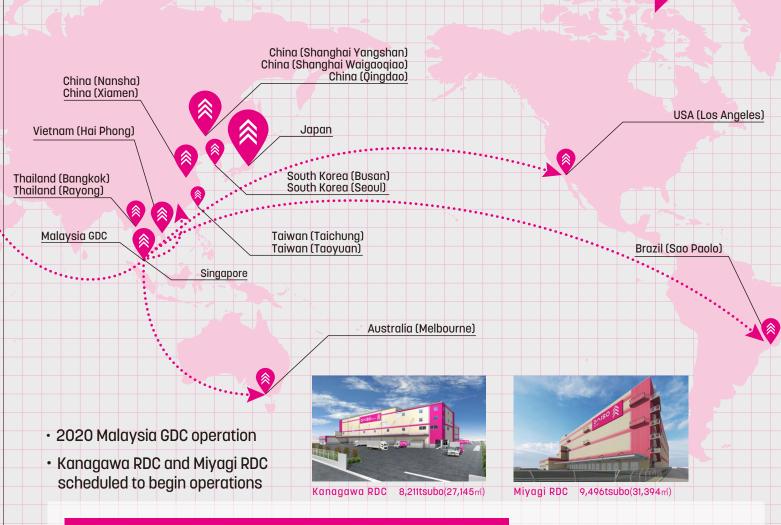




#### Environmental initiatives

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





#### Logistics warehouses with manufacturing facilities around the world









Shanghai warehouse 10,000tsubo (33,058m²

30,707tsubo (101,511m²

6.000tsubo (19.835m)









Brazil warehouse 3,630tsubo (12,000㎡) **6,183tsubo** (**20,403**m³)

**1515tsubo** (**5,008**m²)

# CUSTOMER RATINGS Many customers give us high evaluation.

2020 Part-time **Employment Brand Strength Survey Ranking No. 1** 

### Familiar workplaces that are safe to attend.

The company was ranked No. 1 in recognition of its ease of going through, sense of safety, and good work environment.In addition, the abundance of our product lineup, which we call "nothing in Daiso," has led to brand value.

2020 2019			Brana
1		2	DAISO
2	2	4	Mujirushi Ryōhin
3	3	7	Tokyo Disney Resort
4	ļ	11	Seven-Eleven
5	5	3	AEON
6	)	5	UNIQLO
7	7	1	Seria
8	3	14	Lawson
Ç	9	17	Family mart
10	)	10	McDonald's

## Out of 1500 brands 15th overall ranking

In Brand Japan 2021

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

It was selected based on a 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.

2021	2020	ブランド名
1	1	YouTube
2	6	Google
3	13	UNIQLO
4	3	Mujirushi Ryōhin
5	41	Sony
6	5	Nissin Foods
7	7	Amazon
		>
13	11	Studio Ghibli
14	40	MARUGAME SEIMEN
15	56	iPhone
15	22	DAIS0
16	19	Nintendo
17	77	HEATTECH
18	57	Asahi beer

# **Convenient cutting board sheet**

# **[2020 Good Design Award]**









The Convenient cutting board sheet sold by Daiso won the 2020 Good Design Award (sponsored by the Japan Design Promotion Association). This is the second time we have received this award, following the "Compressed towels" in fiscal 2019. Taking the opportunity presented by the award, we will continue to strive to enrich people's lives by engaging in product development with an emphasis on design and functionality.

Auditor Assessment: In an environment where various tasks are forced in a limited space, the slate is prioritized for its small size and lightness. So it will be necessary to carefully decide how large, how heavy, and what shape and ratio are good, taking into account a variety of requirements. This cutting board specifically assumes the use and environment, and derives the appropriate size and shape in one room of a single person's life and a little in ordinary homes. \( \) 100 In the context of the severe restriction of the yen, it was appreciated that it realized a design with high practicability.

# **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**

#### Daiso women's Ekiden club success.

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. Mwangi Rebecca won the 68th All Japan Championships in Athletics by setting a time of 14 minutes, 55 seconds, and 32 in which Mwangi Rebecca set a new record for women's 5,000 meters, renewing her record for nearly 10 seconds.





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

The annual "Tenno Penno Railway Nationwide Boy Station Den" was discontinued in order to prevent the outbreak of the new Corona Virus. However, with the desire to communicate the appeal of railway trains to many people, RCC Chugoku Broadcasting Co., Ltd. produced the "Daisource Pecial Jinn's Furusato Chat Station Den," a special proaram on the nationwide Internet, and Daiso co-sponsored the program as a main sponsor.Mr. Shin Hara, director of Aoyama Gakuin University, one of the most powerful in the university's Ekiden world. Through "Talking" unique to radio, we will continue to connect the charms of Ekiden while looking back on a tournament that has a history of a quarter of a century with a wide variety of





## Paralym Art Platinum Partners









🦰 🖐 Paralym Art\*

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.



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# Make everyday items you use in your daily life a little fun.

Standard Products is a new brand of lifestyle goods born from the desire to use high-quality, comfortable products that accompany environmental and lifestyle changes for a long time, and to use daily necessities in everyday life in a slightly more enjoyable and pleasant way.

Currently, there are about 1,3 0 0 original items in the lineup, and we plan to develop approximately 500 items in the future.

Standard Products Shibuya Mark City Store 150-0043 1-12-1 Dogenzaka, Shibuya-ku, Tokyo Shibuya Mark City West 1st Floor. WEB Site standardproducts.jp



colors.



About 2,000 products are available, centered on the items of nat-

ural taste selected by Daiso.



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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