



DAISO

CORPORATE PROFILE

Company Creed & Statement

Making the lives of people around the world richer at a single, low price
~Impressive quality at an impressive price~

Corporate Philosophy & Mission

Continually providing happiness and fulfillment through creative thinking
Always pursuing the excitement of discovery when finding that Daiso
sells something unexpected!

Shared Sense of Values & Value

Continuously seeking the "absolute" in all things
~ Three Arrows ~

MESSAGE

Buy more than usual, because it's all a single, low price.
Try out something new, because it's a single, low price.
Casually buy something new because it's a single,
low price, and find it has changed your day-to-day life.
Daiso believes that offering products at a single,
low price has unlimited potential to improve people's lives.
As such, we want to contribute to bettering people's lives with the
sense of surprise people feel when finding we offer
"so much", and discover we even offer items they were not expecting.
The absolute widest selection of products at the absolute best quality
and featuring the absolutely most fun ideas.
Daiso seeks to make shopping, lifestyles, and the world in general more
fun and exciting with the potential of a single, low price.

Absolutely! Daiso!



Daiso Industries Co., Ltd.
Seiji Yano,
President and Representative Director

Aspiring to be a global retailer from Japan

We aim to become a global retailer from Japan under our company creed of "Making the lives of people around the world richer at a single, low price ~Impressive quality at an impressive price~".

In order to improve the global value of the DAISO brand, we revised our global corporate identity and brand message in March 2019.

We aim to continually provide "impressive quality at an impressive price~" which exceeds customer expectations under the "Three Arrows"¹, which drive us to "Continuously seek the 'absolute' in all things" and our "Absolutely! Daiso!" slogan. In order to achieve this goal, we aim to establish a global brand by providing products with absolutely unparalleled value, and by innovating and further refining our business model to allow us to achieve optimal product procurement, distribution networks, and store sales from a customer point of view for both our domestic and overseas business strategy.

Working to become a part of the global lifestyle infrastructure

Daiso has established its business model by creating its stores not based on a product genre, but rather on a genre of selling all products for a flat 100 yen, and has is the first to have expanded this to a global chain of such stores. At present, Daiso has become a huge chain of stores, with 4,139 stores within Japan, and 2,312 stores in 26 countries overseas, for a worldwide total of over 6,451 stores (as of the end of February 2023).

Daiso's stores carry a wide range of products to make people's lives better, from daily necessities to hobby items and luxury goods, currently offering approximately 76,000 different products. 90% of these products are developed in-house.

In addition, we also develop 1,200 new products each month to keep surprising our customers with new finds. We currently continue to open approximately 300 stores within Japan each year, and are highly regarded as a business which serves as infrastructure for the daily lives of people all over the world.

Customers  Product appeal
Employees  Distribution capabilities
Company  Store appeal

¹ The "Three Arrows" are designed based on the "A" in the English spelling of "DAISO", and represent are strong commitment to "making the lives of people better" and "updating people's lifestyles".

COMPANY INFORMATION

Company name	Daiso Industries Co., Ltd.
Representative	Seiji Yano, President and Representative Director
Address	1-4-14 Saijo-Yoshiyukihigashi, Higashihiroshima City, Hiroshima Prefecture, Japan, 739-8501 Tel.: 082-420-0100 (Switchboard)
Established	December 1977
Capital	2.7 billion yen
Sales	589.1 billion yen (as of the end of February 2023)
No. of Daiso Group Stores	6,451 stores worldwide (as of the end of February 2023) No. of stores within Japan: 4,139 stores (3,273 directly operated stores, 866 distributor stores (non-directly operated stores)) No. of stores overseas: 2,312 stores (throughout 27 countries and regions all over the world)
No. of employees	24,654 employees (as of the end of February 2023) Full-time employees: 677 employees No. of staff employees: 23,977 employees (equivalent to number of employees working 8 hours a day)
Major clients	Aeon, Izumi, Izumiya, Ito-Yokado, Okuwa, Sunlive, San-A, Tokyu Store, Tokyu Land Corporation, PPIH, Fuji, Heiwado, Maruetsu, Mitsui Fudosan, Uny, other volume retailers (noted in Japanese phonetic order)

Absolute Store appeal!

Daiso has opened stores in a wide variety of sizes and styles. We develop our stores to be appealing and to suit the customers and locations.

Stores opened in all

47 prefectures of Japan

4,139 stores in Japan

294 new stores opened per year

*Number of stores within Japan as of FY2022

3 business category stores × Standard Products × THREPPY



[Global Flagship Store] Marronnier Gate Ginza Store DAISO (Approx. 1,044㎡)



Standard Products (Approx. 432㎡)



THREPPY (Approx. 169㎡)



[Flagship Store] Ikebukuro Tobu Store DAISO (Approx. 1,838㎡)



Standard Products (Approx. 357㎡)



THREPPY (Approx. 164㎡)



[Flagship Store] Hakata Bus Terminal Store DAISO (Approx. 2,548㎡)



Standard Products (Approx. 375㎡)



THREPPY (Approx. 125㎡)

Diverse store styles

- 3 business category stores
- 2 business category stores
- Stand-alone stores
- Ekinaka (Stores in train stations)
- Shopping district stores
- Road-front stores
- Volume retailer stores
- N S C
- Shopping mall stores
- Roadside stores

2 business category stores

× Standard Products



Kyoto Shijo-dori Store (2F DAISO Approx. 350.4 m²)



(1F Standard Products Approx. 360.3 m²)

Standard Products × THREPPY



Yaechika (Yaesu Underground Shopping Mall) Store (Standard Products Approx. 260.8 m²)



(THREPPY Approx. 115.7 m²)

× THREPPY



Nakama Iwase Store (DAISO Approx. 820 m²)



(THREPPY Approx. 132 m²)

Absolute Store appeal!

Stand-alone stores



Mega store

[Flagship Store] Osaka Umeda Store (Approx. 2,440 m²)



Mega store Roadside store

Toyohashi Shimoji Store (Approx. 1,646 m²)



Standard store

Asahikawa Powers Store (Approx. 687 m²)



Standard store

Aeon Mall Takaoka West Building Store (Approx. 783 m²)



Small store Road-front store

Ningyocho Station Store (Approx. 181.8 m²)



Small store Ekinaka (Store in train station)

Lumine Tachikawa Store (Approx. 133.6 m²)

Sales distributor stores



Konan Hirano Uriwari Store (Approx. 528.9 m²)



Okuwa Izumisano Shohudai Store (Approx. 958.7 m²)

Sales corners in other stores (wholesale)



Comodi-iida Mitaka Store (Approx. 310.7 m²)



Kasumi Hitachi Toyoura Store (Approx. 46.3 m²)

Absolute Store appeal!

All over the world, Daiso continues to evolve into a global business which provides absolute high quality products and an absolutely diverse and abundant product selection.

6,451 stores in **27** countries and regions worldwide

*As of the end of February 2023
(*Includes joint ventures and distributor stores)
(*26 countries and regions around the world (including Japan))

Daiso launched its first overseas store in Taiwan in 2001.

In the approximately 20 years since then, Daiso has opened 2,312 stores in 26 countries and regions outside of Japan.

Japan
4,139 stores

● Japan From 100 yen **4,139** stores

North America
96 stores

● United States From 1.75 U.S. Dollars **93** stores
(In New York and New Jersey only) From 1.99 U.S. Dollars
● Canada From 2.25 Canadian Dollars **3** store

Asia
1,950 stores *Excluding Japan

Greater China

- Mainland China From 10 Yuan **38** stores
- Hong Kong From 12 Hong Kong Dollars **86** stores
- Macau From 15 Macanese Pataca **15** stores
- Taiwan From 49 Yuan **84** stores

- Thailand From 60 Baht **93** stores
- Malaysia From 5.9 Ringgit **66** stores
- Philippines From 88 Philippine Pesos **93** stores
- Singapore From 2 Singapore Dollars **46** stores
- Korea From 1,000 Won **1,365** stores
- Vietnam From 40,000 Dong **19** stores
- Indonesia From 31,100 Indonesian Rupiah **15** stores
- Mongolia From 5,999 Tugrik **18** stores
- Cambodia From 1.9 U.S. Dollars **6** stores
- Laos From 36,000 Lao Kip **1** store
- India From 99 Indian rupee **5** store

Middle East
82 stores

- UAE From 7 UAE Dirham **49** stores
- Kuwait From 0.6 Kuwaiti Dinars **7** stores
- Qatar From 7 Qatari Riyal **10** stores
- Bahrain From 0.7 Bahrain Dinars **1** stores
- Saudi Arabia From 8 Rial **12** stores
- Oman From 0.7 Omani Rial **3** stores

Oceania
46 stores

- Australia From 3.3 Australian Dollars **43** stores
- New Zealand From 3.5 New Zealand Dollars **3** stores

South America
138 stores

- Brazil From 9.99 Brazilian Real **138** stores

Absolute Store appeal!

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

Global Flagship Store (Singapore) JURONG POINT Store



United States (Hawaii)



United States (New York)



Australia



Global Flagship Store (Taiwan) LaLaport North Building Store



UAE



Brazil



Overseas store details

	Directly operated stores	Distributor stores	Joint ventures	Total
United States	89	4		93
Canada	3			3
Brazil	48	90		138
China	6	32		38
Hong Kong		86		86
Macau		15		15
Taiwan	84			84
Thailand	91	2		93
Malaysia		66		66
Philippines			93	93
Singapore	46			46
Korea			1,365	1,365
Vietnam		19		19
Indonesia		15		15
Mongolia		18		18
Cambodia		6		6
Laos		1		1
Republic of India		5		5
Australia		43		43
New Zealand		3		3
UAE		49		49
Kuwait		7		7
Qatar		10		10
Bahrain		1		1
Saudi Arabia		12		12
Oman		3		3

2,312

*As of the end of February 2023

China



Thailand



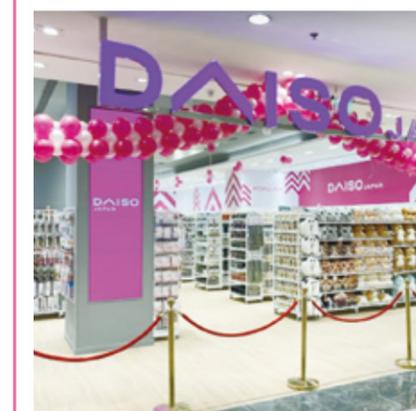
Philippines



Canada



India



Absolute product appeal!

Continually providing the excitement of discovery ("Wow! Daiso even sells this!?") and the reassurance which comes from a wide selection of products.

Product lineup
Approximately **76,000** items
Of which approximately **90%** are developed in-house
Approximately **1,200** new products per month
*As of the end of February 2023

Proposal-type sales spaces

Environmentally friendly products corner



Japanese "dagashi" snacks and sweets corner



Camping goods corner



Stationery



Toys and party goods



Fishing accessories



Cosmetics and hair care



Hair accessories



Absolute product appeal!

Absolute quality and unique ideas! Daiso continually produces high quality products.



Bath and hygiene goods



Electrical accessories



Living room goods



Accident prevention and safety goods



Japanese and Western tableware



Kitchen accessories



Handicrafts and handmade goods



Gardening supplies



Interior goods



DIY and tools



Absolute distribution capabilities!

Daiso has built systems which make it possible precisely deliver products to stores around the world quickly and safely.



Domestic and overseas distribution centers

25 centers

Total warehouse area
Approximately

826,446 m²

Number of containers imported into Japan (group-wide)
Approximately

100,000 containers per year

*As of the end of February 2022

Domestic RDCs

*RDC is an abbreviation for "Regional Distribution Center".



Chiba RDC (102,479 m²)



Saitama RDC (59,504 m²)



Nagoya RDC (72,727 m²)



Osaka RDC (69,421 m²)



Hokkaido RDC (34,380 m²)



Niigata RDC (41,322 m²)



Hiroshima RDC (41,322 m²)



Kyushu RDC (44,628 m²)

Global distribution warehouses and factories



Shanghai Warehouse (33,058 m²)



Thailand Warehouse and Factory (101,511 m²)



Vietnam Warehouse and Factory (19,835 m²)



Malaysia Warehouse (24,347 m²)



United States Warehouse (20,403 m²)



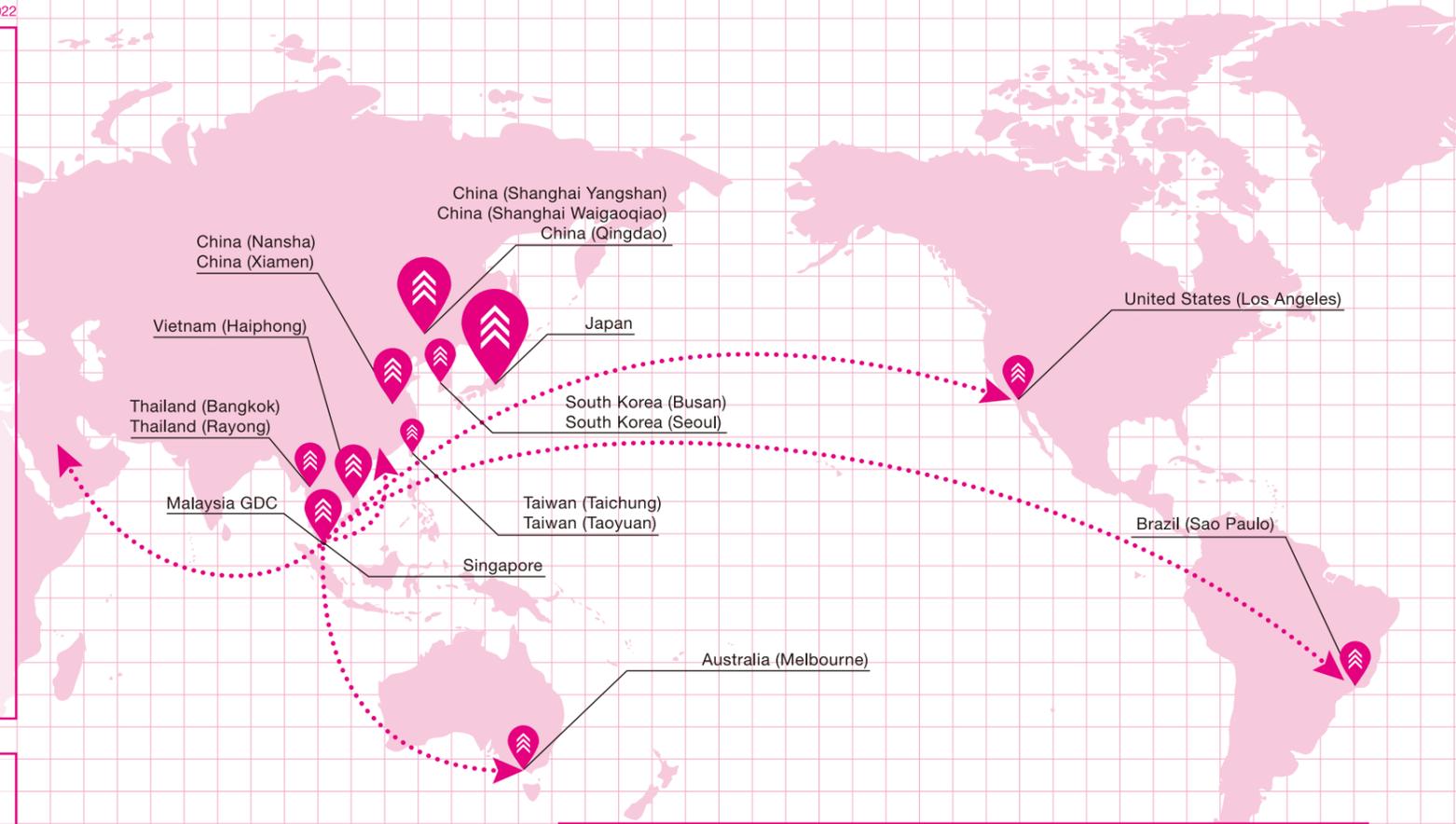
Brazil Warehouse (12,000 m²)



Australia Warehouse (5,008 m²)



Singapore Warehouse (7,101 m²)



Environmental initiatives

All of Daiso's RDC in Japan are equipped with solar power generation systems (mega solar) and cardboard boxes used for shipping to stores have been replaced with collapsible, reusable containers (returnable containers) to reduce cardboard waste in order to better contribute to preservation of the global environment.

*No. of collapsible containers shipped per day:
Approximately 58,000 (total for all 8 RDC)



The Kanagawa RDC and Miyagi RDC are scheduled to begin operations in the near future.



Kanagawa RDC (27,145 m²)



Miyagi RDC (31,394 m²)

New Malaysia GDC



Scheduled for construction (198,347 m²)

Social initiatives

Daiso actively engages in a variety of social initiatives and activities through support for sports and people with disabilities and more, including a women's "ekiden" relay race club and art by people with disabilities.

Sports

Daiso Women's Ekiden Relay Race Club activities

We actively participate in business group and international competitions and are also involved in regional track and field classes as a means of contributing to society through sporting activities.

In the FY2022 Princess Ekiden, we placed 8th overall, which was higher than our placement the previous year, and also ranked 18th in the Queen's Ekiden, which we have participated in for 2 years in a row and which was an improvement of 3 places over our previous rank.

We also actively hold track and field classes and track meets, mainly focusing on regional elementary and junior high schools.



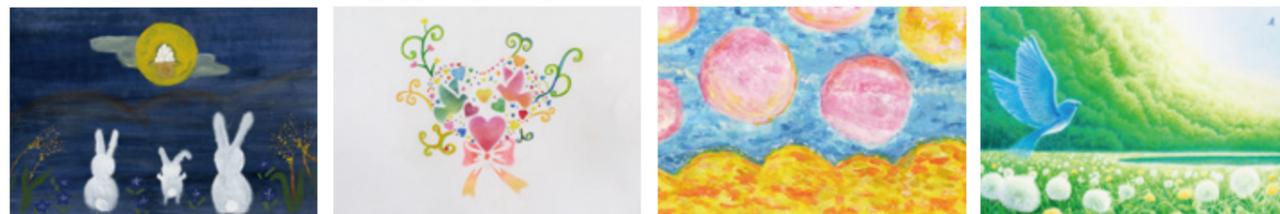
Providing support as a main sponsor of the Emperor's Cup Inter Prefectural Men's Ekiden

Since 2015, we have served as a main sponsor of the Emperor's Cup Inter Prefectural Men's Ekiden.

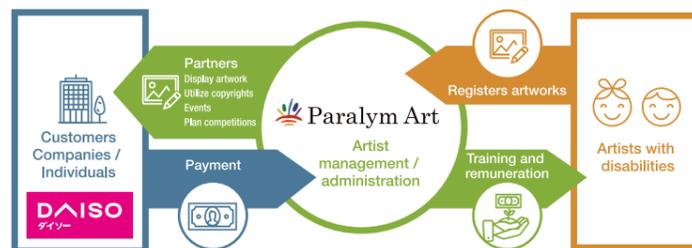
The event was held for the first time in 3 years in 2022, and on the day of the event, special sponsor's prizes were awarded which were trophies made using ashes from origami cranes that were dedicated to the Children's Peace Monument in Hiroshima Peace Memorial Park. The trophies were made by high school students in the Creative Expression course of Hiroshima Municipal Motomachi High School's General Education Department.



Paralym Art Platinum Partners



This is an initiative promoted by the Shougaiha Jiritsu Suishin Kikou Association (which translates as "Association for Promotion of Independence of People with Disabilities") in order to promote social participation and economic independence for people with disabilities. Not only does Daiso contribute to the art initiative as a "Platinum Partner", but also contributes 2.5% of the sales price of products featuring designs from the program. Daiso continually strives to fulfill its obligation to actively and independently contribute to society through our business activities.



Customer evaluations

We receive high praise from our customers.

Brand Japan 2023

Ranked 5th overall out of 1,000 brands

Daiso's rank rose from 11th last year to 5th this year

2023	2022	Brand name
1	19	USJ
2	2	Google
3	6	UNIQLO
4	18	Disney
5	11	Daiso
6	1	YouTube
7	24	LINE
8	6	Cup Noodle
9	26	Häagen-Dazs
10	64	Toyota Motor Corporation
11	4	Mujirushi Ryohin (MUJI)
12	9	Amazon
13	43	Sony
14	3	Nissin Food Products
15	49	Calbee

Daiso ranked in the top 5.

The opening of a global flagship store in Ginza in 2022, which marked the 50th year since the company's founding, became a hot topic.

Source: Nikkei BP Consulting Inc.

2022 Part-time Employment Brand Strength Survey

Ranking No. 1 two years in a row

Shifting from a "COVID care orientation" to a "work content based orientation"

The assessment of "I am interested in the job content" was a key point in this survey and rose significantly.

It seems that the concept of a treasure trove of idea-based products increases interest in work.

2022	2021	Brand name
1	1	Daiso
2	2	Seria
3	6	Kaldi Coffee Farm
4	4	Aeon
5	14	Kusuri No Aoki
6	3	Mujirushi Ryohin (MUJI)
7	10	DEAN&DELUCA
8	5	Starbucks Coffee
9	8	7-Eleven
10	18	Tokyo Disney Resort

Source: Tsunagu Hatarakikata Kenkyujo ("Tsunagu Workstyle Research Lab")

Diamond Chain Store Store of the Year Specialty Store Category No. 2

The "Marronnier Gate Ginza Store" (Chuo City, Tokyo) was selected as the Specialty Store Category No. 2.

As a "Global Flagship Store" which features our 3 business categories of "DAISO", our primary format, as well as "Standard Products" and "THREPPY", this store has been highly praised for product development which sets it apart from competitors in the same industry, and for fully expressing our company's concepts and worldview in the prime location of Ginza.



3 Daiso Industries Co., Ltd. products selected for the "FY2022 Good Design Award"

DAISO's "cardboard box size adjustment cutter", Standard Products by DAISO's (Hereinafter "Standard Products") "Hinoki Pure Essential Oil" and "craftsman pencil" were awarded the FY2022 Good Design Award (Sponsored by: Japan Institute of Design Promotion). This is the fourth time Daiso products have received the award,



following on from the "Compressed Towel" in FY2019, the "Convenient Cutting Board Sheet" in FY2020, and the "Clip Mirror" in FY2021.

For Standard Products, this was the second time receiving the award following on from last year's award in the branding-CI/VI category, and the first time receiving an award for a product.

Going forward, Daiso Industries Co., Ltd. will continue to work on development of products with a focus on design and functionality as well as environmental friendliness in order to make customers' lives better.





A little better is always better.
Making everyday products used during daily life a little more fun and easier to use. This brand features a selection of standard items, including environmentally friendly products, and locally produced goods, focusing around a ¥300 price point, which is affordable and approachable for any age or gender.





Charming, and suited to my tastes.
 This brand features a selection of original items with playful and colorful characteristics focusing around a ¥300 price point.
 "Making everyday items into something special"
 This is the brand concept that THREEPPY offers.



COU COU

Trois Cents Idées

A shop which features a collection of miscellaneous goods designed to interest female customers and focusing on ¥300 price point.



Decorate your home time at a small price

Natural Coordinate



Natural Coordinate is a select shop based on a concept of making your interiors more stylish at an affordable price.

The shop offers mainly tableware, kitchen tools, living room interior items, and other living space items that make use of natural materials and warm colors.

The store offers approximately 2,000 "natural taste" items carefully curated by Daiso.



Natural Coordinate LINKS UMEDA Store

COMPANY HISTORY

1972

Yano Shoten established.
Mobile sales commenced, a precursor to Daiso Industries.



1987

¥100 Shop Daiso begins to be developed.

Shifts from mobile sales to permanent stores with the opening of the 1st distributor store.



1998

Number of stores in Japan breaks 1,000 (including both directly operated and distributor stores).

New stores continue to be opened at an extraordinary pace of 50 to 60 stores per month. This contributes to greater purchasing power and recognition.



2005

Stores are opened in 10 countries and regions outside Japan.

Stores are opened in 10 countries and regions outside Japan within just 5 years of the commencement of overseas expansion. The brand begins to become more recognized by overseas customers.



2008

Stores are opened in 20 countries and regions outside Japan.

Stores are opened in 20 countries and regions outside Japan within just another 3 years. Daiso brand recognition begins to grow overseas as well.



2012

RDC are constructed and commence operation.

RDC are constructed and commence operation at 8 locations throughout Japan, beginning with the Saitama RDC.



2016

Plus Heart is acquired.

Plus Heart, which operated household goods stores throughout Japan, is acquired by subsidiary ALO.



2018

President and representative director changed.

Seiji Yano is appointed president and representative director.



2018

5,000 stores opened worldwide (including Japan and overseas).
5,000 stores are opened in 28 countries and regions around the world in just 46 years since the founding of Yano Shoten.



2020

¥300 Shop CouCou business is acquired.

CouCou is acquired from Build Jump Japan Co., Ltd.



2021

New business categories are developed.

Two new brands, "Standard Products" and "Natural Coordinate", are developed.



2022

Global Flagship Store opened in Ginza
THREPPY re-branding



1977

Daiso Industries incorporated.

All prices set to a uniform ¥100. Foundation for bidirectional volume sales and volume purchasing is established.



1991

1st directly operated store opened.

The 1st store, the Takamatsu Store, is even more successful than expected. Full-scale store chain development begins.



2001

1st overseas store is opened.

Overseas expansion begins in Taiwan. In 2009 the brand is awarded as the "No. 1 brand chosen by customers" in Taiwan.



2007

Thailand warehouse and factory commences operation.

Plastic factory and warehouse is constructed.



2010

3,000 stores opened worldwide.

A total of 3,000 stores are opened worldwide including both those in Japan and overseas.



2015

Chubu Shokai is acquired as a subsidiary through purchase of shares.

Chubu Shokai, which developed and operated "Orange" ¥100 yen shops in Shizuoka, is acquired.



2016

Vietnam warehouse and factory commences operation.

Operation as a warehouse and factory commenced.



2018

Business development of the ¥300 Shop THREPPY commenced.

ALO and Chubu Shokai are taken over.



2019

New Corporate Identity established.

Corporate identity is established. Logo revised to use a uniform global logo.



2020

Business-to-business e-commerce site established.

Begins offering approximately 10,000 items.



2021

Business-to-customer e-commerce site established.

Begins offering shipping for purchases of at least one product in limited areas.



DAISO

Daiso Industries Co., Ltd.

Official Daiso Website <https://www.daiso-sangyo.co.jp>

