



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 "definite" 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 definite widest selection of products at the definite best quality
and featuring the definitely 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.

Definitely! 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 "Definitely! Daiso!" slogan. In order to achieve this goal, we aim to establish a global brand by providing products with Definitely 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 4,280 stores within Japan, and 967 stores in 25 countries overseas, for a worldwide total of over 5,247 stores (as of the end of September 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
Employees
Company



Product appeal
Distribution capabilities
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	5,247 stores worldwide (as of the end of September 2023) No. of stores within Japan: 4,280 stores (3,418 directly operated stores, 862 distributor stores (non-directly operated stores)) No. of stores overseas: 967 stores (throughout 26 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)

Definitely! 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

4,280 stores in Japan

294 new stores opened per year

*Number of stores within Japan as of FY2022

3 business category stores × Standard Products × THREEPPY



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



Standard Products (Approx. 432㎡)



THREEPPY (Approx. 169㎡)



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



Standard Products (Approx. 357㎡)



THREEPPY (Approx. 164㎡)



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



Standard Products (Approx. 375㎡)



THREEPPY (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 × THREEPPY



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



(THREEPPY Approx. 115.7 m²)

× THREEPPY



Nakama Iwase Store (DAISO Approx. 820 m²)



(THREEPPY Approx. 132 m²)

Definitely! 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)

Definitely! Store appeal

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

5,247 stores in 26 countries and regions worldwide

*As of the end of September 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 967 stores in 25 countries and regions outside of Japan.

Japan
4,280 stores

- Japan From 100 yen 4,280 stores

Middle East
91 stores

- UAE From 7 UAE Dirham 50 stores
- Kuwait From 0.6 Kuwaiti Dinars 8 stores
- Qatar From 7 Qatari Riyal 13 stores
- Bahrain From 0.7 Bahrain Dinars 1 stores
- Saudi Arabia From 8 Rial 16 stores
- Oman From 0.7 Omani Rial 3 stores

Oceania
42 stores

- Australia From 3.3 Australian Dollars 39 stores
- New Zealand From 3.5 New Zealand Dollars 3 stores

Asia
577 stores *Excluding Japan

- Greater China
- Mainland China From 10 Yuan 30 stores
 - Hong Kong From 12 Hong Kong Dollars 84 stores
 - Macau From 15 Macanese Pataca 14 stores
 - Taiwan From 49 Yuan 91 stores
 - Thailand From 60 Baht 93 stores
 - Malaysia From 5.9 Ringgit 68 stores
 - Philippines From 88 Philippine Pesos 93 stores
 - Singapore From 2 Singapore Dollars 45 stores
 - Vietnam From 40,000 Dong 17 stores
 - Indonesia From 31,100 Indonesian Rupiah 15 stores
 - Mongolia From 5,999 Tugrik 13 stores
 - Cambodia From 1.9 U.S. Dollars 6 stores
 - Laos From 36,000 Lao Kip 1 store
 - Republic of India From 99 Indian rupee 7 stores

North America
109 stores

- United States From 1.75 U.S. Dollars 105 stores
(In New York and New Jersey only) From 1.99 U.S. Dollars
- Canada From 2.25 Canadian Dollars 4 store

South America
148 stores

- Brazil From 9.99 Brazilian Real 148 stores

Definitely! 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	101	4		105
Canada	4			4
Brazil	56	92		148
Mainland China	5	25		30
Hong Kong		84		84
Macau		14		14
Taiwan	91			91
Thailand	91	2		93
Malaysia		68		68
Philippines			93	93
Singapore	45			45
Vietnam		17		17
Indonesia		15		15
Mongolia		13		13
Cambodia		6		6
Laos		1		1
Republic of India		7		7
Australia		39		39
New Zealand		3		3
UAE		50		50
Kuwait		8		8
Qatar		13		13
Bahrain		1		1
Saudi Arabia		16		16
Oman		3		3
				967

*As of the end of September 2023

China



Thailand



Philippines



Canada



India



Definitely! Store 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



Hair accessories



Cosmetics and hair care



Definitely! product appeal

Definite 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



Definitely! 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 2023

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)



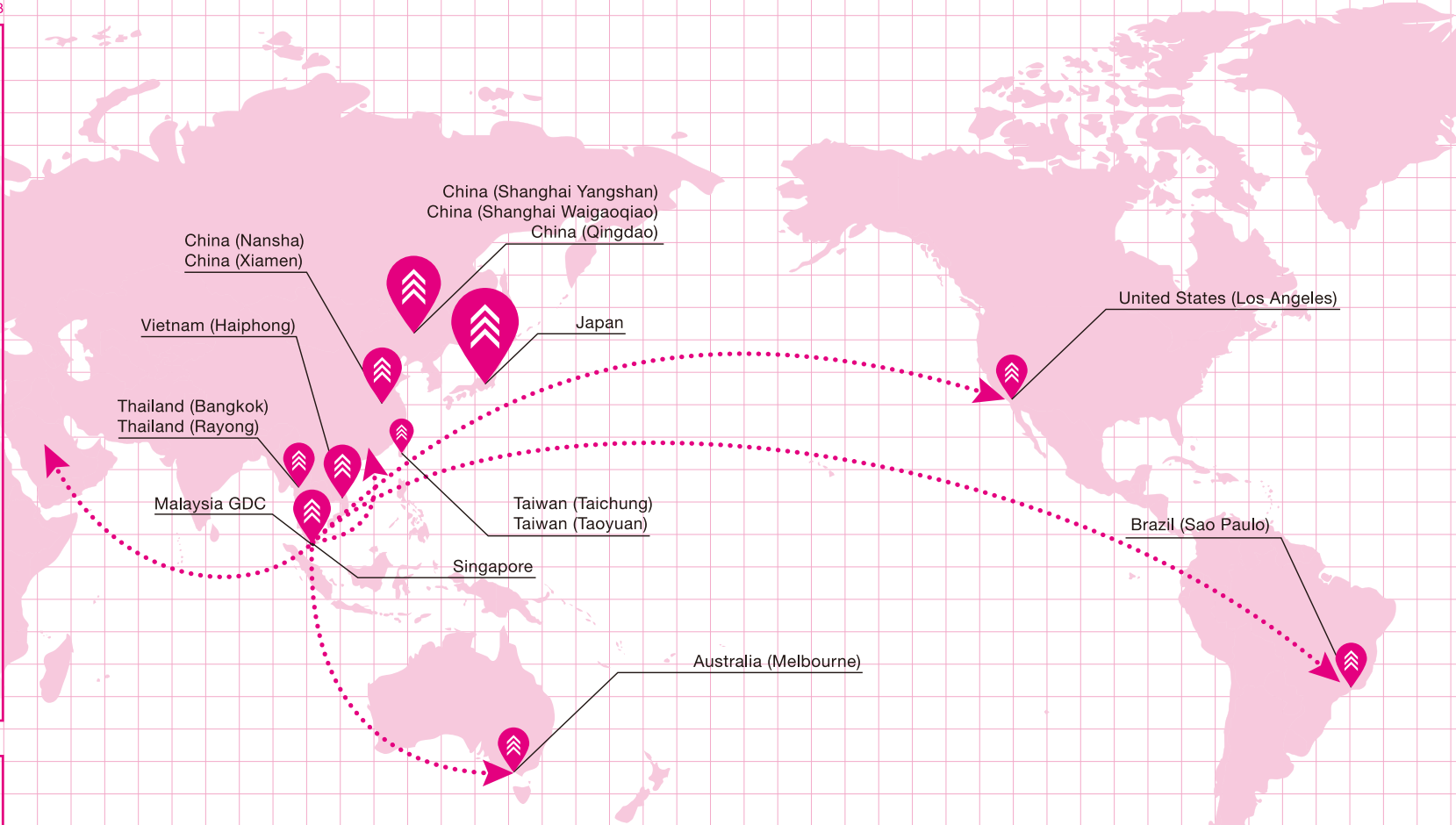
Brazil Warehouse (12,000 m²)



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

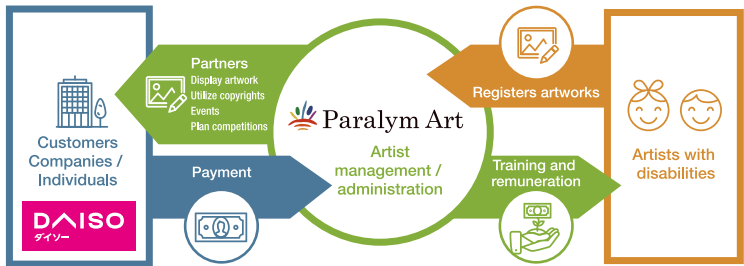
Since 2015, we have served as a main sponsor of the Emperor's Cup Inter Prefectural Men's Ekiden. The event was held for the first time in 3 years in 2022, and on the day of the event, special sponsor's prizes were awarded which were trophies made using ashes from origami cranes that were dedicated to 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 Shougaisha 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

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.

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

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.





Standard Products



A little better is always really nice.
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.





ADORABLE. JUST FOR YOU.

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.



CouCou

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.



1999

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
THREEPPY 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 THREEPPY 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>

