



DAISO

CORPORATE PROFILE

Company Policy

Enriching lives around the world with One Price
~Exciting Price, Exciting Quality~

Company Mission

Continuously providing happiness and enrichment through creative thinking.
Pursuing the excitement of discovering
“Oh! Daiso has everything, even ...!”

Shared Values

Continue to seeking "DANZEN" in all things
~ Three Arrows ~



MESSAGE

Buy more than usual, because it's all one price.
Try something out, because it's one price.
Casually buy something new, because it's one price
and find that it has changed your daily life.
Daiso believes that offering products at one price
has unlimited potential to improve people's lives.
As such, we want to contribute to enriching people's lives
by providing the joy of discovering that Daiso carries “even this!”
and the surprise that our stores have “so many products!”
The DANZEN widest selection of products of the DANZEN best quality,
featuring the DANZEN most fun ideas.
Daiso seeks to make shopping, lifestyles and the world in general
more fun and exciting with the potential of one price.

DANZEN! DAISO!

“DANZEN” is a Japanese term that, for the Daiso Group, means to be the “absolute best” as we strive to exceed our customers’ expectations with our products, services, and stores, looking to inspire “fun and interesting,” “joy and wonder,” and “peace of mind and trust” in the minds of our customers. At the same time, “DANZEN” also refers to the attitude of our employees as they enthusiastically strive to achieve the above.

To the Daiso Group, “One Price” means providing our customers with high quality products at simple, value driven price points.



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

An Aspiring Global Retailer founded in Japan

Under our Company Policy of “Enriching lives around the world with One Price ~Exciting Price, Exciting Quality~, we aim to become a global retailer founded in Japan. In order to improve the global value of the DAISO Brand, we revised our corporate identity and brand message in March 2019. We aim to continuously provide “~Exciting Price, Exciting Quality~” which exceeds our customers’ expectations according to our Three Arrows driving us to seek DANZEN in all things, as our “DANZEN! DAISO!” slogan states. In order to accomplish this goal, we aim to establish a global brand by providing products with DANZEN unparalleled value, as well as by innovating and refining our business model from our customers’ perspective to allow us to achieve optimal product procurement, distribution networks and store sales for both our domestic and international business strategies.

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 .With the Daiso, Standard Products, and Threeppy stores, the chain now has 4,341 stores in Japan and 984 stores in 25 countries and regions overseas making a total of more than 5,325 stores worldwide (as of the end of February 2024). The company handles a wide range of products that enrich people's lives, from daily necessities to hobbies, and currently has approximately 76,000 items in its product lineup. 90% of these products are developed in-house. In addition, we develop 1,200 new items every month, offering surprises to our customers every day. We continue to open approximately 400 new stores every year in Japan and overseas and are highly regarded as a company that serves as the infrastructure for people's daily lives around the world.

Customers
Employees
Company



Strength in **Products**
Strength in **Logistics**
Strength in **Stores**

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 (Representative)
Established	December 1977
Capital	2.7 billion yen
Sales	624.9 billion yen (as of the end of February 2024)
No. of Daiso Group Stores	5,325 stores worldwide (as of the end of February 2024) Stores in Japan: 4,341 stores (3,504 directly operated stores, 837 distributor stores (non-directly operated stores) Stores Overseas: 984 (in 26 countries and regions worldwide)
No. of employees	25,661 employees (as of the end of February 2024) Full-time employees: 741 employees Staff Employees: 24,920 employees (equivalent total based on 8-hour workday)
Major clients	Aeon, Izumi, Izumiya, Ito-Yokado, Okuwa, Sunlive, San-A, Tokyu Store, Tokyu Land Corporation, PPIH, Fuji, Heiwado, Maruetsu, Mitsui Fudosan, other volume retailers (noted in Japanese phonetic order)

DANZEN! Strength in Stores

Stores opened in all

47 prefectures of Japan

4,341 stores in Japan

332 new stores opened per year

*Number of stores within Japan as of FY2023

3 Brand Store

DAISO  × Standard Products × THREEPPY



[Global Flagship Store] Marronnier Gate Ginza Store (Approx. 1,645㎡) DAISO (Approx. 1,044㎡)



Standard Products (Approx. 432㎡)



THREEPPY (Approx. 169㎡)



[Flagship Store] Ikebukuro Tobu Store (Approx. 2,359㎡) DAISO (Approx. 1,838㎡)



Standard Products (Approx. 357㎡)



THREEPPY (Approx. 164㎡)



[Flagship Store] Hakata Bus Terminal Store (Approx. 3,048㎡) DAISO (Approx. 2,548㎡)



Standard Products (Approx. 375㎡)



THREEPPY (Approx. 125㎡)

Daiso stores come in a wide variety of sizes and styles.
We develop attractive stores to suit the locations and customers.

Diverse store styles

3 Brand Store	2 Brand Store	Stand-Alone Store	Ekinaka (inside Train Stations)	Shopping District Stores
Road-Front Store	Volume Retailer Store	N S C	Shopping Mall Store	Roadside Store

2 Brand Store

DAISO  × Standard Products



Kyoto Shijo-dori Store (Approx. 710.7㎡)



(2F DAISO Approx. 350.4 ㎡) (1F Standard Products Approx. 360.3 ㎡)

Standard Products × THREEPPY



Yaechika (Yaesu Underground Shopping Mall) Store (Approx. 376.5㎡)



(Standard Products Approx. 260.8 ㎡) (THREEPPY Approx. 115.7 ㎡)

DAISO  × THREEPPY



Sendai Nagura Store (Approx. 928㎡)



(DAISO Approx. 824㎡) (THREEPPY Approx. 104 ㎡)

DANZEN! Strength in Stores

Stand-Alone Store



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 (inside Train Stations)

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 (Wholesale)

A Daiso space is created in a corner of a supermarket, etc. and the customers pay at the main cash registers along with their food and other purchases.



Comodi-iida Mitaka Store (Approx. 310.7 m²)



Kasumi Hitachi Toyoura Store (Approx. 46.3 m²)

DANZEN! Strength in Stores

Around the world, Daiso continues to evolve into a global business, providing DANZEN! high quality products in a DANZEN! wide selection.

5,325 stores in 26 countries and regions worldwide

*As of the end of February 2024
(*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 23 years since then, Daiso has opened 984 stores in 25 countries and regions outside of Japan.

Japan
4,341 stores

● Japan From 100 yen 4,341 stores

Middle East
93 stores

● UAE	From 7 UAE Dirham	50 stores
● Kuwait	From 0.6 Kuwaiti Dinars	8 stores
● Qatar	From 7 Qatari Riyal	14 stores
● Bahrain	From 0.7 Bahrain Dinars	1 stores
● Saudi Arabia	From 8 Rial	17 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
570 stores *Excluding Japan

Greater China

● Mainland China	From 10 Yuan	28 stores
● Hong Kong	From 12 Hong Kong Dollars	82 stores
● Macau	From 15 Macanese Pataca	14 stores
● Taiwan	From 49 Yuan	93 stores

● Thailand From 60 Baht 91 stores
● Malaysia From 5.9 Ringgit 68 stores
● Philippines From 88 Philippine Pesos 88 stores
● Singapore From 2 Singapore Dollars 48 stores
● Vietnam From 40,000 Dong 16 stores
● Indonesia From 31,100 Indonesian Rupiah 14 stores
● Mongolia From 5,999 Tugrik 14 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
125 stores

● United States From 1.75 U.S. Dollars 121 stores
(In New York and New Jersey only) From 1.99 U.S. Dollars
● Canada From 2.25 Canadian Dollars 4 store

South America
154 stores

● Brazil From 9.99 Brazilian Real 154 stores

DANZEN! Strength in Stores

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 (Approx. 1,845 m²)



DAISO(Approx.1,323m²)



Standard Products(Approx.251m²)



THREEPPY(Approx.271m²)

United States (Hawaii)



United States (New York)



Australia



Global Flagship Store (Taiwan) LaLaport North Building Store (Approx. 1,065 m²)



DAISO(Approx.749m²)



Standard Products(Approx.206m²)



THREEPPY(Approx.110m²)

UAE



Brazil



Overseas Stores Breakdown

	Directly operated stores	Distributor stores	Joint ventures	Total
United States	117	4		121
Canada	4			4
Brazil	58	96		154
Mainland China	3	25		28
Hong Kong		82		82
Macau		14		14
Taiwan	93			93
Thailand	89	2		91
Malaysia		68		68
Philippines			88	88
Singapore	48			48
Vietnam		16		16
Indonesia		14		14
Mongolia		14		14
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		14		14
Bahrain		1		1
Saudi Arabia		17		17
Oman		3		3
	412	484	88	984

*As of the end of February 2024

China



Thailand



Philippines



Canada



India



DANZEN! Strength in Products

“Wow, there’s this and that!” “Daiso even had..!”
Continuously offering the fun of choosing and
peace of mind from a wide variety 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 2024

Proposal style Sales Spaces

Environmentally Friendly Products Corner



Japanese “dagashi” Snack Corner



Camping Goods Corner



Stationery



Toys and Party Goods



Cosmetics and Hair Care



Oshi-katsu



Fishing Accessories



Hair Accessories



DANZEN! Strength in Products

With unbelievable quality and unique ideas,
Daiso continues to create DANZEN! top quality products.

Bath and Hygienic Goods



Japanese and Western Tableware



Interior Goods



Electrical Accessories



Kitchen Accessories



Living Room Corner



Handmade Craft Goods



Disaster Preparation/ Prevention Goods



Gardening Supplies



DIY and Tools



DANZEN! Strength in Supply

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

Domestic and overseas distribution centers

25 centers

Total Warehouse Area
Approximately

793,388 m²

Number of containers imported into Japan (group-wide)

Approximately

100,000

containers per year

*As of the end of February 2024

Japan Domestic RDCs



Kanagawa RDC (53,460 m²)



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)

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

Global Distribution Warehouses and Factories



Shanghai Warehouse (33,058 m²)



Nansya Warehouse (13,000 m²)



Vietnam Warehouse and Factory (19,835 m²)



Malaysia Warehouse (24,347 m²)



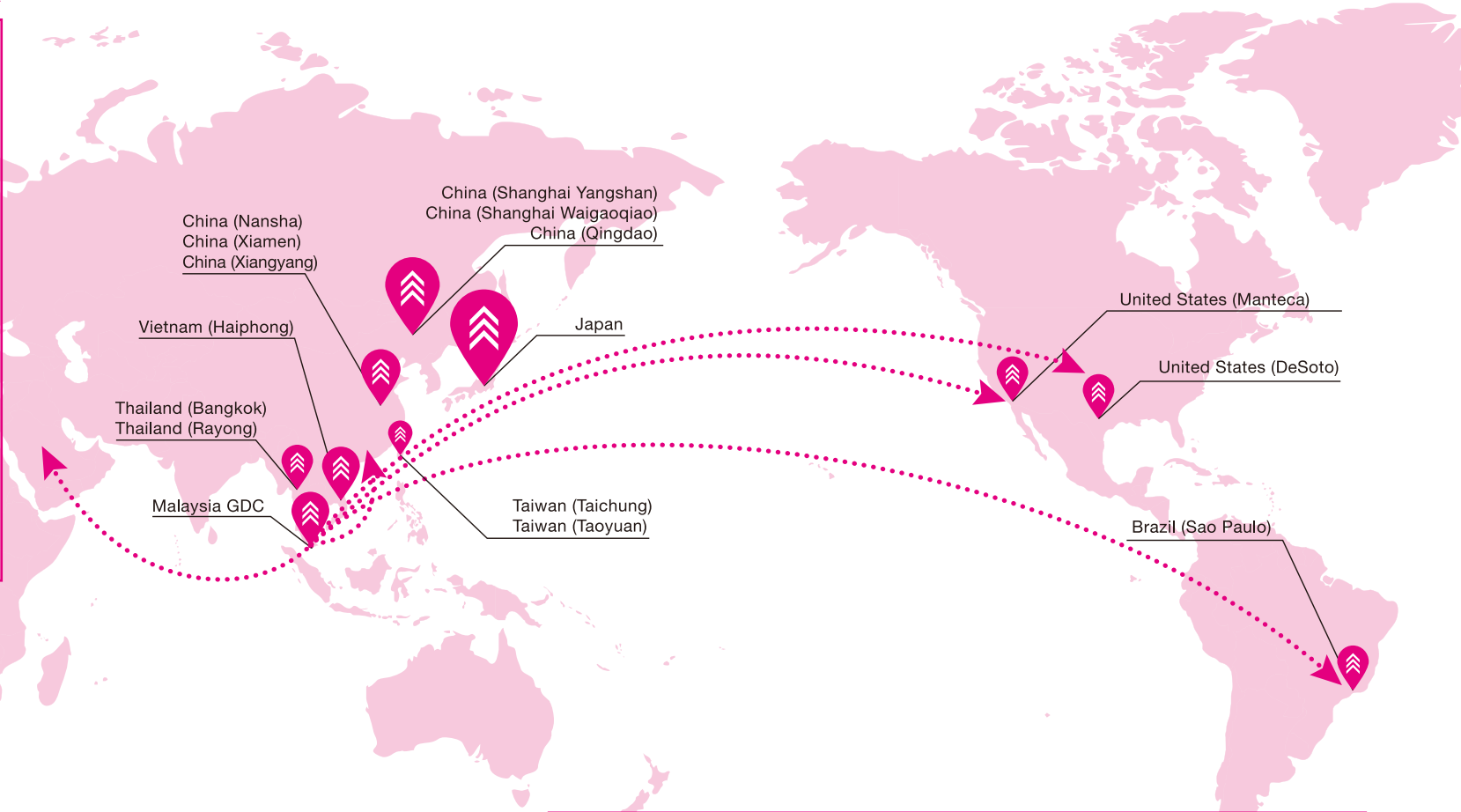
Brazil Warehouse (12,000 m²)



Thailand Warehouse and Factory (101,511 m²)



United States (DeSoto) Warehouse (32,602 m²)



Environmental Initiatives

All of Daiso's Japan RDCs are equipped with solar generation systems (mega solar). Cardboard boxes used to ship products to stores have been replaced with collapsible, reusable containers in order to reduce cardboard waste and contribute to the preservation of the global environment. Approx. 60,000 collapsible containers used per day in Japan (total for all 9 RDCs)



Scheduled to Open Soon

New Malaysia GDC



Planned to be 122,093m² *Operation starts in 2027

Miyagi RDC



31,394 m²

*GDC stands for Global Distribution Center.



Standard Products

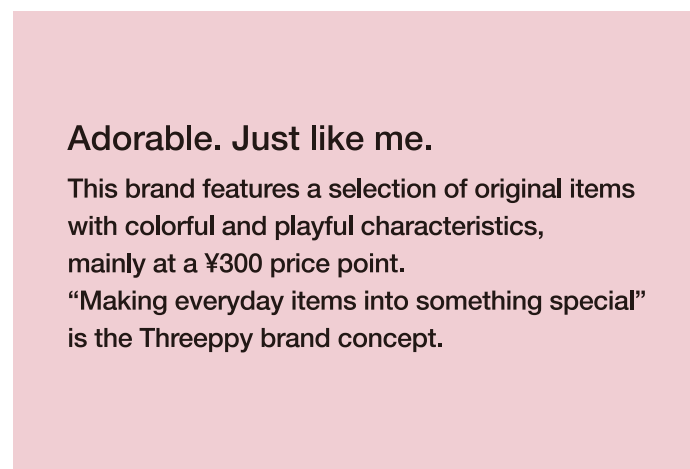


We strive to provide products that contribute to a sustainable society through collaborations with Japan's local industries and environmentally friendly initiatives.



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.





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

Based in Higashihiroshima City, Hiroshima Prefecture, where Daiso was founded, the team actively participates in competitions around Japan. They placed 5th in the Princess Ekiden in 2022 and previously competed twice in the Queen's Ekiden. In addition, the company is also supports athletics classes and other activities for both promotion of sport and to give back to the community. In 2022 at the 71st All Japan Corporate Teams Athletics Championships, the team won "Businessman Team of The Year."



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

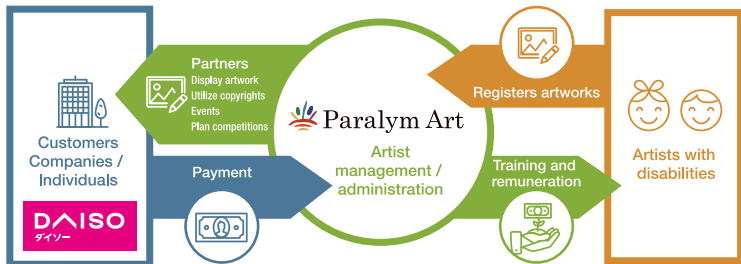
Since 2015, we have been the main sponsor of the Emperor's Cup National Men's Ekiden. On the day of the competition, a trophy made from repurposed origami cranes from the Peace Memorial Park is awarded as a special sponsor prize. These were created by high school students in the Creative Expression Course of Hiroshima Municipal Motomachi Senior High School's General Education Department.



Paralym Art Platinum Partners



This initiative by the Shogaisha Jiritsu Suishin Kikou Association (translated: "Association for Promotion of Independence of People with Disabilities") promotes social participation and economic independence for people with disabilities. Daiso contributes not only as a "Platinum Partner" for the art initiative, but also donates 2.5% from the sales of products which feature designs from the program. Daiso continuously strives to fulfill our responsibility to voluntarily contribute to society through our business activities.



Customer Reviews

We receive high praise from our customers.

Brand Japan 2024

5th overall
out of 1000 Brands

5th for the
Second Year
in a Row

Daiso made the Top 5 for the second year in a row. In 2023, Daiso was also recognized for creating a buzz with hit products such as character goods and camping goods, as well as for increasing the number of visitors to the "Daiso Online Store" and spreading the buzz mainly through social networking services.

2024	2023	Brand name
1	2	Google
2	6	YouTube
3	12	Amazon
4	8	Cup Noodle
5	5	Daiso
6	25	Suntory Spirits
7	7	LINE
8	10	Toyota Motor Corporation
9	16	Apple
10	3	UNIQLO
11	17	Panasonic
12	4	Disney
13	13	Nissin Food Products
14	47	Workman
15	26	Coca-Cola

Source: Nikkei BP Consulting Inc.

2023 Part-time Employment Brand Strength Survey

#1, three years running

Recognition for “I think even
I could do this job”

This year there was increased recognition for “I think even I could do this job,” one of the most important items to job seekers. Thanks to this recognition, as well as being rated highly for “Easy to Commute” and “Able to work the Hours You want,” we received First Place again this year.

2023	2022	Brand name
1	1	Daiso
2	2	Seria
3	3	Kaldi Coffee Farm
4	6	Mujirushi Ryohin (MUJI)
5	4	Aeon
6	19	UNIQLO
7	11	WELCIA YAKKYOKU
8	14	McDonald's
9	10	Tokyo Disney Resort
10	9	7-Eleven

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

Received the RLI Global Retailer of the Year Award

On June 15 at the Global RLI Awards 2023 in England, the company was named "RLI Global Retailer of the Year. The RLI Awards honor the most visionary and innovative retail and leisure concepts from around the world, paying tribute to companies who continue to push the boundaries.



Two Daiso Industries Products received the 2023 Good Design Award

Two items from the Standard Products line, the Insect Repellent Incense Coil and the Indian Recycled Cotton Series, won the 2023 Good Design Award (sponsored by the Japan Institute of Design Promotion). In addition to the design, the brand's collaboration with Japanese Domestic Companies and its environmental initiative were highly praised.



Standard Products First in Recommended Company Ranking

In Nikkei Business' "Top Recommended Companies, as picked by 10,000 people," Standard Products came in First in the Uniform Price Point Category. THREEPPY was Third and Daiso came in Sixth. This is a research study, done by collecting answers from 10,000 consumers for the "Customer Recommendation Survey (Would you recommend this brand to Others?)" and calculating the results to numerically show how many fans a company or brand has.

For all customers

We are committed to improving and developing our services to meet the needs of society, while staying close to the feelings of our customers.



Inventory search

You can check the inventory status of each store at your fingertips.



Fan Community "Daiso Circle"

A place for exchange and interaction with fans to exchange information about the brand and products.



Online Store

Offers approximately 30,000 products, including hygiene products, cosmetics, mobile goods, and hobby goods essential to daily life.



<https://www.daiso-sangyo.co.jp/app>



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

New President and Representative Director
Seiji Yano is appointed president and representative director.



2018

5,000 stores opened worldwide
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 stored 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.
Operates as a warehouse and factory.



2018

Business development of the ¥300 Shop THREEPPY begins.
ALO and Chubu Shokai are taken over.



2019

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



2020

B2B e-commerce site established.
Begins offering approximately 10,000 items.



2021

B2B e-commerce site established.
Service begins to a limited area for orders starting at a single product.



2023

Received RJI Awards
Kanagawa RDC begins operation
DAISO App (inventory search and fan community) started.



DAISO

Daiso Industries Co., Ltd.

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

