



**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**

<sup>1</sup> 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<br>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)<br>Stores in Japan: 4,341 stores (3,504 directly operated stores, 837 distributor stores (non-directly operated stores)<br>Stores Overseas: 984 (in 26 countries and regions worldwide) |
| No. of employees          | 25,661 employees (as of the end of February 2024)<br>Full-time employees: 741 employees<br>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<br>(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 m<sup>2</sup>)



### Mega store

### Roadside Store

Toyohashi Shimoji Store (Approx. 1,646 m<sup>2</sup>)



### Standard store

Asahikawa Powers Store (Approx. 687 m<sup>2</sup>)



### Standard store

Aeon Mall Takaoka West Building Store (Approx. 783 m<sup>2</sup>)



### Small store

### Road-Front Store

Ningyocho Station Store (Approx. 181.8 m<sup>2</sup>)



### Small store

### Ekinaka (inside Train Stations)

Lumine Tachikawa Store (Approx. 133.6 m<sup>2</sup>)

## Sales Distributor Stores



Konan Hirano Uriwari Store (Approx. 528.9 m<sup>2</sup>)



Okuwa Izumisano Shohudai Store (Approx. 958.7 m<sup>2</sup>)

## 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 m<sup>2</sup>)



Kasumi Hitachi Toyoura Store (Approx. 46.3 m<sup>2</sup>)



# 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 store   |

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