

DADWAY[®]
Corporate Profile 2026

DADWAY, INC.

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Company Overview

Company Name	DADWAY,INC.
Headquarters	2-15-12 Shin Yokohama, Kohoku-ku, Yokohama, Kanagawa 222-0033 Japan
Established	Oct 1, 1992
Capital Stock	30 million yen
CEO	Hiroto Ohno
Share Holder	DADWAY Holdings, INC.
Number of Employees	209
Business Activities	<ul style="list-style-type: none"> • Import agency, planning, and development of baby/kids products, toys, and lifestyle goods • Wholesale • Retail Operations • Fulfillment Services

Top Message

Transforming "Family Moments" into Times of Utmost Excitement

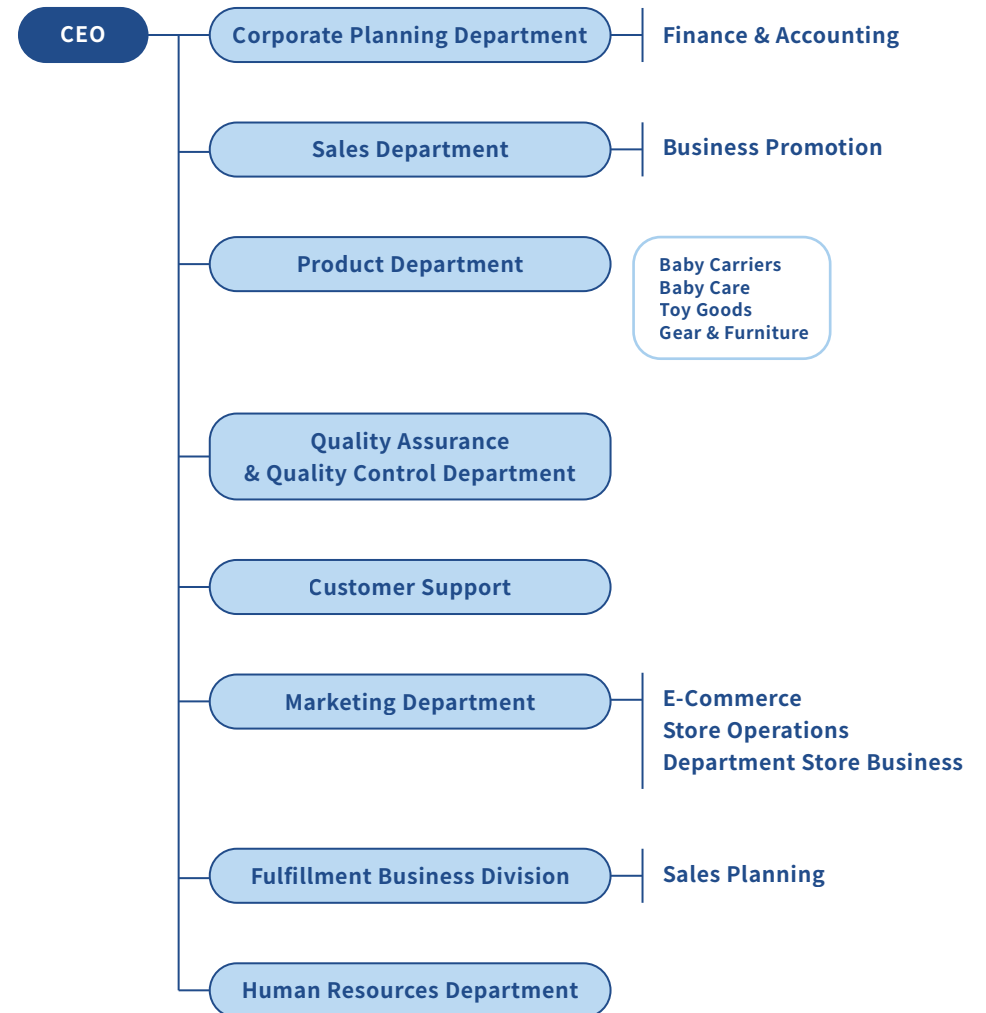
Our mission is to enrich families' daily lives with "extraordinary finds" from around the world. We value the essence of each brand and, rather than forcing them into a conventional Japanese mold, we work with our partners to maximize their unique value.

Furthermore, we leverage our accumulated expertise to extract the "essence of living" and collaborate with manufacturers to create innovative products.

In an era of declining birthrates, the time spent on childcare is more precious than ever. We support parenting through a multifaceted approach that goes beyond products to include playgrounds and logistics. We will continue to embrace change and challenges, striving to be an "indispensable presence" that contributes to the healthy growth of children.

Hiroto Ohno, President & CEO, DADWAY, INC.

Organizational Chart



Corporate Philosophy



Slogan

365 FUN DAYS WITH KIDS

Our Mission

**Creating a society where children
across the globe can enjoy every day
filled with joy and laughter.**

By introducing toys and childcare products from around the world, Dadway proposes a new lifestyle with children to parents in Japan.

"Excitement" is a wonderful feeling that everyone experiences during their childhood. We work with the belief that this feeling should not be forgotten as we grow older, and with the desire to pass it on to future generations.

This passion drives our mission and shapes our approach to business.

Our History

1992 **On October 1, the founder Kimihiko Shiratori established DADWAY, INC.**

The company began its journey by offering 27 items, including both imported goods and original products. Our founding philosophy was: "Making Child Rearing More Interesting and Exciting for Fathers."

2001 **Launch of Sassy educational toys from the USA**

2004 **Launch of Petstages (USA) products and entered the pet industry.**

2008 **Launch of Ergobaby carriers from the USA**

2009 **Launch of NUK bottles and pacifiers from Germany**

2016 **Launch of GLOBBER kick scooters from France**

Launch of munchkin baby care products from the USA

2017 **DADWAY Holdings, INC. was established.**

2021 **Due to the demerger, DADWAYPET, INC. and LVA, INC. are founded.**









2022 **Hiroto Ohno and Kyoko Kurita became new CEO and COO of DADWAY.**

DADWAY renewed the corporate philosophy, "365 fun days with kids" and started fulfillment business.

2024 **Broad expansion of the character business, including miffy, MOOMIN BABY, Synapsyu, and Rilakkuma Baby**

2025 **Launch of aden + anais swaddles from the USA**

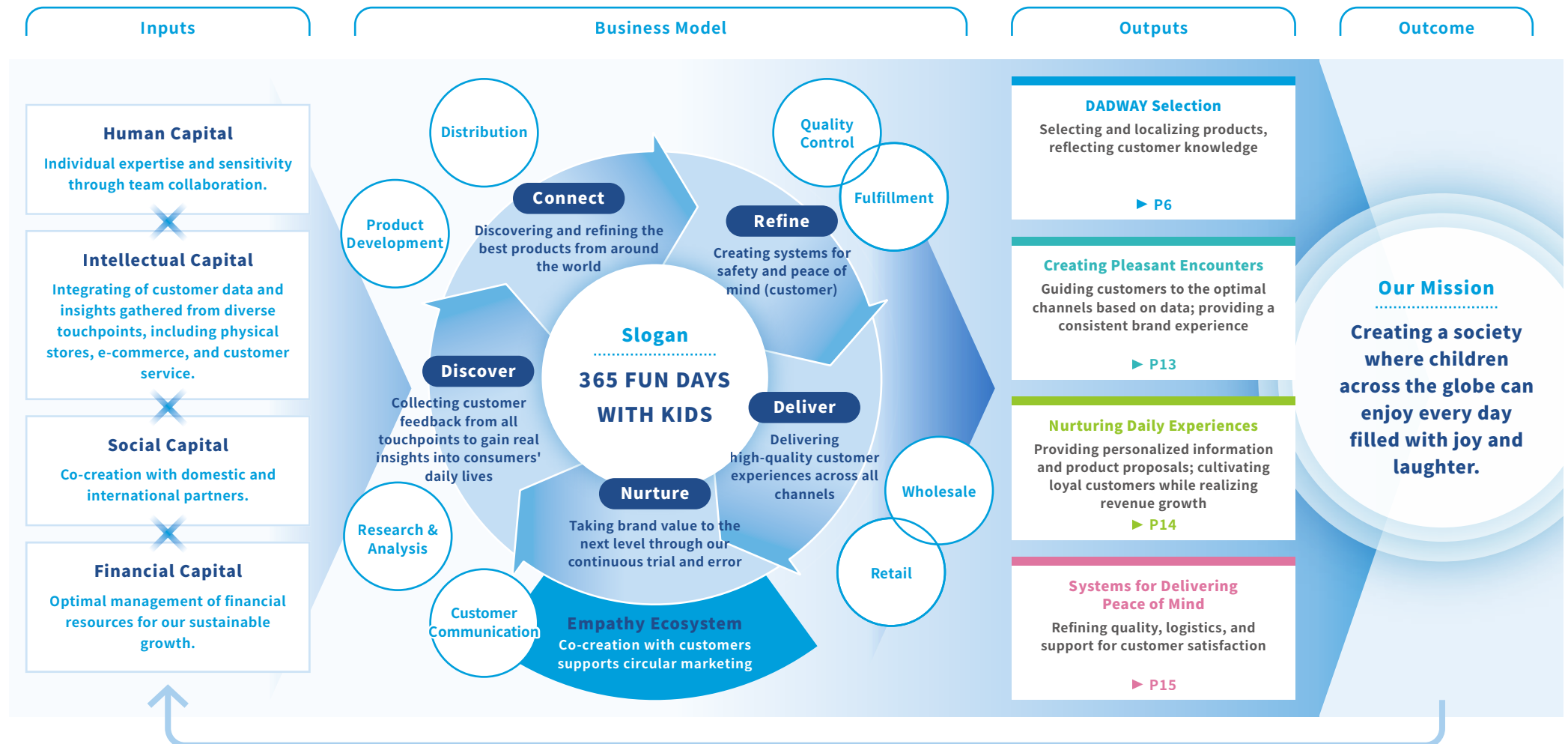
Acquired "Kurumin" certification for supporting childcare

Value Creation Model

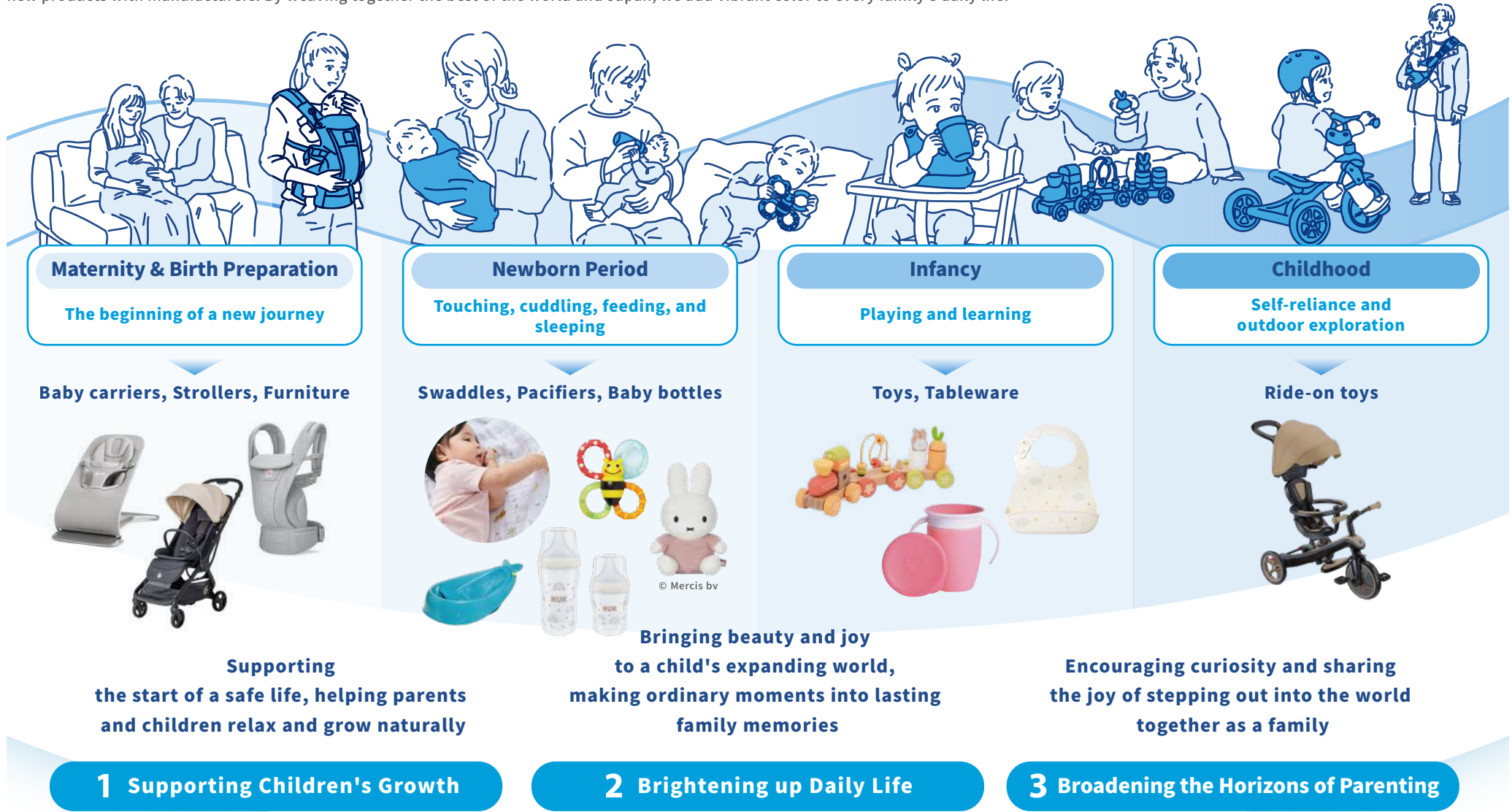
Bringing "treasured" childcare products from around the world to Japanese families, while preserving their essential brilliance. Analyzing customer feedback and vast amounts of data, we leverage our insights to create new value alongside our partners. By weaving together the best of the world and Japan, we add color to families' everyday lives through diverse touchpoints.

By listening to our customers and fostering synergy through the collaboration of our Distribution, Product Development, Wholesale, Retail, and Fulfillment business units, we share "excitement" not only with children but with everyone in their lives through our products and services.



Business Overview DADWAY Selection

We bring "extraordinary finds" amongst childcare products from around the world to Japan. Rather than forcing them into a conventional Japanese mold, we preserve the essential brilliance of each brand and work alongside our partners and customers to maximize their unique value. Furthermore, we leverage our insights to infuse the "essence" of daily life into functions and designs, co-creating new products with manufacturers. By weaving together the best of the world and Japan, we add vibrant color to every family's daily life.



3 Core Values

Ergobaby



Ergobaby was born from a mother's desire: "I want to hold my baby even longer." To ensure that daily babywearing becomes a more joyful and irreplaceable time, we pursue ergonomic designs that allow both parent and child to move easily and stay comfortable. With this philosophy, Ergobaby has remained a premium baby carrier brand chosen by families all over the world.



The True Value of the Brand

The structure keeps the centers of gravity close between the parent and the child, ensuring comfort even when the child grows to 20kg. By using Ergobaby carriers, we support the rapidly developing bodies of infants and toddlers in the optimal position. Our ongoing research and development are dedicated to providing maximum comfort for both parent and child.

Offering the comfort that Ergobaby pursues to meet a wide variety of needs.



All-in-One Carrier

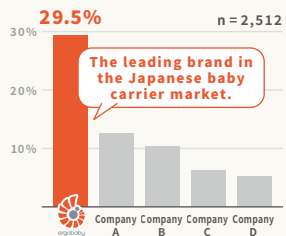
From Newborn to Toddlerhood
Brand Core Product



Ups & Downs Carrier

For the Growing Years
Brand Growth Driver

The leading brand in the Japanese baby carrier market.



The leading brand in the Japanese baby carrier market.

Survey Methodology: Online research conducted nationwide between November 16 and November 23, 2024, targeting men and women aged 18-49.

Award Achievements in 2025
Recipient of 6 prestigious awards in 2025, reflecting overwhelming trust and support from parents.

17th Mothers' Selection Award 2025

Tomonite Parenting Award 2025

etc.

The brand received particularly high ratings for its "comfort" and the "breathability" enabled by mesh materials.

Strategy for the Japanese Market

With the marketing strategy rooted in Japan's high safety standards and unique parenting culture, we collaborate with our sales partners to enhance brand value. This approach serves as a source of brand loyalty and a stable revenue base.



Commitment to build trust

We are strengthening our systems to ensure we remain a brand chosen with certainty, through measures such as collaboration with experts and marketing that reflects consumer feedback. As a leading brand in the baby carrier market, we are also focusing on sharing information that expands the perceived value of babywearing.



Future Vision

Expanding our product lineup to meet the diversifying needs of babywearing. Leveraging the trust and ergonomic expertise gained through our baby carriers, we provide broad support for childcare with products such as bouncers and nursing pillows. Our recent research (surveying men and women aged 18-49 nationwide from Nov 16-23, 2024) shows that users particularly value our "comfort" and "breathability" enabled by mesh materials.

By strengthening user touchpoints nationwide, we will embody our brand philosophy and build unwavering relationships of trust with all our users.



NUK



NUK is Germany's leading baby bottles and pacifiers brand. Based on the unwavering philosophy of "supporting breastfeeding," we continue to engage in product research and development. NUK baby bottles were co-developed by doctors and midwives as bottles that "allow babies to drink just like breastfeeding" at a time when deteriorating dental alignment and speech disorders in children became serious social issues in Germany. The motion of suckling develops the muscles in the jaw and tongue, leading to proper dental alignment and lifelong health.



The True Value of the Brand

Providing peace of mind based on scientific evidence, grounded in collaboration with experts including dentists. We respect the universal value of promoting breastfeeding as recommended by the WHO. In recent years, we have also focused on design, particularly with our Disney series, providing the joy of choosing and using baby bottles and pacifiers.

70th Anniversary

An unchanging belief from the post-war era to the present.

No.1*

Adoption rate in German hospitals.

Over 110 Countries

A track record of trust from families worldwide.



Strategy for the Japanese Market

By strengthening educational activities based on specialized expertise in oral development and providing scientific information and knowledge, we ensure lasting peace of mind in parenting and expand our contribution to the market.

Future Vision

We will implement product rollouts and promotions that further strengthen the brand's commitment to "natural development." To achieve "intuitive brand design" and "gaining trust during the newborn stage," we will work on refreshing catchphrases, redesigning the lineup, and expanding products for younger infants.

Baby Bottles

The "Perfect Match" baby bottle, launching in 2025, features a newly conceived design aimed at fitting the mouth more naturally. We have continued research and development for 70 years. "Will they drink properly?" "Is it too hot?" NUK baby bottles stay close to these small anxieties of parents.



Pacifiers

1. Fits the upper jaw perfectly.

The soft, rounded shape fits the baby's upper jaw perfectly.

2. Ensures space for tongue movement.

The flat and smooth underside encourages the same natural movement as breastfeeding.

3. Minimizes the burden on the jaw and teeth.

A thin and slender neck designed to allow the baby's mouth to close naturally. The design also considers the impact on dental alignment.



* calculation based on teats sold to hospitals by Newell Brands relative to birth and feeding statistics, www.cdc.gov www.statista.com (NUK, 2022)

Business Overview | DADWAY Selection | Brightening up Daily Life

aden + anais

aden
+
anais™

The brand began with founder Raegan Moya-Jones's personal wish for children to grow up in the best possible environment. They offer a lineup exemplified by our soft and breathable muslin cotton swaddles. Through simple, practical product design, we hope to gently embrace caregivers and their children, creating warm and cherished moments together.



The True Value of the Brand

Redefining the comfort and functionality of the natural material known as muslin cotton. We have established ourselves globally as a brand that is both practical and deeply effective in strengthening the emotional bond between parent and child.



Muslin Cotton

Superior breathability for baby's constant comfort: carefully crafted using a plain weave of warp and weft threads.



Abundant designs

A vast array of choices to ensure you find your favorite. Perfect for gifting.



Long-lasting quality

Easy care: Machine washable, becoming softer and more comfortable with every use.

Sustainability

We promote ethical consumption through our organic cotton series and create value through high durability, allowing products to be cherished for a long time. As our products become more familiar to the skin with use, we will continue to provide sustainable emotional value.

Strategy for the Japanese Market

We have established a firm position in the swaddle market as a staple for birth preparation and baby gifts. We are driving a strategy to maintain brand relevance and freshness through unique merchandising, such as our Chinese Zodiac series and Japan-exclusive collaborations.



Brand Communication

To enhance the customer experience, we actively propose and showcase similar patterns together in our catalogs and on social media. This strategy amplifies the joy of selection for customers and lowers the psychological barrier to purchase by presenting our product lineup in an easy-to-understand manner.



Future Vision

Creating brand synergy through collaborations with different industries and cross-proposals with our other brands. Furthermore, we will maximize brand experience through our own stores and e-commerce channels, and revitalize our brand community through user-centric social media management to expand emotional value.



Sassy

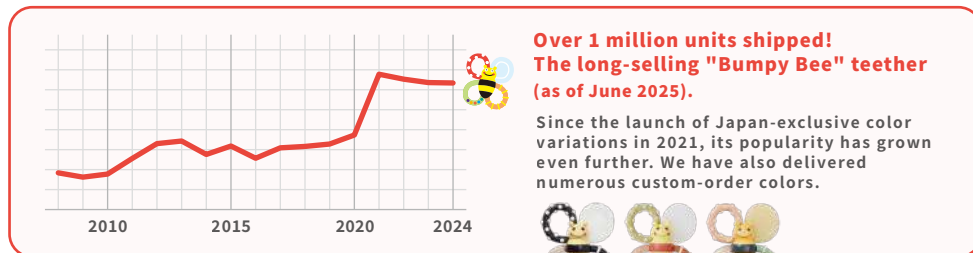
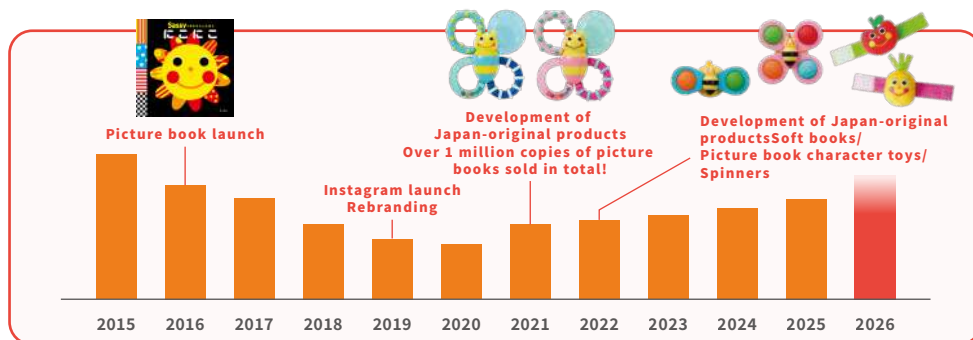


"Meet your curiosity" — Sassy is a US-born developmental toy brand. Sassy toys were developed in collaboration with experts in child developmental psychology. Featuring high-contrast colorful designs and various textures like bumpy or smooth surfaces, our many engaging features capture a baby's interest and foster their innate abilities.



The True Value of the Brand

As a developmental toy brand backed by scientific insights, we provide intellectual curiosity and joy to both parents and children. Celebrating approximately 25 years since its Japan launch, our rebranding efforts around 2019 transformed the brand image from a mere import to a familiar part of a baby's daily life. Since then, we have expanded our fan base and sales by developing unique products tailored to the Japanese market and providing content beyond toys, such as picture books and YouTube, earning trust as an essential parenting partner.



Over 1 million units shipped! The long-selling "Bumpy Bee" teether (as of June 2025).

Since the launch of Japan-exclusive color variations in 2021, its popularity has grown even further. We have also delivered numerous custom-order colors.



Strategy for the Japanese Market

A character-driven strategy centered on picture books has been a major factor in our success. This has led to strong performance in derivative products like capsule toys and towels that even adults can enjoy, diversifying our revenue structure and supporting stable profits.

Licensing Business

In 2025, we began the full-scale expansion of our licensing business. We are promoting licensing-out with a focus on "design" as our IP strength. Infusing products with positive emotions like "affection" and "joy," we leverage our characters' approachability, unique expressions, and the "happy memories" nurtured through our toys.

The "Sassy Picture Book" series, published by KADOKAWA CORPORATION



"Gashapon"® and "Mejirushi Accessory," capsule toy brands by Bandai Co., Ltd.



Future Vision

Rebuilding the foundation of "You can't go wrong with Sassy."

We will implement initiatives to validate word-of-mouth regarding how children become "obsessed" with our products. By redefining and establishing our appeal in an intuitively understandable way, we aim to be a brand chosen with complete confidence.

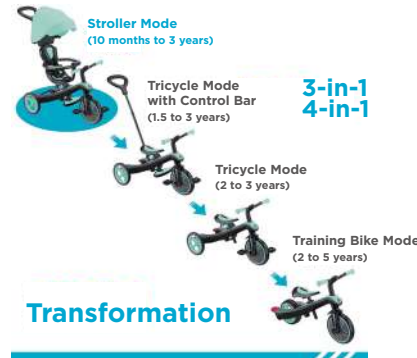
A child's "obsession" is a parent's greatest joy.

Leveraging the 25th anniversary of our Japan launch and the 10th anniversary of our picture books, we are updating Sassy into a brand loved across two generations. We aim to become a brand etched on family memories by fostering the universal affection that "what children are obsessed with, parents will love too."

GLOBBER



A mobility brand originating from France. With "innovation" as one of our core missions, we pursue unique designs featuring handle-lock and folding systems, as well as tool-free mode changes. Aiming for an eco-friendly world, we also offer ECO models made from recycled plastics.



The True Value of the Brand

We are a brand that expands the horizons and possibilities for parents and children by integrating "playing" and "growth" into the daily activity of "mobility." Our appeal lies in innovative design. Through multi-stage adjustment functions and mode changes, we extend the overall product lifecycle in tandem with a child's growth. This contributes to providing long-term value that satisfies progressive consumerism helps cultivate a new mobility market.

Future Vision

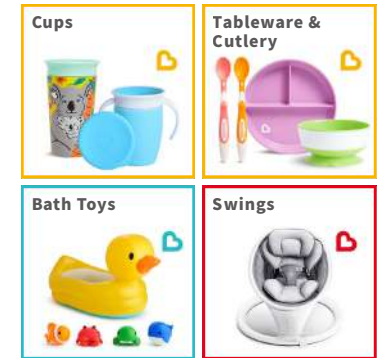
We will continuously roll out new mobility solutions suited for urban lifestyles. We aim to improve families' QOL (Quality of Life) and solidify our position as a leading brand in the children's mobility market.



munchkin



Based in Los Angeles, munchkin products are full of vibrant colors and "miraculous" functional features. We are dedicated to sustainability, donating a portion of our sales to protect endangered animals worldwide and providing families with opportunities to engage with SDGs through our products.



The True Value of the Brand

By fusing world-class functionality with a playful spirit that brightens daily life, we bring positive changes to everyday parenting. Our lineup includes numerous products with functional superiority, such as our patented cups. This allows us to cultivate a unique market that remains resilient against price competition.

Future Vision

We will accelerate the development of next-generation smart baby gear. Building on our recognition as a brand that supports the lives of parents and children, we continue to provide innovative solutions that meet untapped market needs. Simultaneously, we will strengthen our social media and e-commerce channels. By communicating our unique design, worldview, and values, we aim to be a brand chosen through deep emotional resonance.

Business Overview | DADWAY Selection | Characters

We curate items from a vast array of character products in the market, selecting them through our unique and discerning perspective. Beyond mere "cuteness," we select high-quality products that deeply reflect the worldview and stories inherent to each character. We deliver special encounters with cherished characters.



miffy



miffy
×
LITTLE DUTCH



Starting in 2024, we began carrying the "miffy -fluffy for baby-" and "miffy × Little Dutch" series. In 2025, miffy's 70th anniversary, the "Flower Collection" joined our lineup as a fresh new option.

We select a wide range of products—from warm, gentle items designed as a baby's "first miffy" before they even discover the original picture books, to high-quality, playful items that satisfy the hearts of lifelong adult fans. By meeting the needs of this diverse audience, we continue to deliver the fresh and evolving charm of miffy. Our merchandising (MD) strategy involves tailoring sales channels for each specific collection. By providing product experiences optimized for the customer base of each channel, we contribute to maximizing profitability while maintaining brand freshness.

Business Overview Business to Business

An integrated platform for baby products, connecting diverse channels and customers nationwide

We provide products from easily accessible locations across the country.

Wholesale Business

Baby Specialty Stores

Maintaining and expanding share in our core channel through highly specialized product offerings and sales floor support



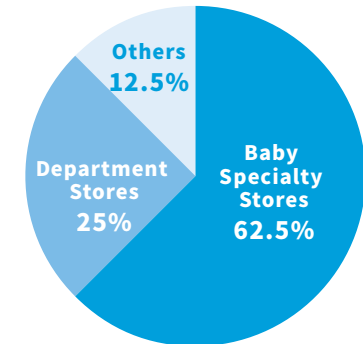
Department Stores

Strengthening our approach to a diverse customer base, centered on high-end, trusted products



Managed Retail

Providing total support for sales floor operations of products that require specialized knowledge, such as strollers



Category	Key Partners	Targeted fields and customers
Baby Specialty	Akachan Honpo, Toys"R"Us Japan, azas, etc.	Core channel for baby gear. Providing specialized products and retail operational expertise.
Department Stores	Isetan Mitsukoshi, Takashimaya, Hankyu Hanshin, etc.	Meeting needs of affluent customers and gift-seekers. Delivering value through high-end brands.
GMS / Mass Retail	AEON, Shimamura, Pip, etc.	Reaching a wide general audience. Providing accessible daily products and community integration.
Gift	Ring Bell, Harmonick, Shady, Aming, Humpty Dumpty, etc.	Formal channels like gift markets and catalogs. Meeting demand for baby shower and birth gifts.
Online & Others	Yukon Sky, Seven Colors' Dream, Bellevie, XPRICE, etc.	Diversifying sales networks through e-commerce specialists and lifestyle variety shops.

Business Overview Business to Customer

Our Omnichannel Retail Strategy for Trust and Good Customer Experience

Retail Business

We operate "DADWAY," a curated select shop for families, in shopping malls nationwide. We maximize customer touchpoints through the synergy between physical stores and our online store.

▶ Store List <https://www.dadway.com/store/>



Retail Business

We offer a carefully selected range of premium baby products from Japan and overseas, delivered with high-quality service by our expert staff.



Membership Services & Community Building

We build lasting relationships with customers and enhance loyalty by providing continuous value through our membership program.

Benefits:

- Point rewards
- birthday month coupons
- review incentives
- gift wrapping services etc.



Strengthening Digital Channels

In addition to our own online store, we provide a highly convenient shopping experience unrestricted by time or location through presence on major e-commerce marketplaces.



DADWAY / Ergobaby Futako Tamagawa Rise Store — Renewed in September 2025!

By expanding the space opposite the store, we have utilized it as a dedicated POP-UP area for seasonal and featured items. The store transformed into a flagship shop that offers a more diverse product lineup and new experiences to our customers.



Business Overview Commitment to Quality

Product Introduction & Standards

Various product safety standards such as CE, ASTM, ST, and SG exist worldwide. We, DADWAY, believe that simply meeting these standards does not guarantee absolute safety. Leveraging our extensive expertise as a specialized baby products trading company, we have established a structural evaluation system. We only introduce products that are deemed suitable after considering the specific environment in which they will be used in Japan.

PSC Mark Compliance

Regarding the PSC Mark (Consumer Product Safety Act) mandated in Japan, we verify safety based on our own proprietary evaluation criteria in addition to the standards set by the government. In addition to collaborating with manufacturers, we conduct internal training on safety standards and quality control.



Quality (Supply Chain Management)

We conduct regular factory inspections and witness product examinations to share our philosophy on quality. We maintain an integrated effort with our partners to provide high-quality, safe, and reliable products.

We partner with Japanese inspection agencies in each production region to perform on-site factory inspections for every production lot.



Industry Affiliations

We are members of various industry associations, where we mutually exchange and share information to improve quality.

- The Japan Toy Association
- Baby Carrier Safety Forum Japan
- Consortium for Baby Products Hygiene
- Stroller Safety Forum Japan

Solving Parenting Challenges

Supporting the lives of parents and children through products. We support the formation of new cultures and values in childcare.

munchkin | Baby Swing

Stay close to your loved one even during household chores. The gentle side-to-side motion keeps your baby happy. Creates moments of free time during childcare.

BabyTech® Awards 2023: Received the Excellence Award in the "Home Appliances for Childcare Chores" category.



munchkin | Miracle Cup

A spill-proof design that feels like drinking from a regular cup. Allows for hydration while providing a hygienic and fun way for children to practice drinking on their own.



NUK | Baby Bottles

Developed based on the unwavering philosophy of "supporting breastfeeding". The motion of nursing develops jaw and tongue muscles, creating a foundation for healthy dental alignment and lifelong health. The "Perfect Match" series, launching in June 2025, is a newly conceived baby bottle.



Ergobaby | Nursing Pillow

Specially designed for breastfeeding. Maintains the ideal height and firmness for nursing, reducing the burden on a mother's waist and back. Ensures a comfortable nursing time and supports the formation of a bond between parent and child.



DADWAY FULFILLMENT CENTER



Beyond "Guaranteed Quality" : One-Stop Logistics Solution for Trust

We have accumulated optimized case studies based on the quality we have cultivated as baby product professionals. We have established unique expertise in processing and inspections required to sell international brands in Japan.

Our mission is to provide "just right" logistics solutions, responding flexibly and dynamically to diverse needs regardless of product characteristics, industry, or sales channel.

- Warehouse Name** Logistics Park Noda Funakata
- Location / Address** 5F, 2-1-3 Izumi, Noda City, Chiba 270-0239 5F West-5a.5b
DADWAY FULFILLMENT CENTER TEL: 04-7129-3051
- Occupied Area** 25454.5㎡
- Access** Approx. 30 mins by car from Kashiwa IC
- Website** <https://dadway-fulfillmentcenter.jp/>
- Sample Handled Products** Amenities, bedding, toys, baby goods, etc.

Main Features

Annual Shipping Volume Approx. 4 million units 	BtoC Shipping Ratio About 30% 	Warehouse Area total about 274,000sq ft 	Effective Ceiling Height 5.5m 	Fully Equipped with Various Facilities <ul style="list-style-type: none"> Workspace Air Conditioning Sanitary Room Shrink Wrap Machine Photo Studio etc.
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Main Operations

Main Operations: Integrated Support from Inbound to Domestic Delivery

Three Core Capitals Driving Value Creation

1. Proprietary Quality Control Expertise

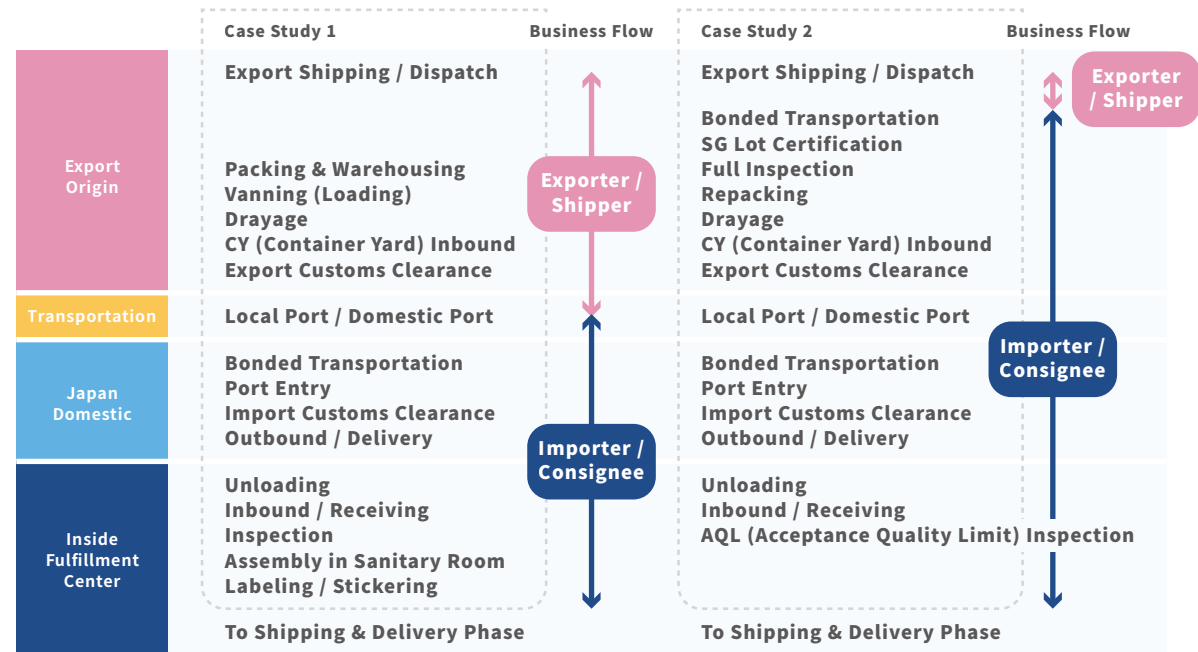
We integrate strict inspection and distribution standards, which we developed through handling baby products with customer service insights from retail and E-commerce. We protect peace of mind and brand value at the front line.

2. Tailor-made and Flexible Systems

Regardless of the product or channel, we rapidly build logistics systems tailored to the specific challenges of each company. We support our partners' business growth with flexible capabilities.

3. Ever-evolving One-stop System

By combining digital technology with our logistics foundation, we unify everything from E-commerce operations to customer support. We contribute to the optimization and productivity enhancement of the entire supply chain.



CSR Report

To Share an Exciting Future Together

Through excellent childcare products from around the world, we create "excitement" that nurtures curiosity and communication between parents and children. This value stems from our respect for all people involved and the global environment. In addition to making no compromises in quality control, we strive to reduce environmental impact in collaboration with our business partners and ensure a working environment that respects human rights. Furthermore, profits are reinvested into employees' well-being and social contributions, including support for children in difficult circumstances. Our mission is to build a rich future full of excitement based on a sincere commitment to quality, the environment, and human rights.



Theme	Materiality	Key Initiatives for FY2025	Next Actions
Coexistence with Society and the Global Environment	Environmental Management	Active introduction of eco-friendly products and outlet sales. Creation of sustainability questionnaires for suppliers.	Implementation of environmental risk assessments across the entire supply chain.
	Regional Child-rearing Support	Donations and event participation for infant homes and children's hospices. Donation of infant medical certificate covers.	Increasing opportunities for employees to participate in activities. Community contribution based on the needs of support organizations.
Ensuring High Quality	Safety, Security, and High Quality	Holding study sessions on the PSC Mark (Consumer Product Safety Act) at company-wide meetings.	Setting KPIs for complaint rates. Strengthening collaboration with external experts.
	Customer Support	Establishing multiple contact methods to accept inquiries at the customer's convenience.	Conducting customer satisfaction surveys. Reducing inquiry response times.
Sound Business Management	Empowerment of Diverse Talent	Acquisition of "Kurumin" certification, 44% of management positions held by women.	Expansion and integration of flexible working systems.
	Information Security	Acquisition of PrivacyMark, strengthening information security.	Regularizing targeted attack email drills. Thorough implementation of clean desk rules.

CSR Report

CSR Report | Environmental Management

Procurement

Surveys on factory environment, child labor, drainage, and CO2.

Eco-friendly Product

We collaborate with domestic and international manufacturers that officially sell eco-friendly products, and we also promote these initiatives through our own original brands.

munchkin | WildLove Squirts

Featuring motifs of endangered animals, these toys spark interest in animals through play and provide an opportunity for parents and children to think about SDGs together. A portion of sales is donated to the International Fund for Animal Welfare (IFAW) and the Whale Sanctuary Project.



BabyHopper | Air-conditioned Baby Cape

A cape that is cooler to wear, as air passes through and cools the body via evaporative heat, keeping the baby cool and comfortable.

*This product uses patents and technology from Kuchofuku Co., Ltd.
**"Air-conditioned Baby Cape" and "Air-conditioned Clothing" are trademarks of Kuchofuku Co., Ltd.



GLOBBER | GO-UP ECO

A kick scooter updated with more eco-friendly specifications, using recycled plastic and biodegradable plastic made primarily from wheat straw.



Support for Partners and Affiliates

We conducted visits and provided hands-on support to our manufacturing plants and inspection centers.

Reuse of Sample Products

We reuse product samples—previously used only a few times for photoshoots or event displays—as toys for monitoring purposes. Our DADWAY Ambassadors collaborate with us by participating in these monitoring programs.



Outlet & Resource Conservation

We offer products that have minor scratches or stains on the item or packaging incurred during transport or storage—but remain perfectly safe for use—at discounted prices. This initiative allows us to work together with our customers to value products and resources, contributing to a more sustainable society.



Reduction of Paper Consumption

- Digital Attendance Management: Implementation of an automated time and attendance system.
- Electronic Pay Stubs: Transition to digital salary slips.
- Electronic Filing System: Use of digital applications and workflows to minimize paper use.

CSR Report

Materiality | Community-Based Childcare Support

Addressing Regional Challenges

"Creating exciting daily lives for children."

Children live in diverse environments. Some spend their time in children's hospitals, hospices, baby homes, or day service facilities. Beyond providing products, we strive to deliver excitement throughout the year in various forms.

Donating a Portion of Event Sales

We donated a portion of the sales from our "Waku Waku 4 DAYS" event in August to an infant home. We purchased and delivered specific items requested by the facility.



DADWAY Santa

As "DADWAY Santa," we delivered toys and childcare products as Christmas gifts to support organizations and child welfare facilities.



Event Participation

We participated in events held in September and December at "Yokohama Children's Hospice: Umi to Sora no Ochi." Families using the facility and local residents enjoyed our workshops.

At the family festival "nobinobi 2025" hosted by Tsumupapa Inc., we set up a free baby carrier rental booth to help parents and children enjoy the festival comfortably.



Hosting Concerts

Our staff visited "Shirayuri Baby Home," an infant home in Yokohama, to perform concerts during their seasonal events.



Support for Parenting Classes

As part of a partnership agreement with Kohoku Ward, Yokohama City, we support the creation of a local information platform for disasters and emergencies. We also collaborate on bi-weekly parenting classes.

Selection for Hometown Tax (Furusato Nozei) Program

We have been selected for the Hometown Tax donation programs in Yokohama and Noda City. We will continue to strengthen ties with our host cities and contribute to local childcare support.



Donation of Medical Certificate Covers

Since 2009, we have created original medical certificate covers for children for the Kohoku Ward Office. In September 2025, we donated 2,750 units of a new design.



Collaboration with Postpartum Care Facilities

We provided childcare products to postpartum care facilities such as "Mom Garden Hayama" and "Budo no Ki." We also conducted baby carrier fitting workshops for both residents and staff.

Community Contribution

Our Fulfillment Center hosted two students from Noda City Kawama Junior High School for a two-day work experience program.



Information Sharing

Ministry of Health, Labour and Welfare

- Featured as a corporate case study in the "Project for Improving the Environment for Leave Systems to Facilitate Infertility Treatment."
▶ <https://www.mhlw.go.jp/content/11909000/001073885.pdf>
- Featured in the "Case Studies of Special Leave System Implementation 2023."
▶ <https://work-holiday.mhlw.go.jp/material/pdf/category4/tokukuyureisysu2023.pdf>

CSR Report

Materiality | Safety, Security, and High Quality

Consumer Product Safety Act

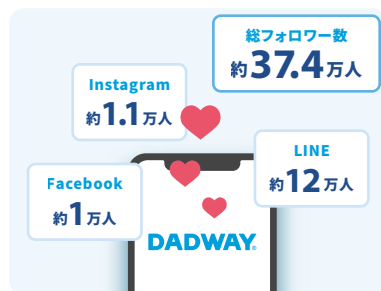
In addition to meeting national standards, we verify safety based on our own rigorous in-house evaluation criteria. To ensure company-wide understanding, we conduct internal training sessions. Furthermore, we actively engage in consumer awareness initiatives, such as our official "note" (blog), where we break down complex legal regulations into easy-to-understand content.



Materiality | Customer Support

Social Media Engagement

We operate a total of 23 accounts across various social media platforms, including LINE and Instagram. In addition to broadcasting information about our products and services, we focus on fostering direct communication with our users.



note

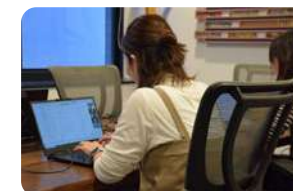
To deepen our dialogue with all stakeholders, we have launched an official "note" blog to share information. Through this platform, we share our core values, the stories behind our products, and helpful tips for parenting.

▶ [DADWAY Official note](https://note.com/dadway)



DADWAY Ambassadors

Over 3,000 members are currently registered. Approximately 80% of our ambassadors have a history of shopping with DADWAY, bringing genuine passion to their activities. In 2025, more than 200 ambassadors (cumulative total) contributed to the promotion of our products and services. We also conducted individual interviews, product trial sessions, and surveys. The valuable feedback we receive is directly utilized in our product selection and development processes.



▶ [DADWAY Ambassadors](https://www.dadway-onlineshop.com/shop/pages/dadway_ambassador.aspx)

Customer Service Center

We offer various communication tools so you can reach us at your convenience.

▶ [Inquiries](https://www.dadway.com/faq/#inquiry)

- Phone & Phone Appointments
- Email
- LINE
- Live Chat
- FAQ

Starting in 2025, our phone support is available by appointment.

By allowing customers to specify their inquiry and preferred time for us to call back, we have achieved a smoother workflow and provided higher-quality service.

19	20	21	22	23
10:00	10:00	10:00	10:00	10:00
10:05	10:05	10:05	10:05	10:05
10:10	10:10	10:10	10:10	10:10
10:15	10:15	10:15	10:15	10:15
10:20	11:00	10:20	10:20	10:20
10:25	10:25	10:25	10:25	10:25
10:30	10:30	10:30	10:30	10:30
10:35	10:35	10:35	10:35	10:35
10:40	10:40	10:40	10:40	10:40
10:45	10:45	10:45	10:45	10:45
10:50	10:50	10:50	10:50	10:50
10:55	10:55	10:55	10:55	10:55
11:00	11:00	11:00	11:00	11:00

CSR Report

Materiality | Information Security

Privacy Mark Certification

We have obtained the Privacy Mark certification, identifying our organization as one that maintains a robust system for the appropriate protection of personal information. We remain committed to the ongoing proper management and protection of personal data to ensure the highest standards of privacy.



Strengthening Information Security

- Mitigating Data Leakage Risks through UTM Implementation
We reduce the risk of external data breaches by operating a Unified Threat Management (UTM) system.
- Enhanced Management of Hardware, Software, and Contracts via IT Asset Management Software
- By utilizing IT asset management software, we have streamlined the management of hardware and software, organized contract details, and improved overall operational efficiency.
- Targeted Email Phishing Simulations
We conduct regular simulation exercises to train employees on how to identify and respond to targeted phishing emails.
- Upgrade of Internal Virtual Environments (From Windows Server 2013 to 2022)
We upgraded our internal virtual server infrastructure from Server 2013 to Server 2022 to ensure modern security standards and improved performance.
- Renewal of Customer Service Inquiry Management System
We modernized our inquiry management by migrating to a specialized cloud-based system, significantly enhancing data security.

Compliance

Strengthening the Legal Section

We held online seminars to enhance internal understanding of contract execution and the Act against Unjustifiable Premiums and Misleading Representations. Additionally, we conducted harassment prevention training for all employees.

Materiality | Empowering a Diverse Workforce

Employment

To achieve our mission of "Creating a society where children across the globe can enjoy every day filled with joy and laughter," we are committed to continuously improving our environment. This ensures that each employee—our most vital stakeholder—can be their authentic self and perform at their absolute best. The growth and success of our employees is the true driving force behind realizing our slogan: "Creating exciting daily lives for children."

"Kurumin" Certification

We have received the "Kurumin" certification from the Minister of Health, Labour and Welfare, based on the Act on Advancement of Measures to Support Raising Next-Generation Children.



14 Consecutive Years of Employment for Seniors and People with Disabilities

As part of our continuous employment promotion initiatives, we continue our efforts to ensure stable employment for seniors and people with disabilities.

General Employer Action Plan

General Employer Action Plan based on the Act on Advancement of Measures to Support Raising Next-Generation Children

In order to help employees balance work and childcare, and to create a comfortable working environment where all members can fully demonstrate their abilities, we have formulated the following action plan.

▶ https://www.dadway.com/company/pdf/GeneralEmployerActionPlan_nextgeneration.pdf

General Employer Action Plan based on the Act on Promotion of Women's Participation and Advancement in the Workplace

To ensure equal employment opportunities for female employees and to make the environment for gender equality truly effective—thereby realizing the sustainable growth of our company—we have formulated and implemented the following action plan to promote women's advancement.

▶ https://www.dadway.com/company/pdf/GeneralEmployerActionPlan_woman.pdf

Occupational Health and Safety

We have migrated our evaluation system to a cloud-based platform, enabling centralized management of employee information, goal setting, and work progress.

By incorporating CSR criteria into our goal-setting process, we ensure that individual action plans are directly linked to our corporate social responsibility initiatives.

Flexible Working Styles

- We have introduced a flextime system with core hours, enabling a flexible work style that adapts to the demands of various tasks.
- Depending on the job category, employees are eligible to work remotely one day per week.
- To promote communication and enhance productivity, we have implemented a hot-desking (free-address) system. We offer a variety of desk setups tailored to different work objectives.
- We distribute an internal newsletter designed to foster interactive communication across the company.
- During Pride Month in June, we published a five-part column series focused on gender bias. By conducting surveys and utilizing the results, we provided an opportunity for everyone to reflect on and deepen their understanding of diversity.

Corporate Profile 2026

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