



DADWAY®

Corporate Profile

DADWAY, INC.

As of March, 2024

About DADWAY

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.
Associate Company	DADWAYPET, INC. LVA, INC.
Number of Employees	295
Business Activities	<ul style="list-style-type: none">• Distributor, Import and Export Agency• Wholesale• Retail Operations• After-School Programs and Lesson Classes• Fulfillment Services

Greeting



Supporting for the Childbirth and Childcare Changing in Times

CEO Hiroto Ohno

We have defined our corporate philosophy to support everyone involved in childrearing and to bring joy and excitement to children. We are committed to creating an environment that fosters new challenges and enables us to achieve our goals by collaborating with companies, business operators, and creators within the same market.

While our primary focus remains on the childrearing sector, we aspire to build a business portfolio that enhances people's lives. Regardless of the times, we will continue to evolve by embracing new challenges. Through our products and services, we aim to support the healthy growth of children who will shape the future and become an indispensable presence in society.



The Answer Lies in the Story

COO Kyoko Kurita

Recently, I've noticed a significant shift in parenting attitudes. Parents are becoming less fixated on pursuing the "right" answers in child-rearing and less afraid of making mistakes. We're seeing an increase in customers who explore products based on their own values while utilizing available information. These customers demonstrate a remarkable understanding of product functions and show impressive mastery in their use.

Our customers frequently teach us new ways to use our products. I believe this approach by parents towards child-rearing influences children's upbringing environments and educational methods, potentially fostering growth and creativity from new perspectives.

We aim to continue being a company that values customer relationships, maintaining an ongoing dialogue based on the feedback we receive. Our goal is to support and learn from this evolving parenting landscape, contributing to positive changes in child development and education.

Corporate Philosophy



———— Slogan ————

365 FUN DAYS WITH KIDS

———— Purpose ————

Our mission is to create a society where children across the globe can live each day with joy and laughter.

By introducing toys and childcare products from around the world to Japan, Dadway is proposing new approaches to parenting culture and ways of living with children from overseas.

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 sentiment drives our mission and shapes our approach to business.

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Our History

1992 ● On October 1st, DADWAY INC. is established. The company takes the first step as a manufacturer and importer of child rearing products by opening an office in Sugeta-cho, Kanagawa-ku, Yokohama, where 27 items are initially sold.

Corporate Philosophy
“Making Child Rearing More Interesting and Exciting for Fathers”



2001 ● DADWAY enters into an official agency agreement with American toy company, **Sassy Inc.**

2008 ● DADWAY introduces baby carrier, **Ergobaby** from USA.



2009 ● German bottle and pacifier brand **NUK** is released.



2016 ● **GLOBBER's** kick scooter is introduced.



DADWAY opens an indoor playground **DADWAY PLAYSTUDIO.**



2017 ● **DADWAY Holdings, INC.** is established.

2018 ● DADWAY opens an after school childcare facility **“DADWAY LEARNING CENTER”** and a child-friendly cafe for parents **“VITAL MEALS BY DADWAY”**



2021 ● Due to adding new divisions, **DADWAYPET, INC.** and **LVA, INC.** are founded.

2022 ● Hiroto Ohno and Kyoko Kurita become new CEO and COO of DADWAY.

DADWAY renews the corporate philosophy, **“365 fun days with kids”** and starts fulfillment business.

2023 ● Korean children's apparel brand **Benebene** is released.

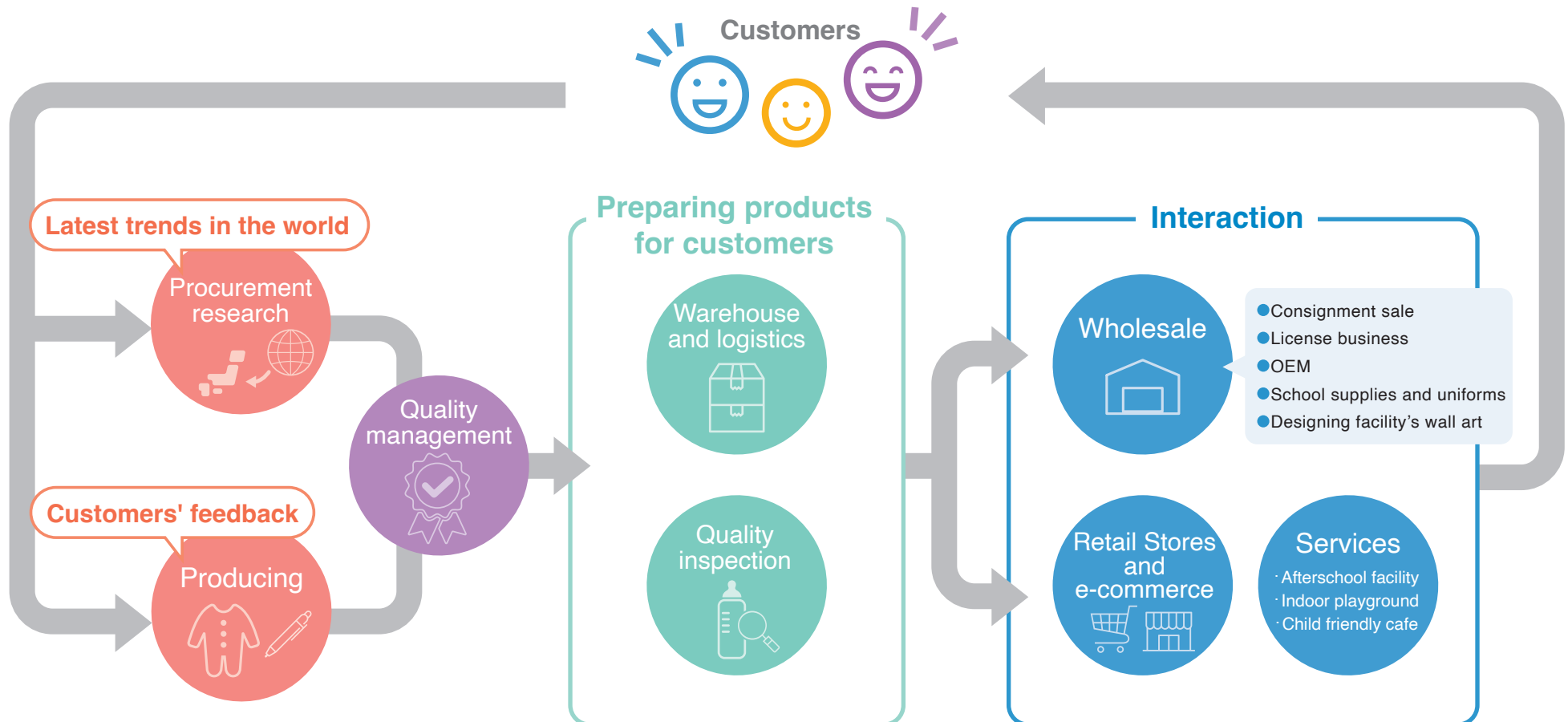
Business Model

We are developing a unique integrated business model aimed at a wide range of customers, primarily focusing on families in Japan. By balancing distribution and product development, we respond to diverse customer needs through a rich variety of brands and products. Our sales channels include not only traditional retailers such as mass retailers, specialty stores, and department stores but also our nationwide store network, our own e-commerce site, and expansion into external e-commerce malls, thereby adopting an omnichannel strategy.

Our business structure consists of distribution, product development, wholesale, retail, and fulfillment, all of which work together synergistically to create effective frameworks. This integrated approach allows us to operate efficiently and respond swiftly to market demands.

A key characteristic of our company is our inclusive approach that focuses on 'children' while also encompassing the broader customer base of 'those around children.' By sharing the excitement through our products and services, we create memorable experiences that foster deep connections with our customers.

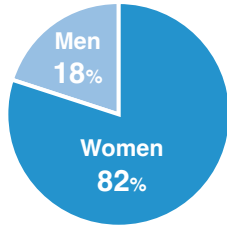
We constantly listen to our customers and reflect their voices in our business, enabling us to adapt flexibly to changing market needs and pursue sustainable growth.



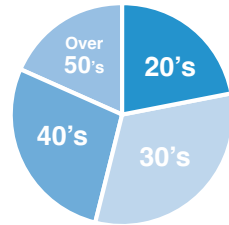
Facts and Figures

Number of Employees

295



Age Ratio



Your Choice of Working Styles

Free choice of outfit



Free choice of hairstyle



Flexible working hours



Eligible to work from your home



Eligible for an employee discount



Eligible to do side jobs



Rate of Returning Work after Maternity Leave/ Childcare Leave

91%



Maternity Leave Acquisition Rate

100%



Welfare

Family Support Special Holiday

This is a holiday system that you can use for your family.



Paid Holiday Giveaway System

Cumulative total use since the system started

243 days



This system allows employees to giveaway their paid time off to other employees who wish to take a leave of absence for an extended period due to serious circumstances.

Stork System

This is a system that the company pays employees for expenses related to infertility treatment and adoption.

Cumulative total use since the system started

34 people



Business

Number of trading countries

15



Number of handling brands

133 brands



Number of items we sell

approx. 5,000 kinds



Number of packages shipped from our warehouse everyday

12,000 packages per day



Number of companies we do business with

approx. 500 companies



*As of March 2023 - January 31, 2024

Our Business

Product Categories



Ergobaby



Carrier



Bouncer



Highchair



Nursing Pillow



Babycare



Pacifier



Bottle



Feeding apron



Toddler plate



Toddler cutlery



Toddler training cup



Mobility gear and furniture



Stroller



Highchair



Outdoor toys



Kick scooter



Tricycle



Toys and Goods



Learning toy



Stuffed toy



Wooden toy



Miscellaneous goods



Rain goods

Our Business

Distribution Business

Through the domestic and international products, we suggest new lifestyles that all the families in Japan get excited. We carry over 50 brands, and they are available at both in-stores and EC stores.



Long-lasting comfort for children and caregivers

The very first Ergobaby Carrier was born out of a mother's need to keep her baby close to her. In the pursuit of "comfort" and "ease of movement" for parents and babies, Ergobaby has created not only baby carriers, but also strollers and bouncers, and a variety of other products to continue to support families' life all over the world.



Carriers



The reason why parents of newborns love Ergobaby Carriers

All of Ergobaby's products are designed in such a way to make ergonomic positioning the natural position for both parent and child. It is adjustable from newborn to toddler, and it support a baby's developing body and the caregiver that wears carriers. Ergobaby carriers has been chosen by mothers and fathers in Japan for a long time.

Bouncers



Evolve bouncer is designed to keep your baby safe and comfortable.

Strollers



Ergonomic design is applied to strollers to comfort babies and parents.

Nursing Pillows



A soft and secure, yet firm, nursing pillow is designed to reduce discomfort and support your nursing.

Our Business

Distribution Business



NUK



munchkin
it's the little things.



nijntje
kleur je wereld met miffy



sassy



GLOBBER
THE WORLD ON WHEELS



PolarB

Our Business

Product Development

By utilizing our experience gained in the distribution business, we develop original brands and licensed products with trends in design and function that adapt to childrearing environment, lifestyle, and climate in Japan. In addition to collaborative products and special-order products, we also undertake OEM manufacturing on consignment.

Original Brands



BabyHopper —BabyHopper—



—D by DADWAY—



Brand Collaborations

Collaborating with brands and creators add new value to our products.



—MOOMIN BABY—



© Moomin Characters™



—DOD—



—Rilakkuma Baby—



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Our Business

Business to Business

Wholesale

Based on our years consulting experience for nationwide specialty stores, department stores, and our customers, we propose products, events, and fairs tailored to your needs.

● Business type of our business partners

Baby specialty store/Department store/Mass retailer/EC mail order/
Miscellaneous goods store/Sporting goods store/Bookstore/Apparel shop/
Medical institution/Kindergarten/nursery school, and etc.

Consignment Sale

In order to enrich the lineup of products at sales floors, mainly in department stores, we sell and introduce domestic and international brand products to customers.



Optimizing sales floor



Running a shop-in-shop in retail stores



Consignment sales at department stores



Participating in events and fairs at department stores



Introducing our products at exhibitions

Our Business

Business to Consumer

Retail Business

We run DADWAY stores, specialty stores for families at shopping malls nationwide. We also operate our online store to meet diverse needs of our customers.

Shop list

<https://www.dadway.com/store>



We are focusing on strengthening not only stroller and highchair lineups, but also excellent baby care products from Japan and overseas.



Indoor Playground Business



DADWAY PLAYSTUDIO

We are operating indoor playgrounds for preschoolers at Yokohama Bay Quarter and Namba Parks, which we handle everything from planning to operation. At Yokohama Bay Quarter, we offer lessons such as gym, programming, and English classes.



Restaurant Business

VITAL MEALS

BY DADWAY

VITAL MEALS BY DADWAY

We are particular about creating a space where you can enjoy spending time with your children. We offer healthy curry, soup less tantan ramen, baby food, infant food, kids' menus, and sweets.



After-school Business



DADWAY LEARNING CENTER

Our after-school programs provide homework assistance for elementary school students and offer outside activities, calligraphy, and calculus classes for each child in high quality learning environments.



DADWAY FULFILLMENT CENTER

By adding new technology and services to expand our existing foundation, we provide our service with “ONE STOP” logistics solutions and productivity improvement.

What We DO

- Inventory management
- Distribution processing
- Delivery agency
- Dropshipping
- Joint delivery service
- Consulting
- Import agency
- Business startup support
- EC website development and management
- Customer support



Logistics

As we strengthen the function of existing warehouse of third-party logistics aka 3PL, we provide fulfillment services that handle sales support and ancillary tasks on your behalf to expand our service skills to shippers.

At our facility, we have equipped studios where you can use for photo shoots, filming, and video productions as well as meeting rooms and fitting and make up rooms.



DADWAY FULFILLMENT CENTER



Photo studio DFC MEDIA LAB

Warehouse Name	Logistics Park Noda-Funakata
Address	2-1-3 Izumi Noda, Chiba 270-0239 Japan DADWAY FULFILLMENT CENTER
Occupied space	16078.3m ²
Access	Approx. 30 mins from Joban Expressway “Kashiwa” IC by car
Web site	https://dadway-fulfillmentcenter.jp/

● Promoting digital transformation (DX)

By installing Gate Assort System (GAS) and Packing and Labeling System (PALS), it helps reducing cost and expanding profit.



Gate Assort System (GAS)



Packing and Labeling System (PALS)

Local Contribution, Utilization, and Orientation

Solving Social Issues

Children's living environment varies in so many ways. There are children living in various facilities such as children's hospitals, children's hospices, baby homes, and day services. We visit those facilities and deliver an excitement and a joy to children in various ways in addition to gifting our toys through the year.

●Yokohama Children's Hospice

We designed and made a custom GIF stamp for Instagram stories. For children and their families, we decorated stairs, children's rest rooms, and the windows at bathroom with full of hand-painted wall art.



●Shirayuri Baby Home

We visited their annual event and held a concert and storytelling session. We also delivered toys to children.



●DADWAY Santa Clause Project

This is a project of donating toys and childcare goods as Christmas gifts to children at support organizations and child welfare facilities.



●Storytelling Session

Events were held at infant homes, day services for children with severe mental and physical disabilities, kindergartens, and motherhood circles.



●Kokomite-Kohoku

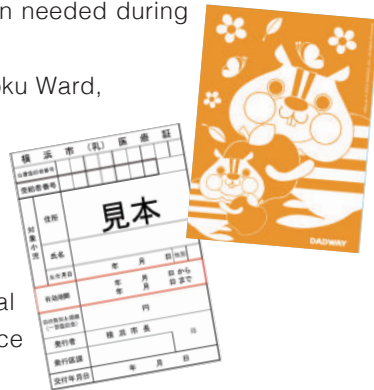
This site is intended as a local information resource for pregnant women and families with babies in the event of a disaster or an emergency. We support for creating online platform for local information needed during disasters and emergencies.

This is a part of collaborative project with Kohoku Ward, Yokohama City.

●Donating children’s medical care certificate covers

We have started a project of creating original cover designs for medical care certificates since 2009.

In 2022, we renewed the design and donated 4,000 pieces of certificate cover to Kohoku Ward, Yokohama City.



●Contribution to the Community

Dadway LaLaport Aichi Togo store collaborated with the stores on the same floor and engaged in local cleaning activities.



Transmission of Information

●Cooperation on projects that popularize the leave systems for workers who require special consideration in 2023.

- Our practice was introduced as an example of vacation system in case studies on Ministry of Health, Labor and Welfare’s portal site.

●Committee member for the project to encourage men to take childcare leave of the Ministry of Health, Labor and Welfare

●Supporting organization and company of “Family Day” and “Family Week”

●Secretary of Japan Baby Carrier Council Safety (JCCS)

●Member of Japan Council For Stroller Safety (JCSS)

Our Support for 2024 Noto Peninsula Earthquake Relief

We made a monetary donation to 2024 Noto Peninsula Earthquake Relief and donated childcare products to childcare facilities.

Product Introduction

There are product safety standards around the world such as CE, ASTM, ST, and SG. Dadway believes that meeting these standards does not guarantee all safety. We have built a structure evaluation system that takes advantage of our many years of know-how as a trading company specializing in baby products, and we only introduce products that are suitable for the environment in which they will be used in Japan.

Role of Quality Management in Supply Chain Management

Our staff members regularly conduct factory tours and witness product inspections, share our philosophy on the quality we aim for, and continue to work as one to provide high-quality, safe, and secure products. We partner with Japanese inspection companies in each production region to conduct factory inspections after each production to deliver even better products to our customers.



Joining Various Industry Organizations

We join various industry organizations and mutually exchange and share information regarding quality improvement.

- The Japan Toy Association
- Japan Baby Carrier Council Safety (JCCS)
- Childcare Products Hygiene Liaison Council
- Japan Council For Stroller Safety (JCSS)

Supporting Parenting with Technology

BEABA BEABA BABYCOOK

This cooking appliance is perfect for moms and dads who want to feed their children nutritious and delicious food. BabyCook will help busy families raising children.

Recommended recipes:

<https://www.beaba.jp/recipe/>



munchkin munchkin Swing

Even you are doing the housework, munchkin swing will help you to stay close to your baby. It rocks side to side and soothes baby.



We won an award of excellence in best childcare and household appliances at BabyTech® Awards Japan 2023.

Customer Service

Providing Valuable Experiences to Customers

●After-school lessons

We offer lessons on exercise, English, programming, piano, and more. We find ways to bring out your child's innate abilities and curiosity.

Available at DADWAY PLAYSTUDIO and DADWAY LEARNING CENTER.



●Embroidery service

As a popular gift service, DADWAY LIFE DISCOVERY Yokohama Bay Quarter store accepts embroidering names and initials on purchased items.



●Temporary childcare services

At the indoor playground "DADWAY PLAYSTUDIO NAMBA" at Namba Parks, we have started "Challenge Course", a temporary childcare services for children aged 3 to 6.



●DADWAY ambassador

Our ambassador activates our brands through product monitoring, cooperating in questionnaires, and participating in round-table discussions.



●DADWAY customer support

Using the latest inquiry management tools, we respond to a variety of customer inquiries: telephone, email, chat, LINE, and FAQ.



Environment

Designing Sustainable Products

We collaborate with domestic and overseas manufacturers and partners who work on environmental protection projects, and we also promote our own original brands.



100% Recycled and Recyclable Packaging. Munchkin has partnered with the International Fund for Animal Welfare (IFAW) and Whale Sanctuary Project to highlight important species and help protect them for future generations. On behalf of you and your little ones, Munchkin has made a donation to these organizations to support animals in need.



A cape that allows wind to pass through and cools the body by the process of evaporation. This cape keeps you cool and comfortable. It rather makes cooler to wear.

•This product uses patents and technology from SFT LABORATORY Co., Ltd. and KUCHOFUKU Co., Ltd.



This kick scooter has been updated to be more environmentally friendly, using recycled plastic and biodegradable plastic which main raw material is wheat straw.



Support for Related Partners

We visited and supported factories and inspection station.

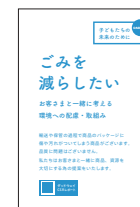
Reusing Product Samples

We reuse product samples that have been used only a few times for photo shoots, event exhibitions, etc. We send our ambassadors those samples to monitor their feedback and preferences.



Outlet

We will work together with our customers to create a sustainable society by valuing products and resources. We sell outlet products at a reasonable price, which you can use without any safety issues, even if the product or packaging has been damaged or stained during the transportation or storage process.



Reducing the Use of Papers

We have been working on reducing paper by using attendance management systems, digitalizing pay slips, and using electronic application systems.

Finance and Performance

New Year's Greetings/Management Plan Announcement

CEO's messages are distributed online at the beginning of each fiscal year, half-year, and new year. Financial statements in the management plan have been made public, and goals are shared.

Disclosure of Management Information

Employees are able to access financial data and track budget progress.

Category Strategy

We are working on a cross-sales strategy by dividing our products into five categories: baby carriers, toys & goods, baby care, gear & furniture, and outdoor.

Information Security

Privacy Mark

We obtained the Privacy Mark as a business that has a system in place to take appropriate protection measures for personal information.



We will continue to strive to protect and use personal information appropriately.

Strengthening Information Security

- Reducing the risk of information leakage externally through UTM operation
- Managing hardware and software, organizing contract details, and improving operations by using IT asset management software
- Targeted Attack Email Training
- Updating internal virtual environment
- Updating customer service inquiry management system

Compliance

Strengthening the Legal Section

An online seminar was held to help conclude contracts and improve understanding of the Act on Premiums and Representations. We also conducted harassment training for all employees.

Employment/Occupational Safety and Health

- Employing the elderly and people with disabilities for 12 consecutive years
- Converting the evaluation system to the cloud
- Managing employee information, goal setting, and work progress
 - We set CSR items as goals, and CSR is linked to each employee's behavioral goals.

Flexible Working System

Our core work hours are set from 10:00 to 15:00, allowing us to work flexibly according to the work situation.

Remote Working

Depending on the job type, employees may work remotely once a week.

Free Address Workplace

We introduced free address workplace strategy to promote communication and to improve work productivity. We have a variety of desks available depending on your purpose, including meeting spaces and online conference booths.

Utilization of Company Newsletter

We use a chat room to deliver content for interactive communication.

Family Day

We invited employees' families to the company and held a summer festival event. The venue was laid out with Japanese traditional festival plaza. Children had the opportunity to try to make their handmade lemonade and cotton candy. The children sold the lemonade they made to employees, and the sales were donated to the Lemonade Society.

