



POPPINS EDU-CARE NEWS

Japan's first SDG-driven IPO, Tokyo Stock Exchange First Section

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Chairperson,
Representative Director
Poppins Holdings Inc.

From the Chairperson

With the state of emergency renewed amid rising COVID-19 infections, the days of anxiety and inconvenience look set to continue for some time. Let us hope that human ingenuity can put an end to this threat in the year ahead.

On 21 December, Poppins was listed on the First Section of the Tokyo Stock Exchange in Japan's first-ever SDG-driven IPO. I had two key intentions in pursuing this listing. The first was to establish childcare and nursing care, which were considered part of social welfare, as a service industry. Both childcare and nursing care are essential services, and when it comes to services, people need choice. We are committed to providing the highest level of service to meet the needs of working women. Secondly, the listing will give those who use our services the opportunity to become individual shareholders. Through this arrangement, we hope that Poppins' corporate value will grow alongside your children. With continued emphasis on character, we will strive to be a source of pride for our employees by providing comprehensive support for working women. I wish all of you good health, and the chance to enjoy pleasant moments in the company of your families.

1. 'Overseas Training' at home?! Early Childhood Education Overseas Training held online

Poppins regularly conducts overseas training at America's Stanford University. Following the experience of our first Global Online Symposium, which last June connected four regions in three countries (USA, UK, Japan), this year's training took the form of a three-hour Zoom webinar that linked participants with California in real-time. Entitled 'Stanford University's Current Situation & the Latest in Early Childhood', the session featured a virtual tour with the full cooperation of the Bing Nursery School within Stanford University, a global leader in research. The diverse content also included a special presentation on the sleep deficit in children by Seiji Nishino, a professor at the university's School of Medicine and author of The Stanford Method for Ultimate Sound Sleep, as well as a discussion of Japanese and American views on childcare changes under the new normal of the pandemic. Some 700 participants gave the event a high satisfaction rating of 98.6% percent.



2. Welcome, Poppins Sitter!

On 21 December, we rebranded our Smart Sitter babysitter service as 'Poppins Sitter', accompanied by an updated website and logo. In his first policy speech after taking office, Prime Minister Suga indicated that babysitting arrangements would be enhanced, with babysitter use expected to become commonplace among dual-income households. Working alongside

our Poppins Nanny Services, Poppins Sitter will guarantee safety and peace of mind for more working women by remaining committed to service quality even as we boost efficiency and scale, helping to develop the child-rearing environments of as many families as possible.



Our updated Poppins Sitter website!



New Poppins Sitter logo

3. Osaka Branch is now a Danjo Ikiiki Plus Business!



Osaka Prefecture Danjo Ikiiki Plus Business commendation

The Poppins Osaka branch has been designated a Danjo Ikiiki Plus Business! Osaka Prefecture’s Danjo Ikiiki Genki Sengen register recognizes companies and organizations that make efforts to promote gender equality. Our Osaka branch received the Danjo Ikiiki Plus Business commendation, which was awarded to companies that achieved excellent standards in the past year across multiple judging criteria, including the number of female employees and the rate of parental leave use. At Poppins, we will keep striving to create better work environments for all employees, regardless of gender, and to help women realize their ambitions.

4. Poppins x Kagome Collaboration – Exploring veggies with all the senses at food education events

Since 2019, Poppins has been entrusted by Kagome to run its Vege Kids Nursery School – Where Kids Love Vegetables, which offers daily opportunities to explore vegetables through unique initiatives. Drawing on our experience with Vege Kids and food education activities, last year we collaborated with Kagome to run food education events at all Poppins nurseries for Vegetable Day (31 August) and Tomato Day (10 October). The children familiarized themselves with vegetables through a variety of activities, including a hands-on harvest and tomato scooping. This year, another vegetable-themed food education event is also planned for 31 January, as we continue working to deliver a broad range of high-quality experiences.



Activities for ‘Tomato Day’

5. Poppins Plus – Flowerland for Kids: Life Lessons from Plants



Instructor Sayuri Tsuneishi

As part of the top-class experiences offered by Poppins Plus, last November and December we held Flowerland for Kids, flower arrangement lessons for children by flower designer Sayuri Tsuneishi. Alongside her main occupation, which includes floral designs for renowned establishments and weddings at 5-star hotels, Ms. Tsuneishi is also passionate about her life’s work providing lessons for children to “help their unlimited potential bloom!”. Having personally used our nanny services in the past, Ms. Tsuneishi was eager to lead the lessons. “The nanny supported me by showering my son with love,” she said, “I want to give back to many children what I was unable to do in raising my own.” This wonderful connection between Ms. Tsuneishi and Poppins culminated in our Flowerland for Kids event.

See our website for details <https://www.poppins.co.jp/poppinsplus/>

6. 2021 New Graduate Job Offer Ceremony held online!

Our 2021 New Graduate Job Offer Ceremony was held on 10 December. This year, some 130 recipients attended remotely from their respective homes. As Poppins strives to create a ‘better normal’ despite the pandemic, we spoke to the graduates about our cherished philosophy and the importance of self-improvement. We hope these messages will remain in their hearts as they get set to shine within our company. Listening to the president speak about this Poppins mindset, the recipients’ faces were a picture of earnestness. They were also clearly looking forward to their new jobs in April, full of dreams and hopes. A representative speaking on behalf of the group expressed the graduates’ firm commitment: “As we continue to grow, our passion for childcare will always stay with us”. Our surprise gifts, sent to each home before the ceremony, also brought smiles to the graduates. The ceremony’s warm atmosphere made us even more eager for the day when we can welcome those 130 fresh faces in person. From here, the job offer recipients will take part in various training programs on their way to becoming fully fledged professionals.



Message cards sent by our recruitment staff to all job offer recipients

7. Nurse Care turns 3



Poppins nurses are skilled in both nursing care and hospitality

Launched in November 2017, Nurse Care recently celebrated its third anniversary. Working with relatives and family physicians, the service offers tailored care that allows patients to live comfortably at home even if they need medical treatment. We help patients to live out their lives according to their wishes, including by serving as travel companions for those with terminal cancer. Poppins nurses treat patients as family members. We will keep striving to provide care that, through the presence of our nurses, lightens the burden and offers peace of mind for patients and families alike.

8. Connecting under COVID-19 – Online events

Regrettably, the impact of the coronavirus last year forced us to cancel our regular hands-on events, including rice planting and harvesting. Instead, we organized online events to ensure that the children could enjoy themselves despite the circumstances. In place of the rice harvest, we shared a food education program with quizzes and experiments on the topic of where rice comes from. For Halloween, the children had a lot of fun with dancing and lessons by bilingual teachers. They also showed a keen interest in fellow participants who appeared on their screens from other facilities. Holding the events online gave the kids a chance to interact with distant Poppins peers around the country.



The virtual rock-paper-scissors competition was a big hit



Halloween lessons by bilingual teachers

9. New ALS Math & Science Program

At the Poppins Active Learning School (ALS) in Tokyo Midtown, we offer a weekly Math & Science Program for children aged 2-3 years. This autumn, under the theme of 'Strength in Numbers', the children learned first-hand that even fragile paper cups can be strong enough to stand or lie on when many are used together. Our Math & Science Program aims to facilitate various 'discoveries' through the excitement of different games and experiences. We also offer a Sunday Program – please contact us below if you are interested.

[Inquiries] 03-5785-2131 or
activelearning@poppins.co.jp



Learning about 'force distribution' by lying on top of many paper cups

10. PALIS holds new format year-end performances!



Everyone's favorite, the Baby Shark dance!



Speeches by children graduating this spring

Located in the beautiful surrounds of Yebisu Garden Place, Poppins Active Learning International School offers various activities for pre-school children aged 11 months and older. Under the new format, in November PALIS held its year-end performances with each class appearing separately. The children were very excited by their surroundings, outfitted like a real event venue with full-scale stage lighting and blackout curtains. Even amid the pandemic, we are working hard to plan events that show the children's growth and which they can enjoy in safety and comfort. PALIS also offers many programs open to outside participants, including a Saturday school and seasonal programs. We look forward to seeing you.

See our website for details

<http://www.poppins-palis.jp/>

[Inquiries] 03-5791-2105 or palis@poppins.co.jp

11. Poppins Keiki Hawaii – Services resume with the re-opening of the Sheraton Waikiki Hotel

Poppins Keiki Hawaii offers the only licensed kids' rooms operated by a Japanese company in the state of Hawaii. After doing everything to ensure that we can provide safe, reliable care in accordance with the new normal, we resumed our daycare services when the Sheraton Waikiki Hotel reopened in November. Although progress may be gradual as we continue to monitor the COVID-19 situation, we look forward to seeing our rooms filled with smiling faces as soon as possible! While the facility was closed, we helped Japanese students to feel the Hawaiian breeze by linking the two places through online lessons. Along with stunning ocean views from the lanai in the beautifully renovated kids' room, participants enjoyed making fresh-flower leis together while learning what the wreaths mean, as well as Hawaiian greetings and history!

For the latest information, please check the following:

[Facebook] www.facebook.com/poppinshi

[Reservations / Inquiries] www.poppins.co.jp/hawaii/contact_reservation/



Lei-making lessons



President,
Representative Director
Poppins Holdings Inc.

Maiko Tadokiri

From the President

I'm sure that last year was a turbulent period for each and every one of you. That was certainly the case for Poppins, as we dealt with a state of emergency, school closures, government requests for temporary closure, and the control of infections. In the midst of all this, at the end of the year we successfully listed on the First Section of the Tokyo Stock Exchange. **Our listing became the first SDG-driven IPO in Japan**, celebrated and encouraged by many. The significance of this will remain firmly in our minds as we continue forging ahead. Our goal for this year is to provide 'safe, sound, caring support'. With safety as the key priority, we will strive to act boldly with courage and careful consideration for the circumstances of our customers. A crisis is always followed by a period of great recovery. We are determined to breathe new life into the childcare and nursing care industries, which still cling to outdated approaches. We will also contribute to sustainable growth and development by creating services that fulfill the needs of as many working women as possible.