



POPPINS EDU-CARE NEWS

Issue 19 | Summer 2019



Chairperson
Poppins Holdings Inc.

Nariko Nakamura

Chairperson's Greetings from Poppins Holdings Inc.

Visiting Las Vegas for this year's CES, the world's largest digital trade fair, I had the opportunity to view the BabyTech products on display. They included tools that send regular smartphone notifications of a sleeping child's breathing rate, pulse and heartbeat, demonstrating the new possibilities that IoT and AI bring to the fields of childcare and education. Such tools may alleviate the long working hours and demanding workloads of nursery school teachers. I also recently travelled to Estonia, regarded as a global leader in IoT, where government systems allow all applications to be made by smartphone. This gave me a sense of how far Japan has fallen behind in terms of adoption of new technologies. As our childcare industry begins to resolve availability shortages, we are moving towards an era when customers can be more selective with nursery schools. With Edu-Care from the age of zero, Poppins will continue to provide higher quality early childhood education.

1. Opening of Poppins Nursery Schools

Poppins opened eleven new schools in April 2019, bringing the number of nursery schools and educational facilities we operate to 306 nationwide.

Opened in April

- Poppins Nursery School Toritsu-Daigaku (licensed)
- Poppins Nursery School Etchujima (licensed)
- Poppins Nursery School Yokohama Tokaichiba (licensed)
- Yute-Machi Daycare Center (licensed under community benefit scheme)
- Clover Daycare Center (nursery school within financial institution)
- Vege Kids Daycare - Where Kids Learn to Love Vegetables (nursery school within Kagome)
- Ton Ton Kids Hamura (nursery school within Hino Motors)
- Yaoko Kawagoe Daycare (nursery school within Yaoko)
- Chifureai Daycare (nursery school within Chifure Holdings)
- Poppins Kids Room Sakura no Machi (local government commission)
- Takatsuki Nintei Kodomoen – Weekend & Temporary Child Care Center (local government commission)

Opened in August

- OTO NO IE (nursery school within Yamaha)



Poppins Nursery School Toritsu-Daigaku



Poppins Nursery School Etchujima



President
Poppins Corporation

Maiko Tadokuchi

President's Message from Poppins Corporation

Looking to the not-so-distant time when lifespans will exceed 100 years, the Poppins Group has begun adopting various initiatives to support an environment which enables women to have long, successful careers. To help out staff navigate throughout different life stages, we have adopted a system allowing staff to leave and return to their role several times. Among staff who adopted the program and returned are current executive officers and GMs. We also employ people of all ages and highly regard life experience, including housework, raising children, and elderly care. At present, our team includes 1,329 members aged sixty or over, who serve as role models for younger staff. Our various other initiatives include organizing Poppins Alumni and establishing nursery schools that encourage childcare workers to take on additional roles as babysitters. We will continue devoting our efforts to creating an environment which offers lifestyle flexibility for our customers, staff, and eventually all women in Japan.

2. New consultancy seeks to reduce workers quitting jobs to care for family



Finding an eager audience among current and future carers alike

The number of people who currently work while caring for family members is said to be 3.5 million, accounting for around 10 percent of all company employees. On top of this, each year some 100,000 individuals leave their jobs to care for family members. Based on 22 years of in-home nursing care experience, Poppins Silver Care Services has begun dispatching consultants to assist companies with relevant seminars and individual consultations aimed at preventing the loss of workers due to such reasons. Experienced, nationally qualified consultants provide support for combining care and careers by covering all aspects of nursing care, including work-care balance, insurance systems, dementia and terminal care.

3. Poppins System receives accolades at Baby Tech Award Japan 2019

After claiming the top spot in the Nikkei Dual Babysitter Ranking in March, Poppins Nanny Services received an excellence award for the Poppins System in the safety category at the BabyTech Award Japan 2019. The awards are a local version of the event held last year in Las Vegas at CES, the world's largest electronics trade fair. Utilizing IoT, the Poppins System offers round-the-clock online babysitter matching. The recent award comes as a sign of global recognition and commendation as we continue striving further.



Commended for high quality

4. 10th Poppins International Early Childhood Education Symposium

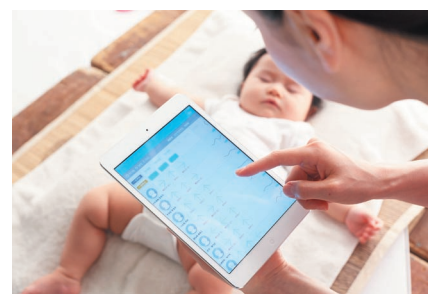


A full house at the symposium venue

Poppins hosted the symposium on 9 June at the University of Tokyo, focusing on this year's theme of 'Nurturing Global Competence – An Interconnected Worldview'. The first half of the program featured keynote speeches by Dr. Mansilla of the Harvard Graduate School of Education and childcare providers from Washington D.C., followed by presentations on practices at PNS Magome and Shinkawa Jidokan, as well as developments in the joint US-Japan project to nurture global competence. The second half included a panel discussion moderated by Poppins President, Ms. Todoroki, with Professor Akita of the University of Tokyo and other college researchers offering scholarly input on OECD policies and the current state of childcare in Japan. A lively exchange of ideas with attendees marked the conclusion to a successful event.

5. Safer childcare environment and reduced workload! Nap checks using IoT

In March this year, Poppins Nursery Schools in Asagaya and Komagata introduced full-scale use of Lookmee Nap Check, an IoT service that detects sleep orientation and movements during daytime naps, in classes for 0-2 year-olds. Using a set of button-like sensors that attach to clothes and a specialized app for tablet devices, the Lookmee Nap Check system watches over children as they nap. In addition to offering our Poppins customers safer environments and greater peace of mind, the use of IoT and AI reduces the workloads of nursery school teachers. The initiative has gained much attention as a way of improving both the quality of our services and the way our staff work.



Teacher and IT double-checking further improves safety

6. Smart Sitter begins collaboration with Showa Women's University



Homework or piano instruction also available

Together with Showa Women's University, in June we launched the 'University Student Babysitter' internship system, which provides opportunities to learn about balancing parenting and work in real-world environments. The system enables registered university student sitters who possess Level 4 Nanny certification, the Smart Sitter screening standard, to offer their services for elementary school-aged children. Smart Sitter concludes separate agreements with both users and participating students, and is responsible for handling any problems that may arise. We are striving to expand internship programs in the childcare industry and offer a greater range of new services to customers through Smart Sitter.

7. Wish Corporation joins the Poppins Group

On 29 March, childcare and parenting support services provider Temp Staff Wish became a member of the Poppins Group under a new company name, Wish Corporation. This brought the number of Poppins Group-operated childcare/educational facilities to 306 nationwide as of 1 April 2019, along with 5 facilities for the elderly. With the addition of Wish, the Poppins Group seeks to further improve childcare quality by leveraging the strengths of both companies. Through our operation of nursery schools and babysitting services, we continue to build the foundations that allow us to make greater contributions to the challenge of increasing childcare availability.



Childcare/educational facilities expand to 306 locations nationwide

8. Poppins teacher Daiki Kishi selected for World Championships national team!



Trampoline instruction at the nursery school



Stretching before taking to the trampoline

After participating in the first round of the Trampoline World Cup series, a Tokyo 2020 qualifying event, Poppins teacher Daiki Kishi fulfilled the criteria for selection into the Japanese team that will take part in the World Championships (Tokyo) in November-December. Upon returning home from the World Cup, a delighted Kishi told us: "I was able to do what I needed to without faltering". Later, on the last day of the final qualifying meet for the Japanese trampoline World Championships team, Kishi claimed victory in the individual contest with a total score of 120.755. He continues to refine his technique in the leadup to the World Championships. We look forward to his success in future events!

9. Opening of OTO NO IE, the first corporate nursery school for Yamaha

OTO NO IE, a nursery school operated by Poppins and located within the headquarters of Yamaha Corporation, opened on 28 August. In addition to our Edu-Care, OTO NO IE introduces a Yamaha-developed curriculum that utilizes music and sounds, including ample time for piano performances by teachers. Classrooms with names like Guitar and Piano are equipped with a wide range of instruments; even the facility's outdoor terrace was designed to resemble a piano keyboard. With Yamaha's distinctive character visible throughout, the facility has gained attention as a unique new service that blends our Edu-Care with the 'tone' of an individual company.



10. Norihiko Kamaya's hands-on living creatures program popular at ALS!

Handling living creatures is one unique aspect of the Active Learning School program. By providing opportunities to closely observe creatures that are becoming rarer in urban life, we want children to make new discoveries through authentic interactions using all their senses. During the program, children's eyes light up as they see and touch familiar living creatures and impressive specimens, sharing their discoveries with other students. Norihiko Kamaya's program is also part of our schedule every Sunday – we look forward to seeing you there.



Children earnestly observe pill bugs

11. Poppins Keiki Hawaii Summer Program 2019 on now at Alohilani Resort Waikiki

Our popular annual Summer Program is now on at Poppins Keiki Hawaii. This year children aged 5 or over can again enjoy a full outdoor program and excursions. The always-popular bodyboarding and pool sessions will be held daily, alongside a varied schedule of fun outings, including tours of the Bishop Museum and the Ocean Paradise Tour, where children can try snorkelling in the beautiful Hawaiian waters. The summer vacation program is scheduled to run from Saturday 20 July to Monday 16 September. Please see our Facebook page for more details and the program schedule. Our experienced Poppins staff look forward to seeing your children at Alohilani Resort too, for fun activities including pool, art, craft, and excursions for those aged 5 and over. See you there! For more details, please inquire below.

[Program Facebook] www.facebook.com/poppinshi

[Alohilani Email Inquiries] alohilani@poppins.co.jp

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



Bodyboarding on the waves



Ocean Paradise

12. K-Ballet and EXPG dance lessons head quality summer programs!

Amid the beautiful environment of Yebisu Garden Place, Poppins Active Learning International School (PALIS) offers short-term spring, summer, and winter programs suitable even for those new to English. This year's quality programs are filled with rare experiences, including robot programming and dance lessons at EXPG Studio, the dance school of EXILE and Sandaime J Soul Brothers. We also offer programs with a focus on art, music, or science. We look forward to seeing you!

[For more details] <http://www.poppins-palis.jp/>

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



Last year's popular K-Ballet classes are back again!



Lifesaving classes on the Miura coast are another returning favorite!