

TowaStela Inc.

amanoppo: Japan's Premium Baby Gift Brand

"Gentle designs for babies and families"

FOUR UNIQUE VALUES

Muted Colors	Soft Fabrics	Gift Packaging	Safety Certified
Blend with home interiors	Premium tactile quality	Ready to be given	ASTM, CE, food safety

DOMESTIC TRACK RECORD

- 500+ retail stores across Japan
- goooods AWARD 2025 Excellence Award (Top 7 of 2,760 brands)
- Omotenashi Selection 2026 Gold / GOOD TOY Awards 2026










Growing Global Presence

EXISTING MARKETS

Active in Asia-Pacific — Taiwan, Singapore, Australia, and more

Taiwan Safe & Fun Toy Award 2025 Nominee

OFFICIAL SUPPORT PROGRAMS

Tokyo SME	Overseas Sales Expansion
Tokyo SME	Overseas Expansion Support
JETRO	Gift Products × US

UPCOMING TRADE SHOWS

Jul 2026	MEGA SHOW Bangkok
Aug 2026	San Francisco POP UP
Feb 2027	NY NOW Winter 2027
May 2027	ABC Kids EXPO 2027

Our Roadmap to the US Market

VALIDATED DEMAND & COMMITTED BUYERS

✓ Market Validation: SF POP UP (Aug 2026)

Sales were **more than 2x our Japan POP UP sales**, confirming strong US consumer demand and price acceptance for our brand.



✓ Committed Wholesale Buyers

Multiple US retail chains — including partners from **major national lifestyle and gift retailer groups** — have already committed to place orders once we launch.

ROADMAP

Jul 2026	ASTM / CPSIA safety testing
Aug 2026	SF POP UP (validated demand)
Oct 2026	**US subsidiary (Texas C-Corp) established**
Nov 2026	**Sales launch: Faire, Shopify + committed buyers**
Feb 2027	NY NOW Winter 2027 debut
May 2027	ABC Kids EXPO 2027
2028+	Long-term settlement & growth

LOCATION STRATEGY

Office : **Frisco**

Warehouse: **DFW (Carrollton / Lewisville)**

Our Partnership Needs in Texas

KEY PARTNERSHIP AREAS

Logistics

3PL and warehousing partners in the DFW area

Talent

Bilingual professionals and the local Japanese community network

Sales Channel

US retail buyers, distributors, and gift industry connections

Yosuke Marutani, CEO | TowaStela Inc.