

June 30, 2023
Duskin Co., Ltd.

Duskin's Joint Venture Duskin Serve Taiwan Co., Ltd.*¹ Set to Launch the Duskin Household Cleaning Service in Taipei, Taiwan

Meeting house cleaning needs amid growing awareness of hygiene

Duskin Serve Taiwan Co., Ltd.*¹ (Head Office: Taipei, Taiwan; General Manager: Jackie Su), a joint venture operated in Taiwan by Duskin Co., Ltd. (Head Office: Suita-shi, Osaka, Japan; President and CEO: Hiroyuki Okubo; "Duskin"), will launch its household cleaning service in Taipei, Taiwan, on Monday, July 3, 2023. This is a service customers can use to clean various parts of the home as desired. It will add to the existing dust control business*² that has been operating in Taiwan since 1994.

*1: Duskin Serve Taiwan Co., Ltd. is a joint venture established in Taipei, Taiwan, in 1994 by Duskin and President Chain Store Corp. (Head Office: Taipei, Taiwan; President: Jui-Tien Huang), a Taiwan-based distribution and retail corporate group.

*2: The dust control business rents and sells cleaning and hygiene products, such as mops and mats.



■ Background

Duskin has set up three strategic themes in line with the basic policy established in its Medium-Term Management Policy 2022, which spans FY2022 through FY2024. One of them is "Reforming its business portfolios." Under this theme Duskin has mapped out its overseas strategy and adopted a more aggressive stance on M&A and R&D in order to invest in new growth opportunities. To pursue growth in the countries and regions where Duskin is already present, as set out in its overseas strategy, Duskin intends to introduce products and services that cater to the needs of local people and improve their lives.

In August 1994, Duskin and Taiwan-based President Chain Store Corp. established a joint venture called Duskin Serve Taiwan Co., Ltd. to roll out the dust control business in Taiwan.

Acting on the recent increase in hygiene awareness and demand for house cleaning in Taiwan, the joint venture will begin offering household cleaning services.

■ **Purpose**

Taiwan is home to a large number of dual-income families who often find themselves too busy to do cleaning and other household chores. In addition, the spread of COVID-19 has increased people’s hygiene awareness and time spent at home, driving hygiene-related needs higher than ever.

Duskin has been satisfying customers and contributing to society with almost six decades of accumulated expertise in cleaning and attentive service. Aspiring to offer this unique experience to people in Taiwan and make their living environment more comfortable, Duskin has decided to launch the household cleaning service in Taipei, Taiwan, where the joint venture is based.

■ **Service Overview**

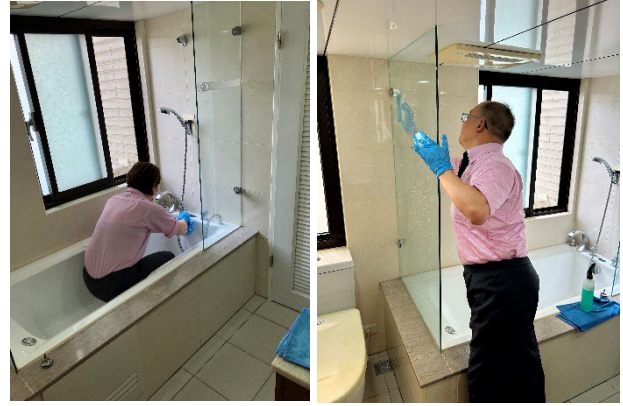
Name	Household cleaning service
Description	Cleaning service for desired areas in the home Applicable areas: washroom and toilet, bathroom, kitchen, family room, dining room, personal rooms, hallway, entrance Frequency: One-time or Regular options available
Target area	Taipei, Taiwan Gradual expansion expected
Typical price	Kitchen cleaning (1 area, < 3 m in width): NT\$4,200 for a one-time service * Exchange rate (as of end-May 2023): NT\$1 = ¥4.58
Date of launch	Monday, July 3, 2023

■ **Training**

To prepare for the launch of the household cleaning service, employees of Duskin Serve Taiwan Co., Ltd. visited Japan to receive training at Duskin’s training facility, called Duskin School,^{*3} and sales offices, and learned the knowledge and skills needed to provide the service. Next, they were also trained on the job at the Duskin Wugu Office in Taiwan. By making full use of the knowledge and skills gained through the training, the staff will deliver high-quality services to customers in Taiwan.



Training at Duskin School in Osaka, Japan



On-the-job training in Taipei, Taiwan

*3: Duskin School is a training center for all Duskin businesses, particularly for the Direct Selling Group. Franchise owners, managers and staff come to this facility from all over Japan and overseas to learn everything they need, from Duskin's management philosophy to operational expertise. The extensive training curricula that experienced trainers offer at the well-equipped facility training help trainees attain the cleaning skills and knowledge required to satisfy their customers.

■ Overview of Duskin Serve Taiwan Co., Ltd.

Name	Duskin Serve Taiwan Co., Ltd.
Head office location	3F., No.22, Wuquan 3rd Rd., Wugu Dist., New Taipei City, Taiwan
Representative (General Manager)	Jackie Su
Establishment	1994
Share capital	NT\$200 million
Capital contribution ratio	President Chain Store Corp. 51%, Duskin 49%
Number of employees	209 (including 2 on loan from Duskin)
Description of business	Leasing and sale of dust control products and provision of services to shops and offices, etc.
Number of sites	22

■ Duskin's Overseas Business Development

(The following numbers of locations are as of the end of December 2022.)

Mister Donut business

Operating the delicious donuts business with partner companies in Taiwan, Thailand, the Philippines and Indonesia (11,362 locations)

The first Mister Donut shop in Singapore opened in May 2023. This has brought the number of operating regions to five.

Big Apple business

Operating the Halal-certified donut brand in Malaysia and Cambodia (87 locations)

Dust Control and Care Service businesses

Expanding in Taiwan and Shanghai, China, driven by growing hygiene awareness (25 locations)

Note: The number of Mister Donut business locations includes convenience store sales points.