

Let us connect your heart  
to the people around you



September 1, 2023

Duskin Co., Ltd.

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## November 16, 2023 Marks Duskin's 60th Anniversary

# Duskin Unveils 60th Anniversary Logo and Celebration

**Special events including commemorative goods sales  
kick off this September**

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Duskin Co., Ltd. (Head Office: Suita-shi, Osaka, Japan; President and CEO: Hiroyuki Okubo; "Duskin") will be celebrating the 60th anniversary of its foundation on November 16, 2023. We would like to express our sincere gratitude to all of our stakeholders who have supported Duskin's development over the years. The company kicks off its 60th anniversary celebration in September 2023 with a series of special events organized by each of its businesses for customers who are already using Duskin products and services as well as for those who will come to know the Duskin brand. Also, a commemorative logo was designed to mark this milestone. The logo embodies Duskin's commitment to keep challenging itself to be of service to the world while working closely with all of its stakeholders.

### Reaching the 60th Anniversary Milestone

Seiichi Suzuki (1911-1980) founded Duskin in 1963 not in the pursuit of profit, but out of his desire to create a company that serves society at large by unifying business and morals. Deeply rooted in the founder's desire, Duskin's management philosophy continues to be a guiding compass for all of our business activities. Through our 60 years journey, we have been relentlessly addressing many social issues and taking on a variety of business challenges, which have made us grow into the company we are today. We are very grateful to our stakeholders for their unwavering support. This allows us to remain grounded and engaged in raising Duskin's corporate value based on the founder's vision of delivering greater economic and social value alike.

## 60th Anniversary Logo Release

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Duskin has launched a logo to mark its 60th anniversary. Since its foundation, Duskin’s goal has always been to enrich customers’ daily lives and put a smile on their faces through its cleaning and hygiene product rentals, in-home nursing care and assisted-living products, food services and other businesses — all designed around customers’ needs and lifestyle. Moreover, it is the locally grown Duskin franchisees striving to develop the local economy that have been conducting these businesses.

As we approach our 60th anniversary, we will continue to take this business model even further. This is why we have created a tagline that reflects the commitment that the Duskin Group and its franchisees as a whole — the Duskin Family — hold to supporting our customers and the local communities to build a prosperous future. The two circles of “6” and “0” on the logo are linked to symbolize the strong connections that Duskin has with its stakeholders. This also shows our resolve to stay connected to our stakeholders and fulfill the mission depicted in our tagline. Looking ahead to the future, we will continue to conduct our business activities while valuing the connections between people and delivering attentive care to our customers and the local communities.

## 60th Anniversary Celebration Events (Scheduled)

To mark Duskin’s 60th anniversary milestone, sales of commemorative goods are scheduled for September 2023 at Mister Donut shops, with special events to follow. Please keep an eye on our website and news releases for more details as they become available.

September 2023	Start of commemorative goods sales at Mister Donut shops
November 2023	Release of a special website dedicated to Duskin’s 60th anniversary Launch of the Direct Selling Group campaign project Simultaneous cleanup activities to be conducted nationwide by the Duskin Group and its franchisees