

Close-up The Core of Duskin

Keeping on sowing the seeds of joy amongst people and society at large is the very essence of The origins of our approach lie with our founder Seiichi Suzuki's philosophy. His ideals remain in

Duskin and is the driving force for the Duskin Group. practice to this day, perpetuated through the generations since his time.

Our raison d'être

Sowing the seeds of joy for people and society

Corporate objective

Duskin strives to unify business and morals.

Praying for happiness is the starting point of all of our corporate activity.

We love our fellow human beings and work to bring out the best in them.

Through our work, we help people develop.

We continuously train and encourage our employees to take the responsibility to ask the simple question: "May I help you?" with sincerity.

Our goal is to be the best in the world.

Duskin sows the seeds of joy.

Profit is a barometer of how happy our customers are.

Our founder's philosophy

Our founder's philosophy lives on.

Based on our founder's philosophy, which lives on to this day, attentive care for our customers is our ultimate focus. His life principles are reflected in our management philosophy called Prayerful Management. All of our employees incorporate his philosophy of sharing joy and doing our best in all that we do in everyday life.



About Ittoen Chitoku training

Duskin's management, which unifies business and morals, arose out of founder Seiichi Suzuki's encounter with Ittoen, a self-discipline training community in Kyoto, and his experiences there. Duskin's new employees as well as franchise owners and Division Managers are required to participate in training sessions (two nights, three days) designed to educate them in Prayerful Management through their own hands-on experience.

Practices of Ittoen Chitoku training
Rokuman Gyogan: Cleaning restrooms at local offices and private homes
Roto: Assisting the local people with their work, in the spirit of owning nothing

The basis of our philosophy

Profit is the reward of joyous transactions

Duskin's founder, Seiichi Suzuki believed that profit is the reward of joyous transactions, working energetically to that end. He wished that everyone who took part in Duskin's work would be happy. Home Duskin, a modern, specially treated cloth, marked the beginning of a new way of dusting without water. Introducing this method was a big step toward realizing our founder's wishes. People called it the magic dust cloth — and it brought innovative cleaning techniques to homes across Japan.



Franchising to achieve our business philosophy

Duskin launched its franchising system with the hope that it would provide opportunities to make dust control into a successful business for people aligned with our philosophy of Prayerful Management. We think of franchising as a system for franchisor and franchisees to share in each other's fortunes and realize growth.



Franchise system to sow the seeds of joy

Duskin has a unique franchise network in which the franchisor and franchisees share the same interests and are united by the same management philosophy of Prayerful Management. At Duskin, we believe the franchising system enriches us spiritually and materially, as we support each other and continue to grow together. The franchisor and franchisees also share the goal of achieving a society where customers can lead a happy and peaceful life. This has been and will be Duskin's greatest strength.

Making our customers smile

**7,353 sales offices nationwide
45 production/logistic facilities**

As of March 31, 2021

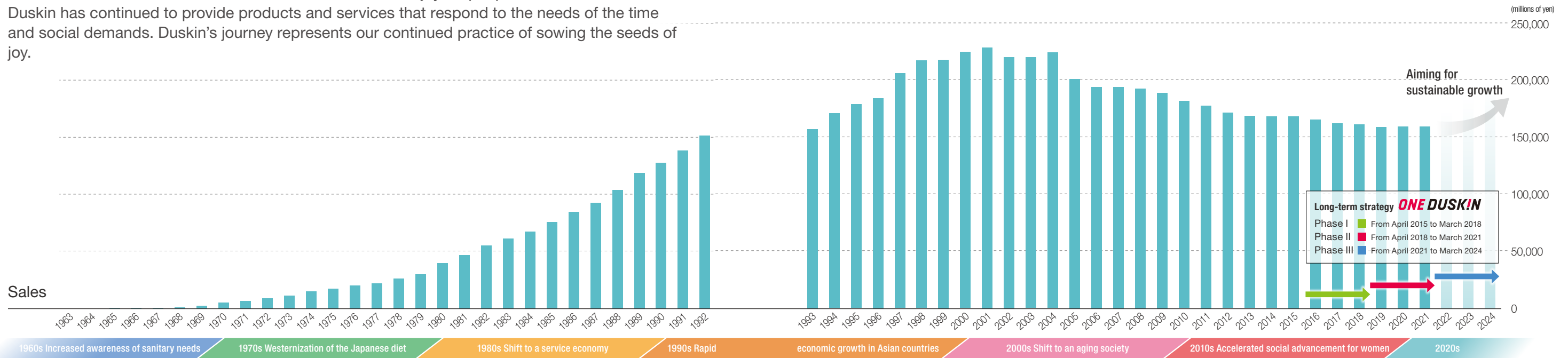
Nine regional offices

- Hokkaido
- Tohoku
- Kita Kanto
- Minami Kanto
- Tokyo
- Tokai/Hokuriku
- Kinki
- Chugoku/Shikoku
- Kyushu



Our History of Sowing the Seeds of Joy

Seiichi Suzuki founded Duskin in 1963 to sow the seeds of joy for people and communities. Duskin has continued to provide products and services that respond to the needs of the time and social demands. Duskin's journey represents our continued practice of sowing the seeds of joy.



As Japan enjoyed high economic growth, air and other pollution problems surfaced in many parts of the country, and so did health damage for an increasing number of people.

At the 1970 Osaka Expo, foods such as fried chicken and sushi served on conveyor belts became popular, bringing people to enjoy eating as a fun experience.

The situation for consumers changed radically as the focus of economic activities shifted from goods to services.

Japanese companies eagerly expanded into Asia as Asian economies grew, while Japan saw its bubble economy collapse and entered an era of economic stagnation.

In the 2000s, the advancement of medical technology led to a longer average life expectancy, ushering in an aging society.

In 2018, the employment rate of Japanese women reached 69.6%, indicating their greater participation in society.

Full-scale efforts began to eliminate CO₂ emissions and reduce plastic waste.

1964 Debut of the innovative Home Duskin product throughout Japan

Home Duskin, a modern, specially treated cloth, marked the beginning of a new way of dusting without water. People called it the magic dust cloth and achieved tremendous popularity. It brought innovative cleaning techniques to homes across Japan.



1969 Granted full membership in International Franchise Association (IFA), the first time for a Japanese company



1970 Mister Donut business launched

The business started as a first food franchise chain in Japan to provide people with joyful occasions for eating delicious donuts.



1971 1978 Business diversification starts

Starting with ServiceMaster professional cleaning service in 1971, Duskin launched pest control and environmental hygiene management service (currently called Terminix) in 1977 and the total rental business, which rents daily commodities (currently called Rent-All) in 1978.



1982 1989 Businesses developed with a focus on creating society of wealth and comfort

Launched businesses to help people enjoy clean and comfortable home and working environments such as management services for medical facilities (now operated by Duskin Healthcare Co., Ltd.) in 1982 and Merry Maids home cleaning and helper service in 1989.



1994 Dust Control Business first enters an overseas market

Launched the first overseas business for dust control in Taiwan, and then entered China (Shanghai), one of the fastest-growing markets in the world, in 2006. As of December 2020, the company developed residential and commercial markets overseas, with 24 locations in two regions.



1999 Opened Katsu & Katsu, a pork cutlet restaurant

2000 2004 Services for seniors start

Leveraging the strength of home visiting and onsite services, Duskin started the Home Instead (rebranded as Duskin Life Care) business to help seniors live comfortably in their own homes. In 2004, the Health Rent business, which rents and sells assisted-living and health care products, was launched.



2004 Accelerated overseas development in the Mister Donut business

As of December 2020, there were 7,892 Mister Donut locations in four regions: Taiwan, Thailand, the Philippines and Indonesia. Our tasty donuts are gaining popularity even abroad.



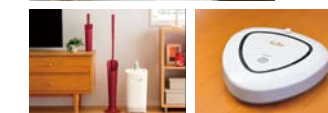
2010 MOSDO, a collaborative effort between MOS Burger and Mister Donut, opened.

2013 Bakery Factory, a suburban bakery business, opened.



2014 2016 New style of cleaning enables simple and easy cleaning

Cleaning Basic Three was released in 2014, and Robot Cleaner SiRo in 2016. These products are intended for busy customers to help them do home cleaning effectively.



2015 Pie Face, a pie specialty store from Australia, introduced in Japan.



2017 Mister Donut launched its MISDO GOHAN menu

Mister Donut launches MISDO Meets, a line of products developed in collaboration with other brands.



2019 Duskin Laboratory opens as a space for co-creating new value.



2021 The Direct Selling Group institutes a new tagline: Creating Healthy Environments.

