

Duskin Launches Official E-commerce Website for Five Overseas Markets

Offers 28 Duskin items including its top-selling kitchen sponges

Osaka (October 2, 2023) — [Duskin Co., Ltd.](#) opened an official overseas e-commerce website on Monday, October 2, 2023, to provide 28 hygiene and cleaning products for residential use. These include its bestselling kitchen sponges (more than 10 million pcs* in Japan a year) to customers in Australia, Korea, Singapore, Thailand, and Hong Kong. The company is positioning its launch as a new cornerstone for its expansion into overseas markets.

Duskin plans to increase the number of products available on the website and also to have a website for other international markets. The products developed by our hygiene and cleanliness professionals in Japan will help customers make a clean and healthy environment. Please look forward to further developments!

*Represents the actual number of kitchen sponges we shipped from January to December 2022.



Website (image)



Product examples

■ Background and Objectives

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 the themes is “Reforming its business portfolios.” Under this theme, Duskin has mapped out its overseas strategy in order to invest in new growth opportunities. The company has not only pursued growth in its existing markets, but also has further expanded into new Asian markets after carefully assessing the business environments.

In May 2023, our franchisee in Singapore opened the first Mister Donut shop, and then in July 2023, Duskin's joint venture in Taiwan started its household cleaning service. This time around, Duskin has created an e-commerce website for customers in Australia, Korea, Singapore, Thailand, and Hong Kong. The company will accelerate its overseas expansion and help people in those regions make a healthy and comfortable living environment with its hygiene and cleaning products for residential use.

■ **Overview of the E-commerce Website**

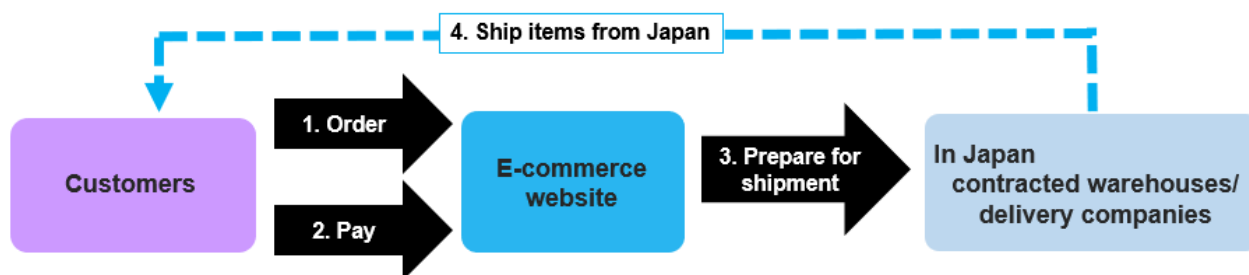
Duskin's official e-commerce website for overseas markets:

URL: <https://www.duskin-global.com/>

Launches on Monday, October 2, 2023

ONLY available for customers in Australia, Korea, Singapore, Thailand, and Hong Kong

The website CANNOT be accessed from Japan or other regions.



■ **Product Examples**

The website offers 28 items, mainly hygiene and cleaning products for residential use. The items include:

■ For the kitchen

Kitchen sponges



■ For the bathroom

Duskin Bathtub Cleaner and its refills



■ For the living room

Living Cleaning Cloth



We plan to expand our offerings according to sales results.

■ **Duskin's Overseas Business**

Mister Donut

Operating the delicious donuts business with partner companies in Taiwan, Thailand, the Philippines, and Indonesia, with 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

Operating the Halal-certified donut brand in Malaysia and Cambodia, with 87 locations

Dust Control (mop and mat rental) and Care Service (professional cleaning and technical services)
Expanding in Taiwan and Shanghai, China, driven by growing hygiene awareness, with 25
locations

Notes: The number of locations above is as of December 31, 2022.

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