

**Major Cleaning Corporation in the Chugoku and  
Shikoku Area Joins SENKO Group**

**- Expanding business domains that support peoples' daily lives -**

SENKO Group Holdings Co., Ltd. (Head office: Koto-ku, Tokyo; President: Yasuhisa Fukuda; "SENKO Group") acquired all stocks of clothes cleaning company in the Chugoku and Shikoku area DIA Cleaning Co., Ltd. (Head office: Kurashiki City, Okayama Prefecture; President: Keisuke Kuroda; "DIA Cleaning"), incorporating the company into the SENKO Group on November 9, 2021.

DIA Cleaning is around the 10<sup>th</sup> largest company in the cleaning industry by sales, and operates some 200 stores in the Chugoku and Shikoku area, mainly in Okayama Prefecture and western Hyogo Prefecture. It has developed a strong business foundation and highly profitable business model by providing local communities a high-quality service based on exceptional technology. DIA Cleaning's coin laundry business is growing in popularity due to factors like the increase in dual income households and the availability of large washing machines capable of washing large items like futons. It operates around 100 coin laundries, the largest number in western Japan. Many stores provide both cleaning services and coin laundry operations, and some are also designed as a hybrid format alongside convenience stores, major shopping malls and pharmacies.

The SENKO Group sees DIA Cleaning as potential future growth in the cleaning industry, so the addition of DIA Cleaning as a group company will help to expand business sectors that supports people in their daily lives. A range of new products will also be developed by coordinating efforts with companies in the Living Support Business and the SENKO Group, and plans are being considered for social contribution business models like the collection and recycling of used clothes.

**<Overview of DIA Cleaning Co., Ltd.>**

1. Head office: 2636-3 Nakajima, Kurashiki City, Okayama Prefecture
2. Representative: Keisuke Kuroda
3. Capital: 30 million yen
4. Established: March 20, 1967
5. Line of business: Cleaning business, coin laundry business
6. No. of stores: 194 cleaning stores, 9 plants, 106 coin laundries  
(current as of September 2021)
7. Employees: 328 (current as of September 2021)

End.