

Senko Begins Lifestyle Support Services Nationwide

- Makes Ienonaka Company Subsidiary and Launches New Business -

Senko Co., Ltd. (Head office: Osaka-shi; President: Yasuhisa Fukuda; "Senko") has entered the "Lifestyle Support Service Business" that covers housekeeping and housecleaning services, and will start providing the service nationwide mainly in urban areas.

The demand for "Lifestyle Support Service Business" that includes housekeeping services such as cleaning, shopping, washing and cooking, as well as housecleaning services for cleaning residential properties is increasing every year with a growing market scale due to factors such as the increase in the number of working women, the increasing aging population and changes in lifestyles.

In light of these circumstances, Senko has provided a capital increase to Ienonaka Company (Head office: Tokyo, President: Daiji Ogiso) that provides lifestyle support services in areas like Tokyo and Yokohama, and made it its subsidiary on January 16, 2017.

Services will initially be provided around the Kanto district, mainly in areas such as Tokyo, Yokohama and Kawasaki, with business planned to expand gradually in the Kansai region and other urban areas.

As business expands, the company will strengthen its partnerships with Senko Group business sites around the country, with a broad scope of services planned to cater to individual requirements as well as corporate needs for companies managing residential properties.

<Ienonaka Company overview>

1. Name: Ienonaka Company
2. Headquarters: 2-14-12 Hirakawacho, Chiyoda-ku, Tokyo, Japan
3. Representative: Daiji Ogiso
4. Capital: 100 million yen
5. Established: December 16, 2016
6. Line of business: Cleaning and other household support services, serviced apartment management, real estate agency services
7. No. of employees: 14 (including contract staff)