

Pony Cleaning joins “Gotcha!mall” in partnership with transcosmos

- Pony Cleaning releases the service in over 750 stores in the Kanto region on May 1st, 2018 -

Hodaka(Headquarters: Tokyo, Japan; President and CEO: Hisataka Matsuoka; Pony Cleaning), an operator of “Pony Cleaning”, a major laundry chain-store will join “Gotcha!mall” by Grand Design Co., Ltd. (Headquarters: Tokyo, Japan; CEO Kazuya Ogawa), a platform which connects consumers with stores and brands, in partnership with transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda).



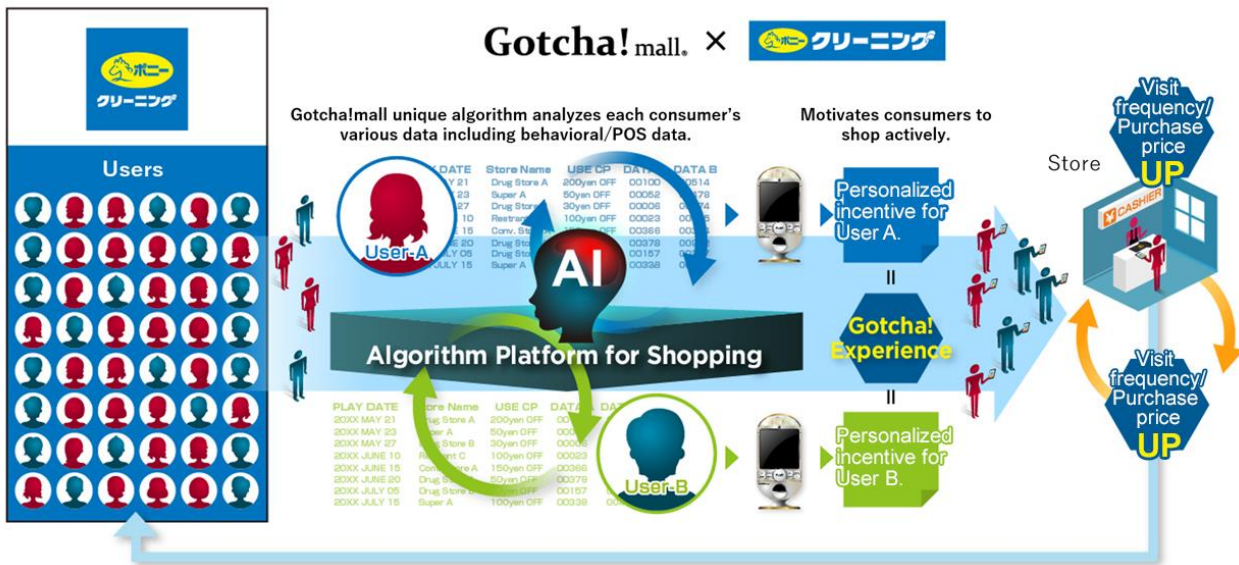
Pony Cleaning operates over 750 laundry service stores mainly in the Kanto region. Offering high-quality laundry services that include professional hand finishing on top of machine finishing, it has a proven record of serving nearly 40 million items a year and has established its unique position in the laundry services industry. With a focus on “Storage & Home Delivery Service Kit”, Pony Cleaning now joins “Gotcha!mall” in order to boost its service recognition, promote customer visits and ultimately acquire new customers.

■ Overview

- Service launch: May 1, 2018, at 10:00 am
- Stores: Pony Cleaning stores in the Kanto region (Tokyo, Saitama, Chiba, and Kanagawa)
- Visit Pony Cleaning “Gotcha!mall” top page here: <https://jp.gotchamall.com/gotcha/201>

■ Service Overview

By playing “Pony Cleaning Gotcha” in “Gotcha!mall” on the smartphone, customers will receive personalized recommendations for incentives (discount coupons for laundry service, etc.) and can win incentive items if they are lucky.



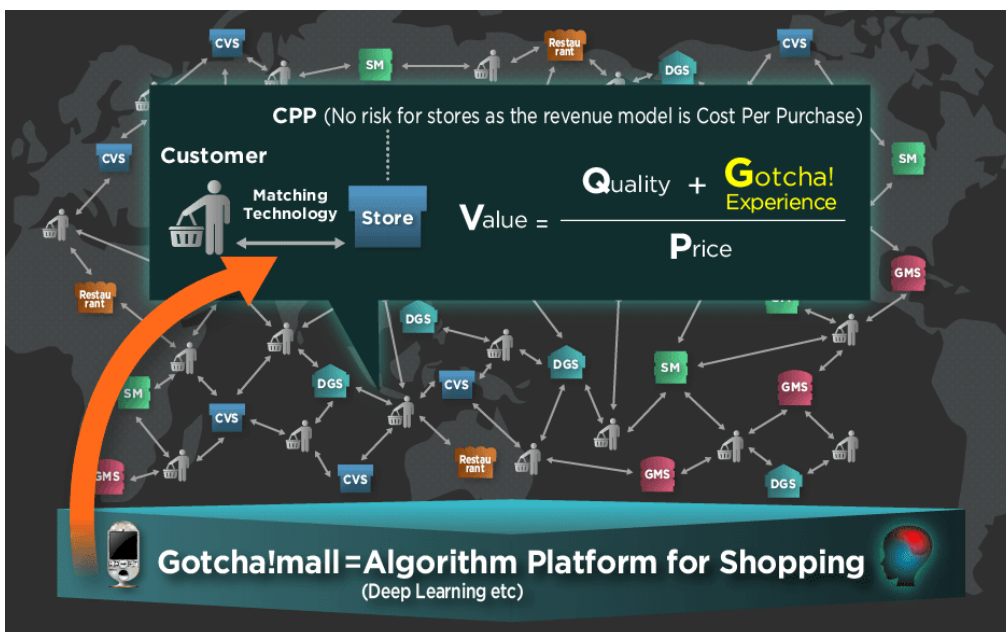
Pony Cleaning, transcocosmos, and Grand Design aim to boost store visits and purchase volume whilst improving the value of customer experience through the offering of personalized, optimized content to each individual customer by conducting a holistic analysis of purchase data (POS data) and behavioral data (play history, etc.).

■ About “Storage & Home Delivery Service Kit”

The “Storage & Home Delivery Service Kit” is an integrated service which includes pickup, laundry, storage and home delivery services with the use of “Storage Service Platform”, a cloud-based service offered by Nihon Unisys, Ltd. (Headquarters: Tokyo, Japan; President & CEO Akiyoshi Hiraoka).

■ About “Gotcha!mall”

“Gotcha!mall” is a platform which connects consumers with stores and brands, developed and operated by Grand Design. With the power of technology, Gotcha!mall matches up consumers with leading retailers and brands including convenience stores, GMS, supermarkets, pharmacies, restaurants, and more, via smartphones (business model patent). By motivating consumers to shop according to their wants and needs by using the platform’s unique algorithm which uses artificial intelligence, Gotcha!mall delivers active, “Gotcha! (I got you!)” shopping experience for each consumer. Visit “Gotcha!mall” here: <https://jp.gotchamall.com/>



* transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

* Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

●Hodaka Co., Ltd. (<https://www.pony-cl.co.jp/>)

Headquarters: 2-3-11, Bakurocho, Nihonbashi, Chuo-ku, Tokyo, Japan

Founded: August, 1951

Business: Laundry services, women's fashion retail, and real estate leasing

Representative: President and CEO: Hisataka Matsuoka

●transcosmos inc. (<http://www.trans-cosmos.co.jp/english/>)

Headquarters: 3-25-18, Shibuya, Shibuya-ku, Tokyo, Japan

Founded: June, 1985

Business: Global business outsourcing services

Representative: President and COO: Masataka Okuda

●Grand Design Co., Ltd. (<https://www.gd-c.com/>)

Headquarters: Sumitomo Fudosan Roppongi-dori Bldg. 6F 7-18-18 Roppongi, Minato-ku, Tokyo, Japan

Founded: November, 2014

Business: Innovation business by technology

Representative: CEO Kazuya Ogawa

Media Contact

Hodaka Co., Ltd. Shota Kizawa, Section Manager of Sales Tel:+81-47-391-3641 Email:kizawa@pony-cl.co.jp

transcosmos inc. Tomizawa, Public Relations & Advertising Department Tel: +81-3-4363-0123 Email: pressroom@trans-cosmos.co.jp

Grand Design Co., Ltd. PR Group, Corporate Management Division Tel:+81-3-6434-9500 Email: info@gd-c.com