

A STATEMENT FROM THE CEO

SELFIE LAUNDROMAT LIBERIA LTD

Our Story, Our Mission, and the Road to Launch

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Monrovia, Liberia · 2026

When I think about the road that has brought Selfie Laundromat Liberia Ltd to life, I do not think first of machines or investment figures. I think of the countless Liberian households — and especially the women within them — who spend entire days bent over a basin, wringing wet cloth by hand, waiting for a sun that, for half the year, simply does not appear. This statement is my account of how that everyday struggle became the foundation of a company, and why I believe our launch marks a meaningful milestone not only for my co-founders and me, but for Liberia.

An Idea Born in Tokyo

The origins of Selfie Laundromat Liberia Ltd trace back to a JICA Networking Conference held in Tokyo in 2024. It was there that I first encountered Life Breeze, the Japanese company behind the Selfie Laundromat concept. At the time, Life Breeze had just launched a pilot project in Mozambique as its entry point into the African continent, with its strategic focus directed primarily toward East Africa. West Africa, and Liberia in particular, were not yet part of that conversation — but the seed had been planted in my mind.

That seed grew during a professional internship I undertook with Assentia Holdings Inc. in Tokyo in July 2024, which included additional travel to Oita Prefecture. The internship proved pivotal. It deepened my understanding of both the Selfie Laundromat concept and its operational model, and it introduced me to the franchise structure that Assentia Holdings uses to bring Japanese enterprises into emerging markets. Most importantly, it was during this period that I recognized the full weight of the opportunity before me: Selfie Laundromat could directly address a persistent and largely unspoken social challenge in Liberia — the burden of manual laundry.

The Problem We Set Out to Solve

An estimated 90 to 95 percent of Liberians still wash their laundry entirely by hand. It is labour-intensive, inconsistent, and unforgiving — the quality of the result depends entirely on the physical effort of the person doing the washing, and that burden falls disproportionately on women and other household members responsible for domestic chores.

The realities of our climate make this burden heavier still. Liberia experiences heavy rainfall for roughly six months of the year, and during that season the challenges of hand-washing multiply. Without sunshine, washed clothes cannot dry properly. Lingering moisture leaves garments with an unpleasant odour, often

forcing families to rewash items that should already have been clean. A single laundry cycle — wash, dry, and fold — can stretch out to an entire week. What may seem, from the outside, like a simple inconvenience is, for Liberian households, a genuine and recurring social need. Affordable, reliable, and time-efficient laundry service is not a luxury here; it is a necessity.

Turning Conviction Into a Company

After completing my internship, I returned to the International University of Japan in Minamiuonuma City, Niigata Prefecture, and wrote to Assentia Holdings Inc. to formally express my interest in establishing a Selfie Laundromat franchise in Liberia. That single email began a process that would take nearly a year to bear fruit.

In June 2025, I was invited to a two-hour online meeting convened by Life Breeze to explore business opportunities across the African continent. Held on June 18, 2025, the session brought together participants from several countries who were already in active discussions with the company. As a newcomer among more experienced participants, I listened closely, studied their presentations, and was introduced for the first time to the formal business proposal process that Life Breeze required. It was also at this meeting that I connected with a fellow Liberian participant, who agreed to join me in bringing the Selfie Laundromat franchise home.

Momentum continued to build. Following a series of online presentations and assessments, Life Breeze confirmed a visit to Liberia in late November 2025 to conduct a formal feasibility study — by which time I had already returned home, having completed my academic programme in Japan. I personally coordinated the entire feasibility visit, working alongside the Life Breeze team throughout their assessment on the ground. At its conclusion, Life Breeze confirmed what I had believed from the very beginning: that the Liberian market was viable. The procurement of equipment and the shipping process began soon after.

A Milestone Worth Marking

Selfie Laundromat Liberia Ltd has since been formally established in Monrovia, and I am proud to say that our official Grand Opening is scheduled for July 25, 2026. This is more than the opening of a business. It is:

- Life Breeze's third Selfie Laundromat on the African continent,
- it's very first in West Africa,
- a successful transfer of Japanese technology and franchise expertise into the Liberian market, and
- proof that innovation-driven social enterprise can meet the everyday needs of Liberian households.

A Personal and National Commitment

I want to be clear about what drives me and my co-founders in this venture: Selfie Laundromat Liberia Ltd is not simply a commercial undertaking. It is a commitment to improving the quality of life of Liberians —

particularly the women who carry the heaviest share of this burden — by offering a clean, safe, affordable, and time-saving alternative to traditional hand-washing.

From a conference room in Tokyo to a launch in Monrovia, this journey has been long, but it has been guided by a single, unwavering conviction: that Liberians deserve access to the same standard of modern, dignified service that so many other parts of the world take for granted. I am grateful to Life Breeze and Assentia Holdings Inc. for their partnership and trust, and I look forward to the day our doors formally open to the public.

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