September 30, 2024

Grand Opening of MACHIDA SHOTEN Shanghai First Store The 1st Company-owned Store in Shanghai



(This photo is for illustrative purposes)

Gift Holdings

Gift Holdings (President Sho Tagawa, headquartered in Shibuya-ku, Tokyo, listed on the Tokyo Stock Exchange Prime Market) and group companies (hereinafter referred to as our group) is pleased to announce the grand opening of a new MACHIDA SHOTEN Shanghai First Store (hereinafter referred to as “our store”) in Shanghai on the 30th of September 2024.

We as Gift Group aim to “Deliver our ramen to the world as a Gift.” Our businesses focus on managing our company owned restaurants, supporting our partnership stores by supervising their operations, and distributing our private brand materials.

Our goal is to open 1,000 stores domestically and 1,000 stores overseas. Leveraging the expertise in ramen store management accumulated by our group, we are delighted to announce the opening of our company-owned store in Shanghai.

Our store is located on the B2 floor of the Longemont mall in Shanghai, China, one of the most popular malls in the city. The B2 floor, especially, attracts many visitors.

Our store offers the same high-quality atmosphere, service, and taste as the directly manage stores in Japan to satisfy our customers.

Our mission is to serve our delicious food and provide the best service with smiles and energy to locals and people from all over the world. We will continue to focus on our vision to “Deliver our ramen to the world as a Gift.”



RAMEN: 36 Yuan

1. Overview of MACHIDA SHOTEN Shanghai First Store

Grand Opening Date: September 30, 2024

Store name: MACHIDA SHOTEN Shanghai First Store

Address: B2 Floor, 1018 Changning Road, Changning District, Shanghai B2202A & B City Mart C7 (Longemont B2-C7)

Business hours: 11:00~21:30

*Business hours are subject to change.

2. Future outlook

The impact on the Group's business performance for the fiscal year ending October 31, 2024, will be minor, but we will promptly disclose any matters that should be announced.

For details of Machida Shoten, please refer to the following website:

https://us.machidashoten.com/

For investor relations (IR) information of Gift Holdings, please refer to the following website:

https://en.gift-group.co.jp/en/ir

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