December 16th, 2024

Grand Opening of the 1st MACHIDA SHOTEN Franchise Store in Mongolia

Gift Holdings Inc.



Gift Holdings (President Sho Tagawa, headquartered in Shibuya, Tokyo, listed on the Tokyo Stock Exchange Prime Market) and group companies (hereinafter referred to as our group) is pleased to announce the opening of a new MACHIDA SHOTEN Japanese Ramen, Galleria Ulaanbaatar (hereinafter referred to as “our store”) in Ulaanbaatar, the capital city of Mongolia, on the 14th of December 2024.

Building on the experience gained from operating ramen restaurants both domestically and internationally in partnership with local collaborators, our group is delighted to announce the opening of our 1st franchise store in Mongolia and 11th overseas franchise store, following our Machida Shoten FC stores in Thailand, Vietnam, Cambodia, the Philippines, Hong Kong, and South Korea.

Our store is located at Galleria Ulaanbaatar, one of the biggest shopping malls in the whole country which is equipped with a variety of restaurants and boutiques, and with its presence next to Mongolia’s National Diet Building.

The owner's desire is to offer authentic Yokohama Style Ramen to as many local guests as possible at an affordable price. Our store offers the same high-quality service, and taste as the directly manage stores in Japan to satisfy our guests but has a calm yet luxurious atmosphere. The side dishes such as Gyoza, Karaage and Fried Rice are homemade.

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.

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



Max Ramen： ₹29,000

1. Overview of MACHIDA SHOTEN Japanese Ramen, Galleria Ulaanbaatar

Grand Opening Date	: December 14th, 2024
Store name	: MACHIDA SHOTEN Japanese Ramen, Galleria Ulaanbaatar
Address	: second floor, Gallery Ulaanbaatar Center, eighth khoroo, Sukhbaatar district, Prime Minister Amar's street- 2 Ulaanbaatar, Mongolia
Business hours	: 11:30~22:00
	*Business hours are subject to change.

2. Future outlook

The impact on the Group's business performance for the fiscal year ending October 31, 2025, 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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