



June 10, 2024

Grand Opening of MACHIDA SHOTEN Japanese Ramen, MARIO MALL Seoul The 1st Franchise Store in the Republic of Korea



Gift Holdings Inc. (President Sho Tagawa, headquartered in Shibuya-ku, Tokyo, listed on the Tokyo Stock Exchange Prime Market) and affiliates (hereinafter referred to as our group) is pleased to announce the opening of a new MACHIDA SHOTEN Japanese Ramen, MARIO MALL Seoul (hereinafter referred to as “our store”) in Geumcheong-gu, the southern west part of Seoul, the Republic of Korea, on the 8th of June, 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, both domestically and internationally, as well as collaboration with local partners, we are delighted to announce the opening of our seventh overseas franchise store, our store in the Republic of Korea.

Our store will be the seventh overseas franchise store of our group, located in the southern west part of Seoul City, the Republic of Korea. It is located on the 12th floor at Mario Outlet Shopping Mall 3rd building, one of the biggest outlet malls in Asia with about three buildings throughout the Republic of Korea, where the wide range of groups visit as well as fashion, cosmetic, cafes, supermarkets, department stores, etc.

The owner's desire is to offer authentic Yokohama Style Ramen to as many local people as possible at an affordable price.

Our store offers the same high-quality atmosphere, service, and taste as the directly manage stores in Japan to satisfy our customers. The side dishes such as gyoza and karaage are homemade.

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.”



MAX RAMEN: 13,000₩

1. Overview of MACHIDA SHOTEN Japanese Ramen, MARIO MALL Seoul

Grand Opening Date: June 8, 2024

Store name: MACHIDA SHOTEN Japanese Ramen, MARIO MALL Seoul

Address: 12F MARIO OUTLET 3rd, 266, Beotkkot-ro,
Geumcheong-gu, Seoul, 08511, Republic of Korea

Business hours: 11:00~21:00

*Business hours are subject to change.

2. Future outlook

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