



June 27, 2024

Grand Opening of MACHIDA SHOTEN, Airside The 1st Franchise Store in Hong Kong



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, Airside (hereinafter referred to as “our store”) in Hong Kong on the 27th 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 eighth overseas franchise store, our store in Hong Kong.

Our store is located in Kai Tak, Hong Kong. It is in the mall “Airside,” one of the newest shopping malls in Hong Kong, where the density of foot traffic is very high and so many residential or office buildings are around. 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. We also offer variety of Japanese appetizers and sushi rolls.

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: 118 HK\$

1. Overview of MACHIDA SHOTEN, Airside

Grand Opening Date: June 27, 2024

Store name: MACHIDA SHOTEN, Airside

Address: Shop No. G011 on the G/F of the Retail Portion of Airside 2
Concorde Road, Kai Tak

Business hours: 12:00~22:00 (Last call: 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>

For Inquiries:
Gift Holdings Inc.
Corporate Planning Office
Email: ml-ir@gift-group.co.jp
TEL: +81-3-5990-4650