



July 10, 2023

Grand Opening of Machida Shoten Thao Dien in Ho Chi Minh City, Vietnam

Gift Holdings Co., Ltd.



Gift Holdings (President Sho Tagawa, headquartered in Machida City, 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 Thao

Dien in Ho Chi Minh City, Vietnam, on the 9th of July 2023.

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. In Japan we are steadily opening stores with the aim of achieving 1,000 stores, and overseas we currently have 3 directly managed stores, 18 partnership stores, and 1 franchised store. 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 second franchise store, Machida Shoten Thao Dien (hereinafter referred to as “our store”), in Ho Chi Minh City, Vietnam.

Our store, Machida Shoten Thao Dien, will be the second overseas franchise store of our group. It is in District 2, Ho Chi Minh City, Vietnam, known for its beautiful landscape along the Saigon River, and its Western-style buildings. This area is popular among locals and foreign residents, and there are various kinds of shops and restaurants.

Our store offers a wide variety on the menu, including not only our signature Yokohama-style Iekei (E.A.K.) ramen but also Abura Soba, and Chuka Soba, to satisfy our customers. All the side dishes, including 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: 188,000VND

1. Overview of Machida Shoten Thao Dien:

Grand Opening Date: July 9, 2023

Store name: Machida Shoten Thao Dien

Address: 14n Đ. Quốc Hương, Thảo Điền, Quận 2, Thành phố
Hồ Chí Minh, Vietnam

Business hours: 10:30 to 22:00 (Weekdays)

10:30 to 23:30 (Weekends and Holidays)

*Business hours are subject to change.

2. Future outlook

The impact on the Group's business performance for the fiscal year ending October 31, 2023 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://machidashoten.com/>

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



<https://www.gift-group.co.jp/english/>

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