



August 28, 2023

# Grand Opening of Machida Shoten Landmark 81 in Ho Chi Minh City, Vietnam

Gift Holdings Inc.



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 Landmark 81 in Ho Chi Minh City, Vietnam, on the 26th of August 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. 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 third overseas franchise store, Machida Shoten Landmark 81 (hereinafter referred to as “our store”), in Ho Chi Minh City, Vietnam.

Our store, Machida Shoten Landmark 81, will be the third overseas franchise store of our group. It is in B1F of Vincom Center Landmark 81, known for being the highest building in South-east Asia. The shopping mall itself has 6 floors with many shops, a movie theater, and an ice-skating rink, and there are a lot of locals and tourists visiting this mall every day.

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 Landmark 81

Grand Opening Date: August 26, 2023

Store name: Machida Shoten Landmark 81

Address: B1.32 LM81 - 720 Điện Biên Phủ Street -  
Vinhomes Tân - Districts Bình Thạnh, Hồ Chí Minh City

Business hours: 10:00~22:00 (Last call: 21:30)

\*Business hours are subject to change.

Website: <http://vn.machidashoten.com/>

#### 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://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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