



November 10, 2023

Grand Opening of Machida Shoten BKK1 in Phnom Penh, Cambodia

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 BKK1 Phnom Penh, Cambodia, on the 9th of November 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 BKK1 (hereinafter referred to as “our store”), in Phnom Penh, Cambodia.

Our store, Machida Shoten BKK1, will be the Fourth overseas franchise store of our group. Our store is in Boeng Keng Kang I, the busiest street in Phnom Penh. There are many luxury apartments in the surrounding area, and it is also well known as an area where many foreigners and wealthy locals live.

Our stores offers the same high quality atmosphere, service and taste as the directly manage stores in Japan 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: \$ 9

1. Overview of Machida Shoten BKK1

Grand Opening Date: November 9, 2023

Store name: Machida Shoten BKK1

Address: House/Building No.46b, Street/Road No. 294, Phum2,

Boeng Keng Kang Ti Muoy, Boeng Keng Kang, Phnom Penh, Cambodia Business hours:

11:00-22:00 (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 Co., Ltd.
Corporate Planning Office
Email ml-ir@gift-group.co.jp
TEL: 042-860-7182