



April 18, 2024

Grand Opening of MACHIDA SHOTEN, SM City Cauayan The 1st Franchise Store in the Philippines



Gift Holdings

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, SM City Cauayan (hereinafter referred to as “our store”) in Isabela, the northern part of Luzon Island, the Philippines, on the 18th of April 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 sixth overseas franchise store, our store in the Philippines.

Our store will be the sixth overseas franchise store of our group. Our restaurant is located in the province of Isabela in the northern part of the Philippines. It is located in SM Mall, one of the biggest shopping malls with about 85 locations throughout the Philippines, where the density of foot traffic is very high as well as restaurants, cafes, supermarkets, department stores, movie theaters, bowling alleys, 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: 445 PHP

1. Overview of MACHIDA SHOTEN, SM City Cauayan

Grand Opening Date: April 18, 2024

Store name: MACHIDA SHOTEN, SM City Cauayan

Address: 2F, SM City Cauayan, Maharlika Highway, District 2,
Cauayan City, Isabela, 3305

Business hours: 11:00-21:00 (Last call: 20:30)

*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>

The IR news distribution service delivers IR information e-mails to those registered for the service:



https://www.magicalir.net/9279/mail/index_en.php

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