

# 3

## Growth Strategies for Asia and United States Businesses

Our overseas operations comprise our Asia business, which develops DON DON DONKI stores based on the concept of a Japan-brand specialty store, and the United States business, which boasts brands with enduring customer support. In these operations, we are leveraging the expertise cultivated in Japan while exercising the competitiveness of our overseas stores.

Japanese products with strong reputations for high quality and our food courts, which are an accessible option for experiencing Japanese dining, have proven exceptionally popular overseas. Our distinctive stores based on the theme of “Japan brand” are thus anticipated to play a crucial role in future overseas strategies.

United States Business

### “Food Entertainment” Stores

The TOKYO CENTRAL stores being developed in California complement their lineups of fruits, vegetables, meat, and fish with prepared foods and sushi made using Japanese ingredients as well as authentic ramen prepared under the direction of a Japanese chef. These stores also supply Japanese sake and *shochu* spirits, which can be difficult to find locally. Moreover, TOKYO CENTRAL stores offer a product mix combining both imports from Japan and locally procured products.

At these stores, the eat-in spaces modeled after a traditional

Japanese banquet hall and the counter bars that allow customers to imbibe Japanese sake make for an impactful store presentation, attracting customers from outside of the stores’ business area and proving so popular that they are anticipated to contribute to the entrenchment of Japanese dining culture.

The PPIH Group plans to expand its network in the United States centered on this format by fully leveraging the experience and expertise it has cultivated toward creating store formats without peer in this country.



Attention to detail apparent in register lanes named after Japanese locations



Vibrant displays of Japanese snacks based on Don Quijote’s practices



Counter bar serving sake that allows customers to experience Japanese dining culture as they shop

Asia Business

### Japan-Brand Specialty Store

The DON DON DONKI Orchard Central store, our first location in Singapore, opened its doors in December 2017. After breaking ground in this market, we have proceeded to swiftly open a number of various other stores.

DON DON DONKI is a new store format designed for the Southeast Asia market that features assortments of made-in-Japan and made-for-Japan products. These stores have won the favor of countless customers with their safe, fresh foods and other

daily necessities offered at reasonable prices and the food courts that allow customers to experience Japanese dining culture.

Outside of Singapore, we opened DONKI MALL THONGLOR, a commercial facility in Bangkok, Thailand with a DON DON DONKI store as its central tenant, in February 2019 and established DON DON DONKI Mira Place 2, our first store in Hong Kong, in July of the same year. These DON DON DONKI stores have been incredibly profitable since their opening.



Japanese-language POP cards contributing to a sense of being in Japan



Fresh Japanese vegetables, fish, and meat products offered at the lowest prices around



Immensely popular *yakiimo* (baked sweet potatoes) and *daigakuimo* (candied sweet potatoes) that draw long lines every day

### New Store Format Specializing in Mobile Foods

In May 2019, we opened the DON DON DONKI Sweet potato factory Changi Airport Terminal 3 store in Singapore Changi Airport.

This DON DON DONKI spinoff specializes in *yakiimo* and other mobile foods that have gained a following at conventional DON DON DONKI stores.

This new store offers *yakiimo* and *daigakuimo* made using Japanese Beniharuka-brand sweet potatoes, sweet potato milkshakes, and other foods that can be conveniently eaten in airports.



DON DON DONKI Sweet potato factory Changi Airport Terminal 3 store, based on the concept of traveling with a passport in one hand and a *yakiimo* in the other

