

## The History of Creating Corporate Value

### Our corporate philosophy

“*The Source*” opens a path to the future

Since the PPIH Group opened its first Don Quijote store in 1989, it has continued to grow, realizing the long-term enhancement of its corporate value.

This is the result of sustained efforts to act in accordance with “The Source” and uphold the corporate principle that “The Customer Matters Most,” regardless of the circumstances.

We will continue to uphold “The Customer Matters Most” principle and strive to further enhance our corporate value, positioning ourselves as a visionary company that meets the evolving needs of our customers and society.

■ Net sales  
— Operating income  
— Number of stores

1990 1995 2000 2005 2010 2015 2020 2025

## Announcement of New Long-Term Management Plan

### “Double Impact 2035”

Viewing all external environmental changes as growth opportunities, continuing to take on bold challenges, and aiming for further growth

FY6/25

Net Sales

¥2.2468 trillion

Operating Income

¥162.3 billion

Number of Stores

779 stores

**1978**  
Founding Chairman Takao Yasuda opened the 18 *tsubo* (about 60 square meter) general merchandise store Dorobo Ichiba, the predecessor of our Group, in Suginami-ku, Tokyo with no experience in the retail business.



**1989**  
Opened first Don Quijote store in Fuchu, Tokyo



**2001**  
Commenced nationwide expansion of Don Quijote



**2006**  
Commenced overseas business  
Acquired Don Quijote (USA) Co. Ltd., as a consolidated subsidiary

**2007**  
Expanded store network in Tokyo metropolitan area  
Created family-oriented store format  
Acquired Nagasakiya Co., Ltd. as a consolidated subsidiary



**2009**  
Launched the private brand JONETZ



**2011**  
Published “The Source,” a collection of corporate philosophies compiled by founder Takao Yasuda



**2013**  
Accelerated expansion in the United States  
Turned MARUKAI CORPORATION into a consolidated subsidiary



**2014**  
Launched “majica” e-money service



**2015**  
Launched “majica app”

**2017**  
Commenced capital and business alliance with FamilyMart UNY Holdings Co., Ltd. (currently FamilyMart Co., Ltd.)

**2017**  
Commenced Asia business  
Opened first DON DON DONKI store in Singapore



**2019**  
Acquired UNY Co., Ltd. as a consolidated subsidiary

**2019**  
Changed name to Pan Pacific International Holdings Corporation  
In February 2019, with the determination to create new and internationally competitive distribution channels, we changed our company name to one befitting a global group operating across the Pacific Rim area, not just within Japan

**2021**  
Acquired Gelson's, a premium supermarket chain in California in the United States, as a consolidated subsidiary to bolster the foundations of the North America business



**2021**  
Rebranded the private brand JONETZ  
From Private Brand to People Brand



**2022**  
Announced the medium- to long-term management plan (Visionary 2025/2030)

**2022**  
Welcomed 100 refugee families from Ukraine

**2023**  
Launched majica app service  
“majl-voice (raw customer review)”



みんなの声で、ぜんぶが変わる。  
マジボイス  
by majica

**2024**  
“Visionary 2025” plan achieved 1 year in advance

**2025**  
Announced the long-term business plan (Double Impact 2035)