

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.



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

“Double Impact 2035”