

**DON DON:
DONKI**

Pan Pacific International Holdings Co., Ltd.
Pan Pacific Retail Management (Hong Kong) Co., Ltd.
October 14, 2020

DON DON DONKI 100QRC Store Opens on 15th October!

*First street store operating 24 hours in Hong Kong featuring a huge decoration
100QRC exclusive bento menu reveals, bringing the vibrant DON DON DONKI
culture to customers the bustling Central area*



Photo download: <https://bit.ly/36LFE7H>

Pan Pacific Retail Management (Hong Kong) (PPRM (HK)) is delighted to announce the opening for the DON DON DONKI 100QRC Store on October 15th, marking the first of three planned new retail locations as the brand follows through on its commitment to meet the needs of customers in Hong Kong. The 100QRC Store will operate on a 24-hour basis within the extremely convenient locale of Queen's Road, and will offer a variety of Japanese products line-up, as well as 100QRC exclusive items, this new shopping paradise is set to add a splash of quirky fun and round-the-clock retail entertainment into the bustling financial area.

Taking "Hunting into the Treasure Mine" as the concept, the 100QRC Store is a treasure trove of daily living conveniences and exceptional food. As the brand's first street store in Hong Kong, the 100QRC Store also features a huge decoration as it entices customers for a shopping journey! Amid DONPEN rides in a driving mine cart, abseils down a climbing rope as they join customers on their unique adventure, which makes captivating photo moments and a magnetic attraction for all DONKI fans and passers-by alike.

Catering to the needs of workers across Central’s financial hub, the 100QRC Store will introduce an exclusive original menu for the famous DONKI bento, offering convenient new takeaway options for those in need of tasty nourishment, made with super-premium Omi wagyu beef and super fresh and delicate crab meat from Japan. Customers can taste the authenticity and true freshness of DONKI’s famous convenience meals, with the 100QRC Store set to become a lunchtime staple for a wide selection of Japanese cuisine.

Also debuting at the 100QRC Store will be a high-quality curated product line-up at affordable prices, including premium ingredients freshly and directly delivered from Japan to Hong Kong, serving the more demanding tastes of consumers, as befits its location amid Hong Kong’s high-end retail district. They include items such as fresh fish that is unfrozen and direct from Japan, instant salad packs and Japanese Mizuna for specialty salads designed for office workers who are keen on taking care of their health & fitness and eating well every day.

In addition, the 100QRC Store is located in Lan Kwai Fong, a luxury area known for its charming and energetic nightlife. Therefore, DON DON DONKI 100QRC Store has exclusively added more party-specific products in the new store, including a variety of cosplay costumes, playful headgear, party contact lenses, which bring a touch of the avant-garde to complete the party look. The new store welcomes customers to shop for a special occasion, celebrations or after-work enjoyment!

To celebrate the opening of the DON DON DONKI 100QRC Store, a series of opening activities and time-limited special promotions will be available during the launch period to share joy with customers and all DONKI fans:

<p>DON DON DONKI’s fan-favorite Donpen Mascot will pay a special visit to the store and share joyful photo opportunities with shoppers. Customers can take snaps with the revered Donpen while exploring time-limited offers, activities and product selections at the new store!</p> <p>Date: October 15th ; From 10am to 6pm October 16th & 17th; From 12nn to 6pm October 18th; From 12nn to 4 pm</p>	
<p>Gift Giveaway with purchases over HK\$800: the collectible DON DON DONKI Hong Kong Cotton Tote Bag</p> <p>The first 200 customers per day who spend \$800 or above in a single purchase at the 100QRC Store will be eligible to receive a limited edition collectible DONKI Tote Bag.</p> <p>Date: From October 15th – 19th 10am to 10pm (200 quotas per day)</p>	

Exploring DON DON DONKI 100QRC Store: Treasure hunting game with reward!

Follow the hints and find the code for opening the treasure chest hidden within the 100QRC Store, take selfies to collect all 4 photos, and answer with the correct code at the customer service counter to be redeem a free surprise gift while stock last*!

Date: From October 15th – 18th

*Terms and conditions. Applicable to DON DON DONKI 100QRC Store only. The event period is from 15 Oct to 18 Oct 2020. There is a limit of 300 gifts, from 10:00 to 22:00 Hong Kong time. In case of any disputes, DON DON DONKI reserves the right of final decision.



Limited free giveaway: Medicom x DON DON DONKI mask case

Keeping customers' hygiene needs in mind, visit the 100QRC Store to get a free Medicom x DON DON DONKI limited edition mask case upon store entry, which helps to keep your mask clean and safe!

Date: From October 15th – 18th

*Items are available on a 'First come first serve' basis while stocks last.



Limited free giveaway – 100QRC Edition Donpen Plastic Fan

Visit the store to get a free 100QRC Edition Donpen Plastic Fan* to keep you cool and refreshed during the summer season!

*Items are available on a 'First come first serve' basis while stocks last.



DON DON DONKI 100QRC Store Overview

Store Name : DON DON DONKI 100QRC Store

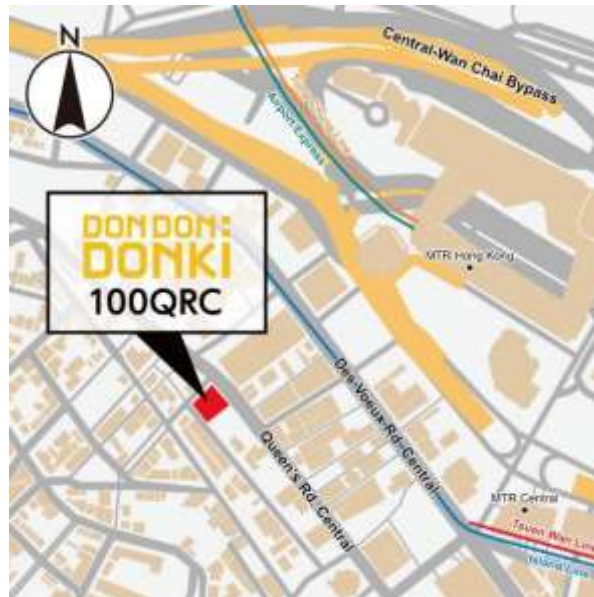
Business Hours : 24 hours

Address : LG & B Floor, 100QRC, 100 Queen's Road Central, Central, Hong Kong.

Opening Date : 15th October, 2020 (Thursday), 10:00 am (Hong Kong time)

Sales floor Size : 12,015 sq.ft.

Product Categories: Confectionery, Groceries & Drinks, Health & Beauty, Living, Delicatessen, Sushi & Sashimi, Meat, Produce, etc.



- End -

About DON DON DONKI

DON DON DONKI is a Don Quijote store format designed for Southeast Asia that is expanding its store network in Singapore, Hong Kong and Thailand with the concept of a “Japanese Specialty Store”. Customers can look forward to affordable high quality Japanese products, such as daily necessities, fresh produce, packaged food, ready-to-eat dishes, providing everyone a complete Japanese experience.