

**DON DON:
DONKI**

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

June 23, 2020

DON DON DONKI to open Pearl City Store on 7 July

*The first store on Hong Kong Island, with Multi-storey layout
Debuting to shoppers in the heart of Causeway Bay, Hong Kong's prime destination
for top-tier brands and diverse shopping experiences*



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Pan Pacific Retail Management (PPRM), which belongs to Pan Pacific International Holdings (PPIH) Group that operates the general discount store "Don Quijote", will open its "DON DON DONKI Pearl City Store" on 7th July at Causeway Bay, the bustling shopping area in Hong Kong which defines the city's latest consumer trends among younger generations.

As the third Hong Kong store, the Pearl City store marks the brand's first foray into Hong Kong Island with its multi-storey layout, nestling many high-end retail outlets and commercial facilities in Causeway Bay. Building on the earlier success enjoyed by the brand's inaugural Hong Kong destination stores at Mira Place 2 and OP Mall, this store will be open 24 hours a day to enable customers to drop by anytime and shop for their favourite products, with a comprehensive line-up of fresh items such as fruits, seafood, meat and cooked delicacies. Appealing to the needs of customers in the area, the new store offers an enhanced product selection, especially within its cosmetics and home & living products, making available ranges larger than those featured at the previous two stores and providing a more vibrant shopping experience.

Taking “Treasure Hunt in the Jungle” as its key concept, the Pearl City store features a specialty department offering curated items which sell at \$5 and \$10 price points, including popular skincare product and sweets. The product line-up will be updated regularly for customers of all ages to have fun and discover new products upon each store visit.

Also new in the Pearl City store is a gift corner offering DON DON DONKI’s unique items, a collection of premium products from different areas of Japan that are perfect as gifts and souvenirs. These products will feature special gift bags and wrapping papers with vivid designs to meet the customer needs of a “luxury” gift shopping experience for special occasions.

Mr. Takeuchi Mitsuyoshi, President of Pan Pacific Retail Management (HK) Co. Ltd., said, “With the success of the Mira Place store and OP Mall store, we’d like to say a massive Thank You to our customers for the overwhelming support we have received. This has enabled us to achieve a strong sales performance, allowing us to continue to bring the best of Japan to HK. This success has driven us to open this new first multi-story outlet, DON DON DONKI Pearl City Store. With an expansion of cosmetic and living product line-ups in addition to comprehensive fresh items, we believe the Pearl City store will be a new iconic shopping destination in the Causeway Bay area, satisfying the needs of all shoppers.”

DON DON DONKI Pearl City Store Overview

Store Name : DON DON DONKI Pearl City Store

Business Hours : 24 hours

Address : 1st Floor to 4th Floor, 22-36 Paterson Street, Causeway Bay, Hong Kong.

Opening Date : July 7, 2020 (Tuesday), 10:00 am (Hong Kong time)

Sales floor Size :
2,571 m²

Product Categories: Food, fresh items (fruits, seafood, meat, cooked food), liquor, cosmetics, home & living, miscellaneous goods, fitness equipment, toys, pet goods, etc.



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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 dish, providing everyone a complete Japanese experience.