

**DON DON:
DONKI**Pan Pacific International Holdings Co., Ltd.
Pan Pacific Retail Management (Hong Kong) Co., Ltd.
January 13, 2022

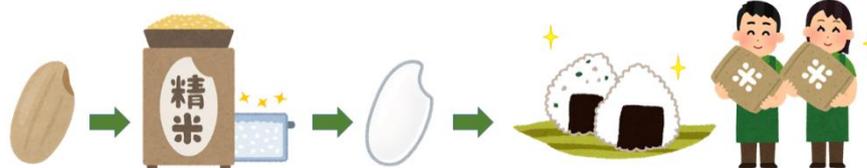
The 9th DON DON DONKI Store Launch in Hong Kong
DON DON DONKI Amoy Plaza Store is Opening on 20th January
*Presenting Home-milled Japanese Rice and a Commitment to Authentic
Deliciousness, for a true taste of Japan's Cuisines*



Pan Pacific Retail Management (Hong Kong) (PPRM (HK)) announces the opening of DON DON DONKI Amoy Plaza Store on 20th January, located at Amoy Plaza in the heart of East Kowloon. DON DON DONKI is famous for its concept Japanese lifestyle grocery store, offering customers a huge range of products produced in Japan and products designed to target Japanese consumers. Not only does DON DON DONKI continue to expand its businesses in Pan-Pacific markets, but also strives to promote authentic Japanese dining and cultural experiences to new customers as well as avid DONKI fans in Hong Kong!

Own Rice Milling Factory bringing an extraordinary experience with the finest Japanese Rice

Japanese rice sold in Hong Kong is generally polished before export, and so the original taste of the rice has been impaired. In view of that, DON DON DONKI decided to set up its own rice milling factory in Kwai Chung, Hong Kong last year, where it mills and polishes fresh rice produced in Japan, in order to offer customers the authentic taste of Japanese Rice. All stores of DON DON DONKI offer freshly polished Japanese rice varieties, such as Nanatsuboshi from Hokkaido. Rice that has just been milled unleashes the original potential of the rice as it is being made into different delicacies due to the rice containing higher levels of water, the fact it is sweeter, while also offering a fuller graininess.



Rice loses its freshness after milling. By reducing the time after polishing the rice and before eating, you can savor the full original taste and sweetness of the rice.

In addition to selling freshly cooked Japanese rice balls and bento lunch boxes using this high quality home-milled Japanese rice, DON DON DONKI also has a variety of Japanese delicacies on offer to its customers. These include items such as first ever custom-made lunch boxes, must-try Oden blended with DON DON DONKI’s original stock recipe, a wide variety of popular sushi, and a selection of Japanese menus that DON DON DONKI is proud to share with all of its customers in Hong Kong.

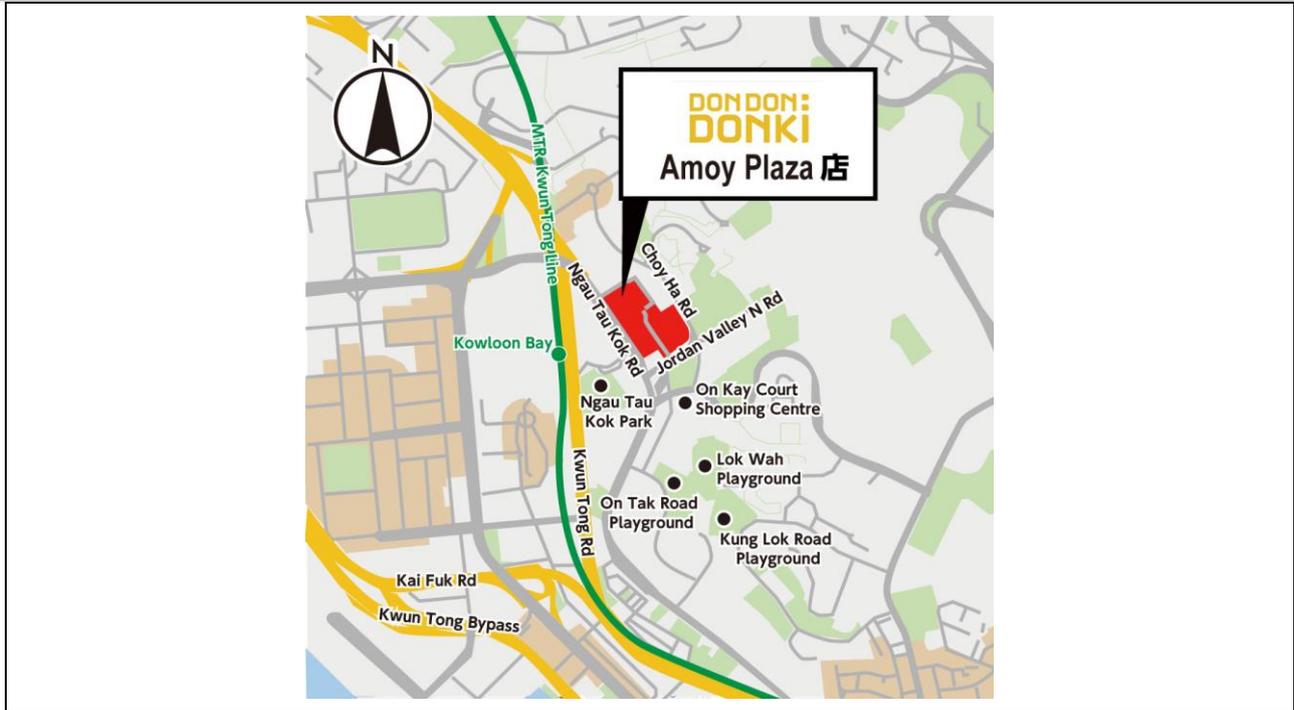
Hot Pot – the comfort food for any season: Let's make it original!

The Japanese Hot Pot remains a beloved favorite in Hong Kong, and one of the most popular delicacies to people all year around. It’s also one of the best choices for diners who wish to experience the genuine taste of Japan from the convenience of their home city. In winter, an indulging hot pot can satisfy the need for a comfort munch, but it hits the spot at any time, especially with the freshest and finest Japanese ingredients on offer at DONKI. DON DON DONKI Amoy Plaza store, with its own brand “Jonetsu Kakaku” of Hot Pot soup, features a selection of vegetables, seafood and meats, all of which can optionally be added to “create your own” Japanese hotpots.

Pan Pacific Retail Management (Hong Kong) (PPRM (HK)) will continue to pioneer new distribution strategies to drive its international competitiveness, while rapidly pushing forward its store development pathway in Hong Kong. Part of its mission is to continue to actively explore the introduction of even more Japanese agricultural, livestock, marine and hard goods and products, adding to an already dazzling range of unique and highly original items available within its stores in Hong Kong. The 9th DON DON DONKI Store in Hong Kong, DON DON DONKI Amoy Plaza Store, is set to open on 20th January.

DON DON DONKI Amoy Plaza Store Overview

Store Name	:	DON DON DONKI Amoy Plaza Store
Business Hours	:	8 a.m. to 1 a.m.
Address	:	Shop F 188-204, 1/F, Phase 3, Amoy Plaza, No, 77 Ngau Tau Kok Road, Kowloon Bay, Hong Kong
Opening Date	:	20 th January, 2022 (Thursday), 10:00 a.m.
Sales floor Size	:	2,408 m ²
Product Categories	:	Food, Fresh Food (Fruits & Vegetables, Seafood, Meat & Delicatessen), Alcohol products, Health & Beauty, Home & Living products, Sports, Toys, Pet related products, 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 Hong Kong, Macau, Singapore, Thailand, Taiwan and Malaysia 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.