



January 13, 2026

# Grand Opening of MACHIDA SHOTEN Zhenru MixC World in Shanghai

Gift Holdings Inc.



(This photo is for illustrative purposes)

Gift Holdings Inc. (President: Sho Tagawa, headquartered in Shibuya-ku, Tokyo; listed on the Tokyo Stock Exchange Prime Market), together with its group companies (hereinafter referred to as “our group”) is pleased to announce the grand opening of MACHIDA SHOTEN Zhenru MixC World (hereinafter referred to as “our store”) on January 10, 2026, Jiu Guang Department Store in Shanghai, China.



The Zhenru MixC World MAX Mall, where the new store is located, is situated in the city center of Shanghai and is one of the leading mega shopping malls in the area. Our store offers the same high-quality atmosphere, service, and taste as the directly managed stores in Japan to satisfy our customers.

Our mission is to serve our delicious food and provide the best service with smiles and energy to locals and people from all over the world. We will continue to focus on our vision to “Deliver our ramen to the world as a Gift.”



Machida Shoten RAMEN: 36 RMB

1. Overview of MACHIDA SHOTEN Zhenru MixC World

Grand Opening Date : January 10, 2026

Store name : MACHIDA SHOTEN Zhenru MixC World

Address : Unit B2-025, B2 Floor, MixC World MAX Mall, No. 1, Lane  
699 Tongchuan Road, Putuo District, Shanghai, CHINA

Business hours : 11:00~21:30

\*Business hours are subject to change.



## 2. Future outlook

The impact on the Group's business performance for the fiscal year ending October 31, 2026, will be minor, but we will promptly disclose any matters that should be announced.

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### Gift Holdings IR HP



<https://www.gift-group.co.jp/en/ir>

### MACHIDA SHOTEN HP



<https://us.machida-shoten.com/>