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## Conquering of the World with Food

More than 80% of sales at DON DON DONKI stores in Southeast Asia are accounted for by fresh fruits, vegetables, fish, meat, prepared foods, and other food products. The vast majority of these items are Japanese products, and the seasonal fruits and vegetables we offer have earned immense popularity. The most powerful tool for advancing the PPIH Group's overseas strategies is Japanese quality and dining culture. For customers, DON DON DONKI stores offer benefits in the ability to purchase safe, high-quality Japanese foods at the lowest prices around. These stores also provide opportunities to experience seasonal Japanese tastes and dining culture at the eat-in corners (food courts) where customers can enjoy prepared foods, some made in-store, on the spot.

### Three Food-Related Elements of Overseas Strategies

Low Prices  
Realized through  
Direct Trade

Rather than procuring products through a trading company or other third party, the PPIH Group practices direct trade to reduce import and export costs and achieve flexible procurement with a high degree of freedom in order to offer products at the lowest prices around, even overseas.



Entertainment  
Value of  
Japanese Cuisine

The PPIH Group develops distinctive, amusement-type stores by offering Japanese cuisine in a manner that caters to the trend toward the consumption of experiences. At PPIH Group stores, prepared foods that express Japanese cuisine and grown-in-Japan fruits and vegetables are transformed into out-of-the-ordinary entertainment products.



Entertainment and  
Experience-Oriented  
Shopping Created through  
Vivid Dining Experiences

The PPIH Group is increasingly developing experience-oriented stores that provide prepared foods not as products but as experiences that are prepared in-store to be eaten on the spot. Moreover, the vivid dining experiences offered in our open kitchen style eat-in corners are being utilized to build upon the entertainment value and experience-oriented shopping of our stores.



### Contributions by UNY Group Human Resources Specializing in Food

Overseas, PPIH Group stores are being developed while capitalizing on the competitiveness of food products. Accordingly, expanding the range of areas of contribution by the UNY Group's human resources, who boast years of experience in fresh food, will be key to accelerating the growth of overseas businesses.

On this front, a UNY Group employee that was previously in charge of foods at an Apita store in Shanghai voluntarily applied to be transferred to DON DON DONKI Mira Place 2 in Hong Kong to handle fresh foods. In addition, we are establishing procedures for operating overseas stores prefaced on securing human resources capable of competing overseas and delegating authority to local employees.



The overseas market is an area in which I am able to tackle new challenges even greater than those available in Japan. I applied to be transferred in the hope of being able to leverage the experience I gained in Shanghai and further hone my skills. My goal is to make DON DON DONKI the No. 1 store in the ASEAN region. My first step in achieving this goal will be to exert my efforts toward achieving success in Hong Kong, and I thereby aim to become capable of competing in the ASEAN market.

**Shinji Yamaguchi**

Senior Merchandising Manager, Fresh Foods  
Pan Pacific Retail Management (Hong Kong) Co., Ltd.

### Global Dissemination of Japan Cuisine

In April 2019, the first cabinet meeting on responding to import restriction to expand exports of agricultural, forestry, fishery, and food products was convened at the prime minister's official residence. PPIH Group directors Takao Yasuda and Kazuhiro Matsumoto attended this meeting to provide explanations on our agricultural product export initiatives in Asia.

The meeting centered on why, despite the sales of Japanese fish and meat products, fruits were gaining the most popularity. The reason for this trend is the high quality of Japanese fruits, which are generally managed with the utmost care paid to offering a balance between sweetness and sourness. However, it was stated that this situation will be difficult to sustain without expanded subsidy systems in Japan, the exporter of these products, and restriction alleviations and system changes in the countries that import these products. Improvements and cooperation were requested by the government with this regard.

We are confident that Japanese agricultural products have the potential to grow into one of Japan's major export industries, approaching the scale of automobile exports. We are therefore committed to disseminating the appeal of Japanese dining culture throughout the world in order to contribute to the development of primary industries.



Japanese strawberries that sometimes sell as many as 2,000 packs a day in Thailand

