

株式会社ニラク・ジー・シー・ホールディングス

## **NIRAKU Targets to Launch a Yokochō Food Alleyway in Shenzhen UpperHills during March 2019**

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(18 July 2018, Hong Kong) – **NIRAKU GC HOLDINGS, INC.**<sup>1</sup> 株式会社ニラク・ジー・シー・ホールディングス (“NIRAKU” or the “Group”; stock code: 1245), one of the largest and leading pachinko hall operators in Japan, has today announced that it has entered a Master Lease Agreement with Shum Yip Land Company Limited through NPJ China Yokochō Co., Ltd. to open a Yokochō food alleyway within a newly-opened city complex, UpperHills in Shenzhen.

Managed by NPJ China Yokochō Co., Ltd., the subsidiary of the joint venture between the Group and PJ Visionary Pte. Ltd., a company incorporated in Singapore, the Shenzhen UpperHills Yokochō aims to showcase a variety of delicious Japanese culinary delights as well as elements of Japanese culture and its renowned high quality of service to the world.

Famous food and beverage brands have been invited to feature in the 16 new and exciting restaurants, cafes and sake bars. Each of the restaurants in the UpperHills Yokochō has a unique concept. Notable here is the well-established sake manufacturer, Gekkeikan Sake, which was founded in Japan in 1637. Gekkeikan Sake is to operate the sake bar and coordinating respected sake manufacturers from Japan to exhibit and sell their products with the bar as a central location.

With a total area of 3,000 sq m in the top class city complex, the UpperHills Yokochō is conveniently situated at the heart of Shenzhen city and close to Shenzhen government headquarters. Moreover, it is adjacent to the beauty of nature offered by Lotus Hill Park, Beacon Hill Park and Central Park. The Group aims to promote and enhance cultural exchanges between China and Japan, as well as providing the people of China an opportunity to experience Japan’s rich culture and hospitality close to home via the Japanese gourmet experience at Shenzhen UpperHills Yokochō.

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