



MEDIA RELEASE

DON DON DONKI to open its first aviation-themed store at Jewel Changi Airport

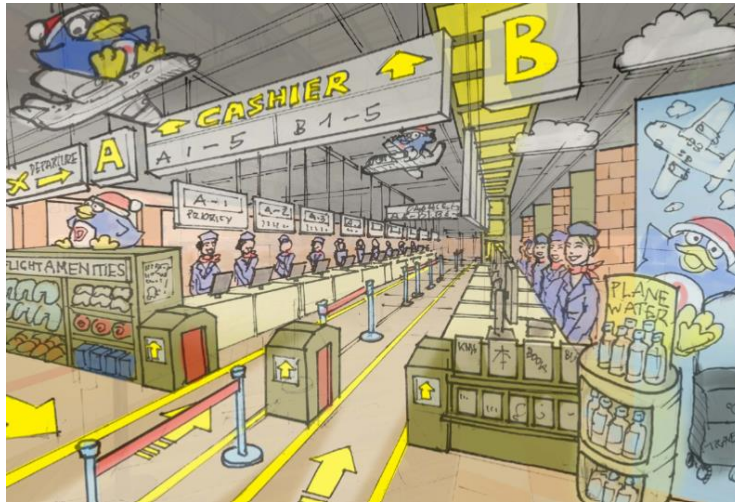
Its Jewel store will be the biggest store in the Eastern part of Singapore

SINGAPORE, 11 January 2022 – DON DON DONKI and Jewel Changi Airport Devt. today announced plans for the Japanese lifestyle brand to open a store in the Eastern part of Singapore at Jewel Changi Airport (Jewel). Slated to be one of the brand's largest outlets in Singapore, the store at Jewel spanning 18,000 sqft will be located at Basement One. It is expected to open its doors in the first quarter of 2023 and will add to Jewel's multi-faceted suite of lifestyle offerings.



Reference image for Jewel's DON DON DONKI store

Featuring an aviation and travel theme, visitors can expect to immerse in a unique setting that satisfies their wanderlust as they browse and enjoy a brand new in-store shopping experience. Be transported into the world of all things Japan the moment you step into the store to its famous "Miracle Shopping" jingle, and shop from its wide selection of the freshest Japanese produce, ready to eat meals, alcohol, cosmetics, household items and more.



Reference image for Jewel's DON DON DONKI store

A dedicated sake corner will take centre stage at this store, promising various types of sake to savour from all over Japan. Furnished with traditional sake barrels, take flight to the land of the rising sun as you pick your sake fix. A special display corner will also be set up, where the store will present its latest offerings specially curated from Japan for shoppers to check out. For the foodies, the Jewel outlet will offer ready to eat meals overlooking an open-concept kitchen, where diners can feast their eyes on the kitchen action as they enjoy their meals.

Satoshi Machida, President of Pan Pacific Retail Management Singapore, said, "Singapore is home to the largest number of DON DON DONKI stores in Asia. As we enter our fifth year of operations in Singapore, we hope to bring about a new experience for our Singapore fans with the Jewel store. Jewel as a shopping destination allows us to be creative in showcasing our products, making it more than just a shopping trip for customers, but a fun outing. We are excited to present our first ever aviation-themed store here in Singapore."

James Fong, CEO of Jewel Changi Airport Devt., said "We are honoured to welcome DON DON DONKI to Jewel. Japan ranks highly as one of Singaporean's top travel destinations and Singaporeans are known to have a penchant for all things Japanese. We look forward to welcoming visitors to a rejuvenated Jewel experience."

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About Jewel Changi Airport Trust Pte. Ltd. (www.jewelchangiairport.com)

Jewel Changi Airport (Jewel), a world-class multi-dimensional lifestyle destination in Singapore, is developed by Jewel Changi Airport Trustee Pte. Ltd., a joint venture by Changi Airport Group and CapitalLand. Jewel is located at the gateway of Changi Airport.

Designed by world-renowned architect Moshe Safdie, Jewel features a distinctive dome-shaped facade made of glass and steel, making it an iconic landmark in the airport's landscape. At 135,700 sqm in size, it offers a range of facilities including airport services, indoor gardens and leisure attractions, retail and dining offerings as well as a hotel, all under one roof. These unique offerings in Jewel are envisaged to enhance Changi Airport's appeal as a premier air hub.

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About DON DON DONKI

DON DON DONKI is expanding its business in APAC countries like Singapore, Thailand, Hong Kong and Taiwan, with concept of Japanese speciality store selling Japan made and/or made for Japan merchandise with affordable price.

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