

May 23, 2023

Duskin Co., Ltd.

## Singapore's First Mister Donut Shop Opens

Operated by R E & S Enterprises Pte Ltd under master franchise agreement

R E & S Enterprises Pte Ltd (the Republic of Singapore; Executive Director and Chief Executive Officer: Foo Kah Lee; "R E & S") opened its first Mister Donut outlet, Mister Donut Junction8 in Bishan, Singapore, on Sunday, May 21, 2023. R E & S had earlier concluded the master franchise agreement on Mister Donut operations and expansion in Singapore with Duskin Co., Ltd. (Head Office: Suita-shi, Osaka, Japan; President and CEO: Hiroyuki Okubo; "Duskin").

Throngs of customers visited the shop throughout opening day – queuing for up to 2.5 hours and purchasing more than 4,000 donuts in total. Mister Donut Junction8 offers regular donuts that are popular in Japan, as well as varieties exclusive to Singapore, such as Pon De Ring Chocolate and Strawberry Chocolate. Comments from local customers included, "I was looking forward to the opening, and I'm glad I can eat Mister Donut products in Singapore." For details on products sold in Singapore, please refer to the following page.

Together with R E & S, Duskin will nurture Mister Donut to be a brand widely loved in Singapore.



Mister Donut Junction8 (First outlet in Singapore)

Waiting line

### ■ Shop Overview

Shop Name	Mister Donut Junction8
Opening Day	Sunday, May 21, 2023
Address	9 Bishan Place, #02-27A Junction8, Singapore 579837
Business Hours	11 AM – 8:30 PM
Retail Format	Takeout shop
Access	1-minute walk from Bishan Station (Located in central Singapore and directly connected to 2 MRT lines, the North South Line and Circle Line)

## ■ Available Products

The shop offers a total of 20 varieties of regular donuts such as Pon De Ring, which is also popular in Japan, as well as Pon De Ring Chocolate and Strawberry Chocolate that are flavors exclusive to Singapore.

R E & S staff who received training at the Mister Donut College\* in Japan produce high-quality products in the shop's kitchen for their customers in Singapore. The training program teaches Mister Donut's basic philosophy and donut production.

\*Training facility established before launching the Mister Donut franchise business in Japan, based on Duskin founder's belief that business success lies in education, or in his own words, "our people are intangible assets we must nurture with our hands."

Product Name		Price (Singapore dollars* Tax Included)
1	Pon De Ring	2.3
2	Pon De Ring Plain	2.3
3	Pon De Ring Strawberry	2.5
4	Pon De Ring Chocolate (Singapore-exclusive flavor)	2.5
5	Old Fashion	2.3
6	Chocolate Fashion	2.5
7	Strawberry Fashion	2.5
8	French Cruller	2.3
9	Angel French	2.5
10	Strawberry Custard French	2.5
11	Honey Dip	2.3
12	Strawberry Ring	2.5
13	Chocolate Ring	2.5
14	Sugar Raised	2.3
15	Angel Cream	2.5
16	Custard Cream	2.5
17	Chocolate	2.3
18	Golden Chocolate	2.5
19	Coconut Chocolate	2.5
20	Strawberry Chocolate (Singapore-exclusive flavor)	2.5

<Popular donuts at the first Mister Donut shop in Singapore>

The Pon De Ring was the best-selling donut on the opening day.



Most Popular Donut  
Pon De Ring

## ■ Product Features of Singapore-exclusive Flavors



### **Pon De Ring Chocolate (Price: 2.5 Singapore dollars)**

Japan's popular chewy Pon De Ring donut coated with chocolate



### **Strawberry Chocolate (Price: 2.5 Singapore dollars)**

Moist and rich chocolate donut coated with sweet-and-sour strawberry chocolate

## ■ Opening Ceremony

The opening ceremony took place in front of the shop before the opening. The ceremony included cutting the ribbon and a traditional lion dance, which is performed for celebrations in Singapore and other Asian regions.



**Ribbon-cutting Ceremony**

From left: Mr. Hiroshi Tatara, Executive Director and President of R E & S Holdings Ltd and Shinichiro Ueno, Board Director and Operating Officer of Duskin Co., Ltd.



**Lion Dance**

<Comments from Mr. Lim Shyang Zheng, COO of R E & S Holdings, Ltd.\*>

We received more responses than we could ever have imagined from customers and the media even before the business opened. We will do our best to maintain the same quality Mister Donut offers in Japan and strive to create a brand that Singaporeans will love for many years to come.

This first outlet is where we will endeavor to build the brand's appeal to local customers, and over the next three years we aim to open more than nine new shops.

\* Parent company of R E & S Enterprises Pte. Ltd.

## ■ Comments from Customers Who Visited the Shop on Opening Day

Many customers voiced their joy and anticipation.

<Before purchase>

"I'm glad I can eat Mister Donut products here in Singapore."

"I've eaten Mister Donut products in Japan and have been really looking forward to this day."

<After purchase>

"I'm happy I could buy a Pon De Ring. My family is also waiting for their souvenir donuts."

"I expect to see even more shops opening."



### ■ **Background of Expansion into Singapore**

In line with one of the three strategic themes of its Medium-Term Management Policy 2022, “Reforming its business portfolios,” Duskin has mapped out its overseas strategy along with a more aggressive stance on M&A and R&D, as its efforts to invest in new growth opportunities.

As a first step, Duskin has been considering Singapore as a potential location for expanding its Mister Donut business. One of Asia’s most advanced countries, Singapore has a restaurant market worth nearly 680 billion yen\* coupled with high demand for food take-out and delivery, as well as a rich food culture. On November 18, 2022, Duskin concluded a master franchise agreement to develop Mister Donut in Singapore with R E & S, a restaurant group with more than 30 years’ experience specializing in Japanese food service operations in Singapore.

This is the first time in six years for Duskin to launch a business outside Japan, and Singapore is the eighth Asian location for the company’s overseas expansion.

\*According to a 2018 survey by Deloitte Tohmatsu Consulting LLC

### ■ **Highlights so Far**

- July 15 to August 14, 2022: Test marketing in Singapore
- November 18, 2022: Signed the master franchise agreement to develop Mister Donut business in Singapore

### ■ **Overview of R E & S**

Name	R E & S Enterprises, Pte. Ltd.
Location	32 Tai Seng Street #07-01 R E & S Building, Singapore 533972
Representative	Foo Kah Lee, Executive Director and Chief Executive Officer
Description of business	Operation of restaurants centered on Japanese cuisine
Share capital	2,800,000 Singapore dollars
Date of establishment	June 7, 1988

### ■ **Duskin’s Overseas Business Development (As of the end of December 2021)**

- Mister Donut business: Expand the delicious donuts business with partner companies in four regions, namely Taiwan, Thailand, the Philippines and Indonesia (9,557 locations)
- Big Apple business: Halal-certified donut brand operating in Malaysia and Cambodia (81 locations)
- Dust Control and Care Service businesses: Expanding in Taiwan and China, driven by growing hygiene awareness (25 locations)

\*The number of regions and locations above is as of December 31, 2021. The number of Mister Donut business locations includes convenience store sales points.