

2011/06/16

Watami PR Group

## ■ Overseas Restaurant Business

### **First Watami Restaurant in Malaysia Grand Opening scheduled on 4<sup>th</sup> August**

Watami's development rights owner company ChasWood (Head office in Malaysia) scheduled their first franchise store in Kuala Lumpur is the capital and the biggest city in Malaysia on 4<sup>th</sup> of August, 2011.

The first store will open in Bukit Bintang, the biggest business centre in Kuala Lumpur, and the location will be on the 4<sup>th</sup> floor of Pavilion which is the No.1 Shopping mall in the area. The store size is as large as to 5530 square yard with 210 seats, using the overseas Watami Menu provides meals in different time zone. The average customer spend (nominal price) is 40 RM (About 1000 Yen). It aims to offer authentic Japanese food with reasonable price range in the area where there are already many sushi chain stores.

ChasWood company (founded in 2002) signed the Development Agreement with subsidiary Company, Watami International of Watami Co.,Ltd. in August, 2010. It is planned to open 10 stores in the same area by the end of 2016. ChasWood Company is one of the biggest multi concept owner and operator in the restaurant industry in Malaysia and already opened 30 stores in South East Asia. After signing the Franchised Agreement with ChasWood company, Watami International will provide Watami's operation know-how knowledge, and ChasWood carries out the store management.

Watami International was founded in October, 2008 in Hong Kong, responsible for the central management and overall control of oversea group's business companies, exploring the new franchise area. Watami International company's role is to promote and govern all business in oversea countries. From now on, with the objective of achieving 100 stores by the end of 2012 (49 stores by the end of July), the Area Development Team will speed up to explore one new area every year focuses around Asia.



First Store scheduled open in Pavilion Shopping Mall.



Coming Soon notice on 4<sup>th</sup> floor, Pavilion (under construction)



Perspective Image "near the store entrance"



Perspective Image "inside the store. seating. bar counter"

Watami International URL <http://www.watami-int.net>

ChasWood Resources Sdn. Bhd URL <http://www.chaswood.com.my/about/>