



(1423128-K)

**Koshidaka International KL Sdn Bhd**

*A Subsidiary of Koshidaka Holdings*

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## PRESS RELEASE

### **KARAOKE MANEKINEKO ANNOUNCES DIRECT INVESTMENT OF MYR270 MILLION INTO MALAYSIA WITH FLAGSHIP OUTLET OPENING IN BUKIT BINTANG**

**KUALA LUMPUR, MARCH 15, 2023** – KOSHIDAKA Malaysia, managing and operating the line of **KARAOKE MANEKINEKO** outlets, is proud to announce the opening of its flagship **KARAOKE MANEKINEKO** outlet at Lot 140 & 142, Level 3, 3A & 5, Jalan Bukit Bintang, Kuala Lumpur, Malaysia on 10<sup>th</sup> March 2023. This marks the 10<sup>th</sup> **KARAOKE MANEKINEKO** outlet that KOSHIDAKA has opened in Malaysia since the year 2018. With the opening of its Bukit Bintang flagship outlet, KOSHIDAKA signals the start of its aggressive step to broaden the **KARAOKE MANEKINEKO** chain in Malaysia to 100 outlets by the end of 2028.

The expansion plan by KOSHIDAKA serves to play its part in providing an outlet for Malaysians to relax and unwind after a hard and mentally stressed day's work besides assisting in the alleviation of the pent-up demand for entertainment by people after having been confined mostly at home for approximately 2 years during the Covid-19 pandemic period.

All **KARAOKE MANEKINEKO** outlets are decorated with their trademark "beckoning cat" and themed as family-friendly, thus offering reasonable pricing, cleanliness, safety, and friendliness from well-trained staff in the famous hospitality ways of Japan. The outlets having a music library of over 300,000 songs are also designed for the patronage of all generations of Malaysians from all races.

The KOSHIDAKA Group has chosen Malaysia as the regional group office in South-East Asia as they believe Malaysia has a strong economy, a welcoming administration, a well-educated workforce, and a well-developed infrastructure. These much-desired strategic factors have converted Malaysia into a desirable investment destination for international investors, including KOSHIDAKA.

According to Managing Director, Akira Zama, "The **KARAOKE MANEKINEKO** chain is catered for karaoke lovers from all races who would love a pocket-friendly, fun singing session with unlimited soft drinks and snacks. With our stylishly decorated VIP room that has the capacity to accommodate up to 30 persons, organizing private events for an intimate corporate, family, and social gathering with us can be such a breeze besides creating truly memorable events."





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Mr. Zama elaborated, “At **KARAOKE MANEKINEKO**, not only do we provide entertainment, we intend to play our part in contributing favourably to the Malaysian economy with a total direct investment of MYR270 million which will assist in providing at least 1,000 jobs for Malaysians. Furthermore, with the Bukit Bintang outlet being located at the busiest commercial location in Malaysia, and hence an investment of more than twice of a normal outlet, we believe that we are showing our commitment to fulfilling and furthering our focus on the expansion of our business in Malaysia”.

KOSHIDAKA Malaysia will continue to expand its **KARAOKE MANEKINEKO** foothold strategically in Malaysia. Throughout its ongoing expansion, KOSHIDAKA Malaysia is committed to and will adhere to its core principles and passion – exceptional service and experience, quality, and diversity.

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## ABOUT KOSHIDAKA MALAYSIA

KOSHIDAKA Malaysia has been established in 2018, as part of the KOSHIDAKA group of companies under KOSHIDAKA Holdings Co., Ltd which holds its headquarters in Tokyo, Japan, and is listed at the 1<sup>st</sup> Section of the Tokyo Stock Exchange. KOSHIDAKA Holdings opened its 1<sup>st</sup> karaoke outlet in 1990 and is currently of Japan's largest major karaoke chains with over 600 outlets nationwide.

As the regional group office in South-East Asia, KOSHIDAKA Malaysia manages the operations of **KARAOKE MANEKINEKO** outlets in Thailand, Indonesia, and Malaysia. KOSHIDAKA Malaysia has developed into Malaysia's leading and most progressive karaoke entertainment provider with a clear mission statement to reward customers with the best karaoke experience possible within creative and exciting themed concept rooms.

KOSHIDAKA Malaysia manages and operates the **KARAOKE MANEKINEKO** outlets in Malaysia located at: -

- Sunway Giza Mall;
- EkoCheras Mall;
- Paradigm Mall;
- Central I-City;
- Sunway Putra Mall;
- Sunway Velocity Mall;
- Avenue-K;
- BMC Mall;
- United Point Mall; and
- Bukit Bintang.

### Find us on:

Website: <https://www.karaokemanekineko.my/>

Facebook: <https://www.facebook.com/KaraokeManekinekoMalaysia>

Instagram: [https://www.instagram.com/manekineko\\_malaysia/](https://www.instagram.com/manekineko_malaysia/)

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