

July 1, 2015

To whom it may concern:

Notice of Store Re-Opening: Laox Akihabara Asobit City Store

Following renovation and expansion work, Laox Co., Ltd. (Headquarters: Minato-ku, Tokyo; Representative Director & CEO: Yiwen Luo; Securities Code: 8202; “Company” hereinafter) on July 5, 2015, will re-open Asobit City, a general hobby goods store selling products related to videogames and anime. Featuring duty-free floors and hobby goods floors selling anime, gaming merchandise, and other goods, the renovated store will be known as the Laox Akihabara Asobit City Store.

According to data from the Japan National Tourism Organization, the number of foreign visitors to Japan in March 2015 jumped 49.6% year on year to 1.642 million. The popularity of travel to Japan appears set to continue growing.

Akihabara Electric Town, where Laox Akihabara Asobit City Store is located, is a popular destination for visitors to Japan. The district features a constant bustle of foreign tourists ranging from tour groups visiting for duty-free shopping to individuals attracted to the *Akiba* culture (Akihabara *otaku* culture) of anime, games, and manga.

The recent work expands Laox Akihabara Asobit City Store from five floors to seven floors. The bottom four floors are duty-free floors offering a range of high-quality, made-in-Japan products. Providing a fascinating taste of *Akiba* culture, the top three hobby goods floors sell Japanese anime goods, character goods, popular collaborative products, and more.

The company goal is to transmit the Japan Premium worldwide. This Japan Premium is comprised of three elements for rediscovering Japanese-style value: a Store Premium, delivered by providing global customers with hospitality; an MD Premium, delivered through our lineup of attractive, made-in-Japan products; and a Human Resources Premium, delivered by developing human resources whose perspective reflects a global outlook.

Overview of the Laox Akihabara Asobit City Store:

Address: 1-15-18 Sotokanda, Chiyoda-ku, Tokyo

Tel: 03-5298-3581

Fax: 03-5298-3585

Leased floor area: 1,377.85 m² (416.80 *tsubo*)

Hours of operation: 9:00 a.m. – 8:00 p.m.

Opening date: July 5, 2015 (the hobby goods floors (5F–7F) are scheduled to open on July 15)

Products sold:

1F: Audiovisual products (digital cameras, movies)

2F: Hair and beauty products, household appliances

3F: Craft products

4F: Made-in-Japan and imported watches

5F – 7F: Hobby goods, including games and anime goods

Contact Information for inquiries regarding this matter:

Yamazaki or Oki, IR Promotion, President Management Planning Dept., Laox Co., Ltd.

Tel: 03-6852-8881