

To whom it may concern:

Notice of New Store Opening: Laox Hakodate Red Brick Store

On May 22, 2015, Laox Co., Ltd. (Headquarters: Minato-ku, Tokyo; Representative Director & CEO: Yiwen Luo; Securities Code: 8202; “Company” hereinafter) will open a new store, the Laox Hakodate Red Brick Store, as described below. This will be our sixth new store this fiscal year and bring the total number of stores we operate nationwide to 21.

Having set forth a vision for leading the inbound market and evolving into a global company, the company operates three businesses: the domestic store business, the branch store business to China, and the foreign trade business. We’re focusing in particular on strengthening our domestic store operations by opening stores countrywide, mainly in the regions popular with visitors from abroad: the Tokyo Metropolitan Area, Hokkaido, Osaka, Kyushu, and Okinawa.

Hakodate, where the Laox Hakodate Red Brick Store will be located, was Japan’s first port for international trade, commencing trade with other countries in 1859. To this day, it retains many buildings and streets that reflect a Western influence. Since that time, it has flourished as the gateway to Hokkaido and is now one of the island’s most famous tourist destinations. Well-known sites and sightseeing spots including the port, churches, and Mount Hakodate have made it a popular destination for visitors from both Japan and overseas.

The company goal is to transmit the Japan Premium worldwide. This Japan Premium is comprised of three elements: 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 Hakodate Red Brick Store:

Address: 1F, Kanemori Youbutsukan K-20, 13-9 Suehiro-cho, Hakodate, Hokkaido

Tel: 0138-24-3111

Fax: 0138-24-3112

Floor area 169.06 m² (51.14 *tsubo*)

Hours of operation: 9:30 a.m. – 7:00 p.m. (subject to seasonal changes)

Opening date: May 22, 2015

Products sold: watches, household appliances, cosmetics, health foods, folk and traditional crafts, daily goods, hobby goods, toys, etc.

Contact Information for inquiries regarding this matter:

Yamazaki or Oki, IR Promotion, President Management Planning Dept.,

Laox Co., Ltd.

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