



August 30, 2016  
Laox Co., Ltd.

## Notice of New Store Opening, “Laox Osaka Dotonbori Store”

Laox Co., Ltd. (Headquarter: Minato-ku, Tokyo; President and Representative Director: Yiwen Luo; Securities code: 8202; “our company” hereinafter) is announcing that “Laox Osaka Dotonbori Store”\*<sup>1</sup> will start operating as a new, regular store from Saturday October 1, 2016. This store will be our 8<sup>th</sup> store\*<sup>2</sup> in the Osaka area.

Dotonbori, where the “Laox Osaka Dotonbori Store” is to be located, has prospered as a town of theater where kabuki performances and the like are performed, and, even now, the streets of the mecca of drama and performances are filled with tourists from inside and outside Japan. The exterior of the first floor and second floor of the “Laox Osaka Dotonbori Store” is covered with glass, making this a street-level store with a characteristic design that attracts the attention of people passing by. The interior is equipped with a sales floor that specializes in personal items such as cosmetics, hair and beauty products, and home electronics, as well as Japanese-made watches that are highly popular outside Japan, and products such as figurines that are related to different subcultures of Japan, so this will be a store where all generations of shoppers from both inside and outside Japan can have an enjoyable shopping experience.

Our company plans to unearth the appeals of each region of Japan in order to focus on expanding our “abundant made-in-Japan merchandise line” and our “Japanese style hospitality and service” that will create further demand for travel to Japan, so that we will be able to convey the appeals of Japan to our customers from all over the world.

\*<sup>1</sup>: Using the opening of this new store as an opportunity to clarify the names of all our stores in the Dotonbori area, the name of the current “Laox Osaka Dotonbori Store” that opened on June 28, 2014 will be changed to “Laox Osaka Dotonbori Ebisubashi Store” as of October 1, 2016.

\*<sup>2</sup>: The total number of stores in the Osaka area would have been 9, but because one of these, the “Laox Shinsaibashi Opa Store”, closed in August of 2015, this shop will be our 8<sup>th</sup> shop in the area.

### “Laox Osaka Dotonbori Store” Shop Information

Address: Dragon Gate Building, 1-4-23 Dotonbori, Chuo-ku, Osaka-shi

TEL: 06-6212-0501

FAX: 06-6212-0502

Contract area: 1168.06 m<sup>2</sup> (353.34 tsubo)

Business hours: AM 10:00-AM 3:00 (planned hours)

Opening date: Saturday, October 1, 2016 (Only the first floor will open on this date, and the grand opening is scheduled for the middle of November.)

Products: **1F** Cosmetics, medicine, consumer electronic haircare and beauty products, household goods, home electronics

**2F** Watches, audio devices, toys



Image of "Laox Osaka  
Dotonbori Store"

Contact Information for inquiries regarding this matter:

Corporate Planning Department, Laox Co., Ltd.

Tel: 03-6852-8881