

July 21, 2015

To whom it may concern:

**Notice of New Store Opening: Laox International Flagship Store on
Tmall Global – China’s Leading EC Site**

On August 1, 2015, Laox Co., Ltd. (Headquarters: Minato-ku, Tokyo; Representative Director & CEO: Yiwen Luo; Securities Code: 8202; “Company” hereinafter) will open the Laox International Flagship Store on Tmall Global, the international version of Tmall, China’s largest B2C shopping website. This is our fifth store on overseas EC sites, adding to stores on the Japan section of Ginren Online Mall, on Rakuten Global Market, on Suning.com (Suning.com Laox Flagship Store), and on Amazon USA. As a flagship store, it will be our largest after the Suning.com Laox Flagship Store.

The Company operates three main businesses: the Domestic Sales Business, the Branch Store Business in China, and the Foreign Trade Business. It is seeking to transmit the Japan Premium, a concept for rediscovering Japanese-style value, worldwide.

As the EC market in mainland China grows, made-in-Japan products have grown increasingly popular, and the number of agents handling Japanese goods has gradually grown as well. According to iResearch, the total value of transactions in the China EC market (B2C and C2C) in 2014 was 2.789 trillion yuan (approx. 56 trillion yen). This figure is expected to top 3.955 trillion yuan (approx. 79 trillion yen) in 2015.

By offering a wide range of high-quality, safe, and popular Japanese products, the flagship store will demonstrate Laox's strengths. Our ultimate goal is to establish Laox as the go-to brand for made-in-Japan products.

For the opening of the store on Tmall Global, we will take advantage of Alibaba Group's China Express service to enhance convenience for customers and to ensure that the site is adequately administered in every area, from completing opening procedures to building the site, formulating strategies to promote the site, implementing site promotions, providing customer service, and handling logistics and settlement.

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