

August 6, 2015

To whom it may concern:

Notice of Store Relocation and Expansion: Laox Daimaru Shinsaibashi Store

On September 1, 2015, Laox Co., Ltd. (Headquarters: Minato-ku, Tokyo; Representative Director & CEO: Yiwen Luo; Securities Code: 8202; “Company” hereinafter) will reopen the Laox Daimaru Shinsaibashi Store. The store will relocate from its current home in the North Building of Daimaru Shinsaibashi to a larger space in the South Building, as described below.

Having set forth a vision of leading the inbound market and growing 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 are focusing in particular on strengthening our domestic store business by opening stores across the country, particularly in key regions popular with visitors from abroad: the Tokyo metropolitan area as well as Hokkaido, Osaka, Kyushu, and Okinawa. Of these, the Osaka area is currently attracting numerous foreign tourists thanks to growth in international passenger flights offered by low-cost carriers (LCCs) and energetic efforts to promote tourism in Japan.

Since opening in the North Building this past March, the Laox Daimaru Shinsaibashi Store has proven very popular among foreign tourists to Japan, welcoming increasing numbers of tour groups and individual customers out strolling in the Shinsaibashi area. After relocating to the South Building, Laox Daimaru Shinsaibashi will offer a wide-ranging product lineup, including home appliances for overseas use, jewelry, cosmetics, and traditional crafts, seeking to provide high-quality made-in-Japan merchandise to even larger numbers of foreign tourists on a sales floor 3.6 times larger than the space in the North Building. The store’s location on the same floor as Daimaru’s duty-free counter will make it even more convenient for foreign tourists.

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 Daimaru Shinsaibashi Store

Address: 5F, South Building, Daimaru Shinsaibashi Store, 1-7-1 Shinsaibashisuji, Chuo-ku, Osaka

Leased floor space: 386.6 m<sup>2</sup> (117.2 *tsubo*)

Hours of operation: 10:00 a.m. – 8:00 p.m. (subject to change)

Opening date: September 1, 2015

Products sold: household appliances, cosmetics, jewelry, folk and traditional crafts, general merchandise, health foods, etc.

Contact Information for inquiries regarding this matter:

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