

July 16, 2015

To whom it may concern:

Notice of New Store Opening: Laox Haneda International Airport Store

On October 21, 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 Haneda International Airport Store, as described below. This will mark our eleventh new store this fiscal year, bringing the total number of stores we operate nationwide to 25.

According to data from the Japan National Tourism Organization, the number of foreign visitors to Japan in 2015 as of the end of May had reached 7.5 million, making it increasingly probable that the Japan Tourism Agency’s target figure of 20 million foreign tourists in 2020 will be reached. With Haneda Airport internationalizing and celebrating the fifth anniversary of the opening of the Keikyu Line Haneda Airport International Terminal Station on October 21 and with numbers of foreign visitors to Japan soaring, the retail zone inside the aforementioned station will be revamped and a new duty-free retail zone established. The airport is also positioning itself as a gateway to Japan and energetically working to attract foreign visitors. As one example, Japan’s largest low-cost carriers (LCC) will begin operating flights there in August of this year.

Located on the third floor of the Haneda Airport International Terminal Station, the Laox Haneda International Airport Store will be connected directly to the departure lobby. It will serve as a convenient pre-departure shopping spot where passengers can spend time shopping just before returning home. Designed with a stronger focus on delivering customer satisfaction, the store will offer a wide range of made-in-Japan products popular overseas, as well as made-in-Japan products available only at Laox.

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 Haneda International Airport Store

Address: Keikyu Line Haneda Airport International Terminal Station (3F), 2-6-5 Haneda Airport, Ota-ku, Tokyo

Leased Floor area: 93 m² (28.13 *tsubo*)

Hours of operation: 8:00 a.m. – 10:30 p.m.

Opening date: October 21, 2015

Products sold: household appliances, souvenirs, general merchandise

Map of the duty-free retail zone (3F Departure lobby)

3F Departure lobby

Laox Haneda International Airport Store

Contact Information for inquiries regarding this matter:

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