

【 Monthly Status Report for FY 2017 】

Jul 19st, 2017
Tokyo Stock Exchange
2nd section, 8202

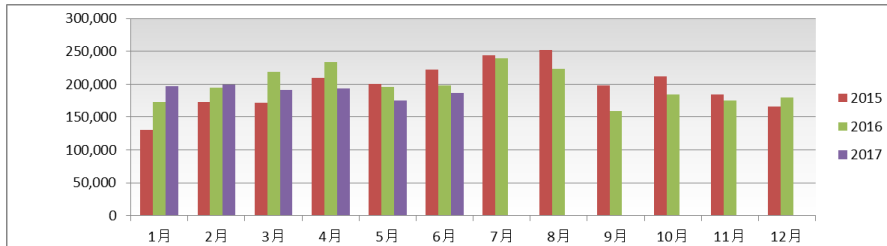
Corporate Planning Section, President's Office

These data are preliminary figures related to Laox's domestic store sales.
Please be advised that starting from this financial year, we will not publish the average purchase per customer.
※ The number of customers who paid for merchandise at Laox stores.

Status of the inbound industry

All Laox stores in Japan	Jan~Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Number of paying customers ※	2015	130,141	172,900	172,016	210,073	200,526	221,884	244,341	252,475	197,978	212,066	184,357	166,055
	2016	172,890	194,220	218,365	233,924	196,335	198,007	238,951	223,826	159,488	184,487	175,112	179,692
	YoY growth rate	+ 32.8%	+ 12.3%	+ 26.9%	+ 11.4%	- 2.1%	-10.8%	- 2.2%	- 11.3%	- 19.4%	-13.0%	- 5.0%	+ 8.2%
	2017	197,136	198,983	191,867	193,553	175,756	186,501						
	YoY growth rate	+ 14.0%	+ 2.5%	- 12.1%	-17.3%	-10.5%	-5.8%						

■ Number of paying customers



■ Inbound Topics

- 2,347 thousand foreign tourists visited Japan in Jun, a year-on-year increase of 118.2%, and a record for the month, while the number of Chinese visitors to the country was 587 thousand, a year-on-year increase of 100.8%. ※Data published by Japan National Tourist Organization (JNTO)
- According to Japan Cruise Report published by Ministry of Land, Infrastructure, Transport and Tourism, 277 cruise ships visited Japan in June (1.33 times the number a year earlier)
※ The number of visits by both foreign and Japanese cruise ships

New store openings

40 stores as of the end of Jun. 2017

New openings

Date	Store name	Store area	Date	Store name	Store area
Mar.6th	Sasebo Store	297.52m ²	Apr.5th	Sasebo Cruise Ship Terminal Store	52.50m ²
Apr.2nd	Nagasaki International Cruise Ship Terminal Store	40.00m ²			

Closed

Date	Store name	Date	Store name
Jan.10th	Kushiro Airport Store	Mar.28th	Akihabara Asobit City Store
Feb.18th	Sasebo Store	May.30th	Marinoa City Fukuoka Store
Feb.20th	Sapporo Norbesa Store		

■ Laox's Measures

- Opened "Japan Cosme Lounge", a face-to-face cosmetic consultation and retail area, in 3 stores.

In order to further expand the sales of cosmetics that have been on a steady increase, we opened "Japan Cosme Lounge", which sells cosmetics while offering professional consultation such as skin checks, in Akihabara Main Store, Ginza EXITMELSA Store, and Osaka Dotonbori Store, in an effort to serve goods (cosmetics) together with experience (consultation).



- Chiba Port Square Port Town invited about 300 guests including local residents to a facility tour and ceremony on June 30th to celebrate a grand opening the next day.

"I'd like to enjoy lunch at the restaurant." said a guest working in a nearby office building. Another with a preschooler said, "We will come to Link Park (an amusement space for children) on rainy days." Mr. Kumagai, Chiba mayor, Mr. Komatsuzaki, Chiba city assembly chairperson, Mr. Wang, Consul General at the Embassy of the People's Republic of China in Japan and other guests participated in a ribbon cutting ceremony.



Supplementary information

The number of paying customers in June, usually a slow month ahead of summer holidays, increased by 6.0% from the previous month. In particular, the number of paying customers who visited Japan by cruise ship in June was up by 22.3% from May. We will further improve our product selection and customer service in preparation for the summer travel season. Also, in Chiba Port Square Port Town that opened on July 1st, we will take various measures to attract and entertain families from both Japan and abroad.