

# 【 Monthly Status Report for FY 2016 】

Sep 21<sup>th</sup>, 2016  
Tokyo Stock Exchange  
2<sup>nd</sup> section, 8202

Corporate Planning Section, President's Office

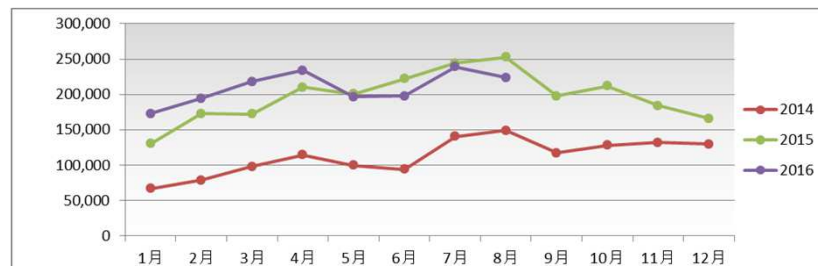
## Status of the inbound industry

※ These data are preliminary figures related to Laox's domestic store sales. Changed from "Ratio to last year" indicated in the previous monthly reports.  
※ Changed from "Total number of visitors to Laox stores" to reflect the number of customers who made purchases at Laox stores.

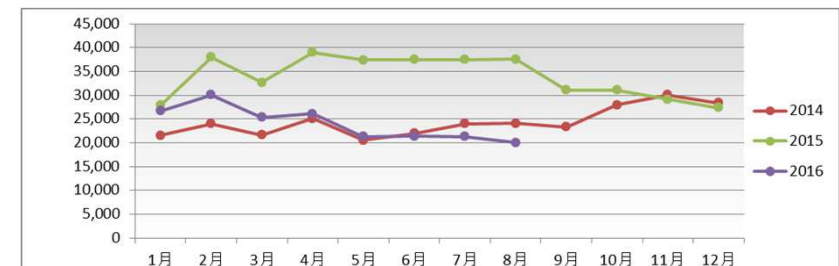
All Laox stores in Japan	Previous year Jan~Dec	2016 Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Percentage of increase or decrease in sales from FY 2014	+173%	+219%	+209%	+162%	+112%	+103%	+105%	+51%	+26%				
Percentage of increase or decrease in sales from FY 2015	+142%	+27%	-11%	-1%	-26%	-44%	-49%	-44%	-53%				
Number of Laox stores at the end of each month	(12月末時点) 33	34	36	37	37	39	41	41	41				

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Number of paying customers ※※	2014	67,062	78,732	97,838	114,698	99,904	94,298	140,616	148,774	117,532	127,893	132,263	129,880
	2015	130,729	172,900	172,016	210,073	200,526	221,884	244,341	252,475	197,978	212,066	184,357	166,055
	2016	172,886	194,224	218,365	233,924	196,335	198,007	238,951	223,826				
Average purchase per customer	2014	21,559	23,987	21,646	25,085	20,571	21,950	23,980	24,032	23,354	27,981	30,084	28,357
	2015	27,767	37,992	32,658	39,021	37,353	37,474	37,489	37,559	31,037	31,037	29,104	27,349
	2016	26,713	30,022	25,372	26,067	21,295	21,404	21,292	20,061				

Number of paying customers



Average purchase per customer



## New store openings

33 stores as of the end of Dec. 2015

New openings					
Date	Store name	Store area	Date	Store name	Store area
Jan. 1st	Kumamoto Suizenji Park Store	1,182.33	May. 21st	Nankainamba Station Store	45.79
Feb. 3rd	Sapporo PARCO Store	100.00	Jun. 1st	Kushiro Airport Store	81.00
Feb. 22nd	Kagoshima Tenmonkan Store	334.53	Jun. 25th	Decks Tokyo Beach Daiba Store	1,889.90
Mar. 1st	Nagoya MARUEI Store	1,757.82	Jul. 23th	Sapporo Tokeidaidori Store	1,215.80
Mar. 25th	Kyoto Marui Store	1,426.11	Jul. 30th	Niigata Airport Store	123.00
May. 10th	Sasebo Store	527.27			
May. 21st	Nankainamba Station Store	45.79			
Closed					
Date	Store name				
Mar. 31st	Nagasaki International Cruise Ship Terminal Store				
Jul. 27th	Kagoshima Tenmonkan Store				
Jul. 31th	Sapporo PARCO Store				

## Supplementary information

While the number of paying customers continues to stay flat, the average purchase per customer is declining with the ratio of family travelers to all tourists visiting Japan on the increase. The shift in behavioral patterns of tourists, from consumption of things to consumption of experiences, is further spreading in the inbound market.

We will continue to strive to increase the number of customers and the average purchase per customer.