

【 Monthly Status Report for FY 2017 】

Feb 23th, 2017
Tokyo Stock Exchange
2nd section, 8202

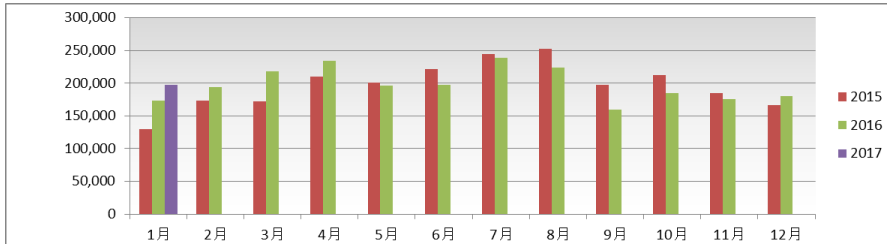
Corporate Planning Section, President's Office

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												
	YoY growth rate	+ 14.0%												

■ Number of paying customers



■ Inbound Topics

- 2,296,000 tourists visited Japan in January, the largest number ever for January and a year-on-year increase of 124%. 636,000 Chinese tourists visited Japan, a year-on-year increase of 132.7%.
※ Data published by Japan National Tourist Organization (JNTO)
- In January and February, people in China showed nervousness about news reports on the unit 2 reactor of the Fukushima No.1 nuclear power plant. However, it remains to be seen how the anxiety will affect Chinese tourists visiting Japan.

■ Measures to increase visitors

Measures to increase FIT (Foreign Individual Traveler) to Laox stores
Billboards featuring Ai Fukuhara , Laox poster girl , (examples)

< Airports in China >

- Shanghai Pudong International Airport
- Shanghai Hongqiao International Airport
- Beijing Capital International Airport

< Subway in China >

- Shanghai People's Square Station
- Beijing Guomao Station
- Guangzhou Zhujiang New Town Station

< Airports in Japan >

- Narita International Airport
- Kansai International Airport
- Chubu Centrair International Airport



New store openings

42 stores as of the end of Dec. 2016

New openings

Date	Store name	Store area	Date	Store name	Store area

Closed

Date	Store name	Date	Store name
Jan. 10th	Kushiro Airport Store		

Supplementary information

While Chinese New Year usually starts in early February, it came at the end of January this year, bringing up both the number of visitors to Japan and the number of paying customers at Laox stores. Also, the brand promotion campaign featuring Ms. Ai Fukuhara as our poster girl that started around last October is beginning to show results. So far, the news reports on the Fukushima No.1 nuclear power plant have had limited effects on our business results, but we will gather relevant information and take necessary measures.