

# 【 Monthly Status Report for FY 2017 】

Nov. 15th, 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.

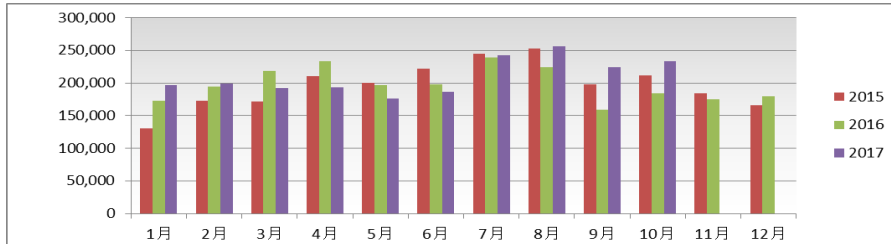
Please be advised that starting from this financial year, we will not publish the average purchase per customer.

※ The number of customers who paid for merchandise at Laox stores. Chiba Port Square's customers are excluded to reflect the inbound market condition only.

## 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	242,348	256,426	224,826	233,389		
	YoY growth rate	+ 14.0%	+ 2.5%	- 12.1%	- 17.3%	- 10.5%	- 5.8%	+ 1.4%	+ 14.6%	+ 41.0%	+ 26.5%		

## ■ Number of paying customers



## ■ Inbound Topics

- 2,595 thousand foreign tourists visited Japan in October, a year-on-year increase of 21.5%, and a record for the month, while the number of Chinese visitors to the country was 664 thousand, a year-on-year increase of 31.1%. \*Data published by Japan National Tourist Organization (JNTO)
- According to the Consumption Trend Survey for Foreigners Visiting Japan published in October, the per capita consumption of foreign visitors to Japan from July to September increased 6.6% from a year earlier, the first year-on-year growth in 7 quarters. Vietnamese (Y-o-Y increase of 60.5%), French (31.5%), and Thai (26.8%) were some of the nationalities whose consumption grew rapidly.

## ■ Laox's Measures

- Held a press conference to announce the production of -GEAR- East Version

We held a press conference to announce the production of -GEAR- East Version in Tokyo on Oct. 25<sup>th</sup>. -GEAR- is a non-verbal performance enormously popular in Kyoto where it has been played over 2000 times. East Version will debut on Dec. 22<sup>nd</sup> at Chiba Port Theater, in a bid to make it an entertainment facility that will satisfy foreign tourists as well as local residents.



- Participated in & cosponsored China Festival 2017

China Festival 2017 was held by its Organizing Committee & the Chinese Embassy on Oct. 21<sup>st</sup> & 22<sup>nd</sup> in Hibiya Park in order to promote cultural exchange & mutual understanding between the Japanese & the Chinese. We cosponsored and participated in this event, putting up a booth to carry out PR activities.



## New store openings

45 stores as of the end of Oct. 2017

### New openings

Date	Store name	Store area	Date	Store name	Store area
Mar.6th	Sasebo Store	297.52㎡	Jul.30th	Miyakojima Store	258.00㎡
Apr.2nd	Nagasaki International Cruise Ship Terminal Store	40.00㎡	Aug.8th	Kagoshima Store	1366.00㎡
Apr.5th	Sasebo Cruise Ship Terminal Store	52.50㎡	Aug.18th	Narita International Airport Terminal 2 Store	65.00㎡
Jul.1st	Chiba Port Square Port Town	12,762.00㎡	Oct.25th	Okinawa American Village Store	592.00㎡
Jul.19th	LaRa TOWN Dazaifu Store	3,075.00㎡			

### 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	Aug.27th	Daimaru Kobe Store

## Supplementary information

The number of paying customers in October rose 26.5% from a year earlier, continuing the positive growth trend compared to 2015 & 2016. We will further increase branding and other PR efforts targeted at foreign tourists before they leave for Japan. Also, 26 of our stores have been registered as "Empty-Handed-Tourism Center", an initiative of the Ministry of Land, Infrastructure and Transport in an effort to offer more convenient service and increase the customer traffic. With the debut of -Gear- East Version in December, all the facilities in Chiba Port Square will be in operation. They will offer dining, shopping, and entertainment all in one place, embodying our goal of enhancing customer satisfaction by merging consumption of goods and consumption of experience.