

## Notice of New Store Opening, "Laox Nankainamba Station Store"

Laox Co., Ltd. (Headquarter: Minato-ku, Tokyo; President and Representative Director: Yiwen Luo; Securities code: 8202; "our company" hereinafter) is announcing that "Laox Nankainamba Station Store" will start operating as a new, regular store from Saturday May 21, 2016. This store will be our 7<sup>th</sup> store in the Osaka region and our 39<sup>th</sup> store in Japan.

This store that we are opening in Nankainamba Station is our first attempt of this kind, as we are opening a store inside the ticket gates of a station.

We anticipate that opening this store will benefit the customers who have been using our stores and will allow us to broaden new customer bases.

Nankainamba Station, which opened in December 1885 (Meiji 18), is a representative terminal station of Osaka Minami that is used by over 240,000 passengers in a single day. Among the various ways in which this station is used, there are naturally many passengers living in the local area who use it to commute to work and to school, but this is also a station that assumes the role of being a transit station that foreigner visitors to Japan use to move from the airport to tourist attractions and from the large city to more rural areas.

As a means of transportation for foreign visitors to Japan, we see many tourists who come here on group tours getting around by sightseeing buses. Also, we also see FIT (free independent traveler) customers, who have been increasing in recent years, gladly choosing the public transportation systems that are used daily by people who live in Japan.

It is said that the consumption styles of foreign visitors to Japan is changing to a tendency of these visitors enjoying the "things" of Japan, but using Japan's means of public transportation will be an important experience for foreign visitors that will allow them to experience the Japanese culture and lifestyle. In that respect, Nankainamba Station is a place where foreign visitors can experience Japan while on their way back to their home countries, as it assumes the role of being a bridge between Japan and the rest of the world.

As a company that provides tax-free shops, we provide shops where even people living inside Japan can shop. The Nankainamba Station Store will be a store where customers living in Japan can naturally, in their usual daily lives, come inside the store to purchase products. By allowing customers to use this store in the area where they live, opening this store will create opportunities for our customers to deepen their understanding of our other shops and our business.

As we have always been doing until now, we are opening a shop that can meet the needs of the many foreign visitors who come to Japan while meeting the needs of the domestic customers who live inside Japan. By providing high-quality and reliable goods as well as the Japanese level of customer service that is well known around the world, we will work to evolve from a tax-free shop to a Japanese quality store.

Our company will strive to deliver the excellence of Japan to the world and establish the "Laox" brand furthermore.

### "Laox Nankainamba Station" Shop Information

Address: Nankainamba Station 3F North Ticket Gate, Namba 5-1-60, Chuo-ku, Osaka-shi, Osaka Prefecture

TEL: 06-6645-5360

FAX: 06-6645-5361

Contract area: 45.79 m<sup>2</sup> (13.85 tsubo)

Business hours: 8:00-22:00

Opening date: Saturday, May 21, 2016

Products: home electric appliance for overseas, cosmetics, medicine, haircare and beauty products, health foods, miscellaneous goods, daily goods, local souvenirs

Contact Information for inquiries regarding this matter:

Corporate Planning Department, President's Office, Laox Co., Ltd.

Tel: 03-6852-8881