

March 24, 2015

Laox to Launch a New Store in Shinsaibashi Opa

Laox Co., Ltd. (Headquarters: Minato City, Tokyo; President and CEO: Yiwen Luo; TSE code: 8202; hereinafter 'Laox') announces the opening of their Laox Shinsaibashi Opa Store within Shinsaibashi Opa in Osaka City, Osaka. This will be the forth store launched in this fiscal year, bringing the total to 19 stores.

According to the Japan National Tourism Organization (JNTO), the number of overseas tourists to Japan in February 2015 reached a monthly record high of 1,387,000 visitors, up 57.6% from the previous year. With the deregulation on visa applications to Japan, the expansion of duty-free and consumption tax coverage, and the continuing trend of the weaker yen, there are high expectations of an increasing demand for tours to Japan.

Laox is building a duty-free network centered around the popular areas for overseas tourists. While reinforcing stores nationwide starting with Tokyo, and branching out to Hokkaido, Osaka, Kyushu, and Okinawa, after opening the Daimaru Shinsaibashi Store on March 7, we have decided to launch another store in Osaka City, a major city in the Kinki region where the number of overseas tourists is increasing.

According to statistics from the Japan Tourism Agency and JNTO, the number of overseas tourists to Osaka in 2014 was a record high of 3.73 million, a significant increase from 2.62 million visitors in 2013. Known as the Golden Route, it is a crowd-pleasing area with the largest number of low cost carrier (LCC) international flights in Japan at Kansai International Airport and intensive promotional campaigns overseas to visit Japan.

This Shinsaibashi Opa Store is easy to access as it is connected by an underpass to Shinsaibashi Station on the Midosuji and Nagahori Tsurumi Ryokuchi Subway Lines.

Laox Co., Ltd.

Laox is committed to strengthening its inbound business as well as becoming a global company. We hope you will share our visions with us.

Overview of Laox Shinsaibashi Opa Store

Location: 8th Floor Main Building, Shinsaibashi Opa 1-4-3
Nishi-shinsaibashi, Chuo-ku, Osaka City, Osaka

Telephone: +81-6-6253-0770

Fax: +81-6-6253-0771

Floor space: 29.7 m² (9 *tsubo*)

Hours: 09:00 to 21:00

Launch: April 4, 2015

Merchandise: Overseas electrical household appliances, daily goods,
travel goods

Inquiries and contact:

Ms. Yamasaki or Ms. Oki

IR Public Relations

Management Planning Department

Laox Co., Ltd.

Telephone: +81-3-6852-8881