

Laox Co., Ltd.

January 26, 2015

Laox to Launch a New Aeon Mall Narita Store

Laox Co., Ltd. (Headquarters: Minato City, Tokyo; President and CEO: Yiwen Luo; TSE code: 8202; hereinafter 'Laox') announces the opening of their Laox Aeon Mall Narita Store within Aeon Mall Narita in Narita City, Chiba Prefecture.

According to the Japan National Tourism Organization (JNTO), the number of overseas tourists to Japan in 2014 exceeded 13.41 million visitors, a record-high year-on-year increase of 29.4%. The Japan Tourist Agency now believes that their goal of 20 million overseas visitors in 2020 is attainable.

Laox is building a duty-free network centered around the popular areas for overseas tourists. While reinforcing stores nationwide starting with Tokyo such as Akihabara, Ginza, Shinjuku, and Odaiba, in recent years we are branching out to Hokkaido, Osaka, Kyushu, and Okinawa. Now we have decided to launch a store in Narita City near the international airport.

Narita City in Chiba Prefecture had 13 million visitors in 2013, of which 1.3 million were from overseas. Chiba Prefecture is always ranked high among prefectures by the rate of overseas visitors.

Many overseas tourists come to Japan for shopping, and so large shopping centers are becoming increasingly popular year by year. Our new store in Aeon Mall Narita offers easy access, with an hourly shuttle bus from Narita Airport.

Laox's concept in creating stores is based on the Japan Premium concept: providing an attractive product lineup and relaxing ambience that is also impressive and thrilling. We are committed to reinforcing our products and services, such as hiring multi-lingual staff and delivering a seamless duty-free process where our visitors can not only purchase what they want but also enjoy their shopping experience. Our aim is to provide customer-satisfaction to our

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overseas visitors.

We hope to share our visions with our customers. Laox is committed to strengthening its nationwide duty-free network.

Overview of Laox Aeon Mall Narita Store

Location: 24 Wing Tsuchiya, Narita City, Chiba Prefecture

Telephone: +81-476-20-2010

Fax: +81-476-20-2011

Floor space: approximately 148.5 m² (approximately 45 *tsubo*)

Hours: 10:00 to 22:00 (Open year-round)

Launch: February 15, 2015 (TBD)

Merchandise: Household electrical appliances (including for overseas use), watches and clocks, jewelry, cosmetics, food and other products

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