

March 2, 2015

Laox to launch a new Daimaru Shinsaibashi Store

Laox Co., Ltd. (Headquarters: Minato City, Tokyo; President and CEO: Yiwen Luo; TSE code: 8202; hereinafter 'Laox') announces the opening of their Laox Daimaru Shinsaibashi Store within Daimaru Shinsaibashi in Osaka City, Osaka.

According to the Japan National Tourism Organization (JNTO), the number of overseas tourists to Japan in fiscal 2014 reached 13.41 million visitors. January 2015 recorded 1,218,000 visitors, up 29.1% from the previous year. This increase was spurred by the deregulation on visa applications to Japan, the expansion of duty-free coverage, and the weaker yen making a trip to Japan more affordable. This trend is expected to accelerate, with forecasts for 20 million visitors by 2020.

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, we have decided to launch a store in Osaka City, a major city in the Kinki region where the number of overseas tourists is increasing.

With the largest number of low cost carrier (LCC) international flights in Japan, Kansai International Airport in Osaka is an attractive gateway for overseas tourists. Following Tokyo, roughly 30% of overseas tourists come to visit Osaka. Known as the Golden Route, it is always a popular standard sightseeing destination for overseas tourists.

According to statistics on the number of overseas tourists, many come to Japan for shopping, with total consumption during their stay exceeding 2 trillion yen. Among the shopping areas, the reputation of well-known Japanese department stores is rising yearly. This new store in Daimaru Shinsaibashi is well located

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with a direct underpass from Shinsaibashi Station on the Midousuji Subway Line.

This will be our fifth store in the Kansai region. We expect the number of overseas tourists to increase throughout Japan and are actively setting up stores in West Japan.

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.

Overview of Laox Daimaru Shinsaibashi Store

Location: 5th Floor North Wing, Daimaru Shinsaibashi, 1-8-3
Shinsaibashisuji, Chuo-ku, Osaka City, Osaka

Telephone: +81-6-6252-3301

Fax: +81-6-6252-3302

Floor space: 106 m² (32.1 *tsubo*)

Hours: 10:00 to 22:30 (Open year-round except January 1)

Launch: March 5, 2015

Merchandise: Overseas household electric appliances, arts and crafts, sundries, jewelry (coral), cosmetics, health foods, and sweets

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