

Laox Co., Ltd.

March 31, 2015

Laox to Launch a New Store at Nagasaki International Cruise Ship Terminal

Laox Co., Ltd. (Headquarters: Minato City, Tokyo; President and CEO: Yiwen Luo; TSE code: 8202; hereinafter 'Laox') announces the opening of their Nagasaki International Cruise Ship Terminal Store on April 2 at Nagasaki International Cruise Ship Terminal, their 20<sup>th</sup> store and fourth of this year.

Laox, a leader in inbound marketing with a vision to become a global company, is focusing its operations on the domestic store business, branch store business to China, and foreign trade business. Regarding the domestic store business, we have launched stores in popular shopping areas for overseas tourists in Japan starting off in Tokyo. We are reinforcing our stores on a national level in Hokkaido, Osaka, Kyushu, and Okinawa. This Nagasaki International Cruise Ship Terminal Store will be the fifth store in the Kyushu and Okinawa area.

Our Nagasaki International Cruise Ship Terminal Store is located in the Matsugae International Cruise Ship Terminal Building in Nagasaki Port. This terminal building was built to cater for international cruise ships that call at the port, and includes facilities such as a multi-purpose hall and outdoor theater used not only by overseas tourists visiting Japan but also by locals as a place to gather socially.

Laox will expand its business globally by promoting the Japan premium, rediscovering the following three core values: a store premium that concentrates on hospitality to customers; a MD premium of providing an attractive made-in-Japan broad product lineup; and a human premium based on training global human resources.

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## Overview of the Nagasaki International Cruise Ship Terminal Store

Location: 7-16 Matsugae, Nagasaki City, Nagasaki Prefecture

Telephone: +81-95-816-3003 (\*Same as Nagasaki Glover-dori Store)

Floor space: 40 m<sup>2</sup> (12 *tsubo*)

Hours: 09:00 to 18:00 (\*Subject to change depending on the schedule of each cruise ship and the itinerary of travel agencies)

Launch: April 2, 2015

Merchandise: Household electric appliances, health food, cosmetics, watches and clocks (\*Constantly subject to change depending on the cruise ship)

### Map

\*The location of the Nagasaki International Cruise Ship Terminal Store and Nagasaki Glover-dori Store.

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