

To whom it may concern:

Notice of New Store Opening: Laox Otaru Canal Store (Hokkaido)

On May 29, 2015, Laox Co., Ltd. (Headquarters: Minato-ku, Tokyo; Representative Director & CEO: Yiwen Luo; Securities Code: 8202; "Company" hereinafter) will open a new store, the Laox Otaru Canal Store (Hokkaido), as described below. This will be our seventh new store this fiscal year and bring the total number of stores we operate nationwide to 22.

According to data from the Japan National Tourism Organization, the number of foreign visitors to Japan reached a new monthly high in March 2015, jumping 45.3% year on year to 1.526 million. Various factors have boosted travel to Japan, including the easing of visa requirements for travelers from East and Southeast Asia, the ongoing depreciation of the yen, and the impact of seasonal visit-Japan promotions. Moving forward, travel to Japan appears set to remain brisk.

Otaru features a maritime climate, giving it mild temperature variations from season to season compared to other areas in Hokkaido and allowing visitors to enjoy the rich natural environment year-round. Visitors can view cherry blossoms and trees in new leaf in springtime, enjoy golf and watersports in the summer, view the changing colors of the leaves in the fall, and go skiing in the winter. The canal area where the Laox Otaru Canal Store will be located features a row of historical stone warehouses occupied by various tenants and stretching from Asakusa-bashi Bridge to Chuo-bashi Bridge. The area is a popular destination for tourists from both Japan and overseas.

The company goal is to transmit the Japan Premium worldwide. This Japan Premium is comprised of three elements for rediscovering Japanese-style value: a Store Premium, delivered by providing global customers with hospitality; an MD Premium, delivered through our lineup of attractive, made-in-Japan products; and a Human Resources Premium, delivered by developing human resources whose perspective reflects a global outlook.

Overview of the Laox Otaru Canal Store (Hokkaido):

Address: 2F Asakusa-bashi Otaru Warehouse Building, 5-4 Minato-cho, Otaru, Hokkaido

Tel: 0134-21-2200

Fax: 0134-21-2201

Sales floor area: 247.93 m² (75 *tsubo*)

Hours of operation: 10:00 a.m. – 7:00 p.m.

Opening date: May 29, 2015

Products sold: watches, household appliances, cosmetics, health foods, folk and traditional crafts, daily goods, hobby goods, toys, travel merchandise, etc.

* Artist's impression of exterior view of the Laox Otaru Canal Store (Hokkaido)

Contact Information for inquiries regarding this matter:

Yamazaki or Oki, IR Promotion, President Management Planning Dept., Laox Co., Ltd.

Tel: 03-6852-8881