

May 27, 2015

To whom it may concern:

Notice of New Store Opening: Laox Shinjuku Main Store

On June 6, 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 Shinjuku Main Store, as described below. This new store, our flagship store in the Shinjuku area, will be our eighth new store this fiscal year and bring the total number of stores we operate nationwide to 23.

The company is striving to convey the Japan Premium to our customers 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.

To express this Japan Premium, the design of the Ginza Main Store draws on the theme of Modern Japan. In contrast, the design of the new Shinjuku Main Store will be based on the Beauty of Japan concept. In addition to introducing several new initiatives, including sales of our own brand of apparel and the establishment of a special Muslim Welcome section for Muslim shoppers, the store will strive to achieve ever greater customer satisfaction by providing a relaxing space where customers can refresh themselves and an extensive lineup of popular made-in-Japan products, along with other products made in Japan and available exclusively at Laox.

Laox Shinjuku Main Store: floor guide

8F: Apparel, cafe

7F: Household appliances, beauty and hair-care products, folk and traditional crafts, toys, etc.

6F: Cosmetics, health foods, daily goods, medicine, sweets for souvenirs/gifts, etc.

5F: Watches, jewelry

Artist's impression of the store's fifth floor

Overview of the Laox Shinjuku Main Store

Address: Shinjuku 3-chome Kyodo Building, 1-20 Shinjuku 3-chome, Shinjuku-ku, Tokyo

Tel: 03-5362-7018

Fax: 03-5362-7019

Leased floor space: 2,100 m² (635 *tsubo*)

Hours of operation: 10:00 a.m. – 9:00 p.m.

Opening date: June 6, 2015

Products sold: watches, jewelry, household appliances, cosmetics, folk and traditional crafts, toys, apparel, etc.

Laox to introduce *Origami*, our own apparel brand

Alongside growing demand in recent years for products made in Japan, particularly household appliances, demand for made-in-Japan apparel products has also grown. The Laox Shinjuku Main Store will be the first Laox store to introduce *Origami*, our own apparel brand. Reflecting the attention to detail of Japanese designers, these superior-designed products will deliver uncompromising Japanese quality, from choice of materials to tailoring.

Artist's impression of the eighth-floor apparel section

Special section for Muslim customers installed

In 2010, the world's Muslim population stood at more than 1.6 billion. By 2030, Muslims are projected to account for 26% of the world's population. Starting this spring, the Akihabara Main Store has welcomed many Islamic customers with a special section that features a line of Muslim Welcome food products and a prayer space. The Laox Shinjuku Main Store will also feature not just a prayer space, but a broad-ranging lineup of products selected to satisfy Muslim customers.

Note: Muslim Welcome food products are free of pork, pork-derived ingredients and alcohol-containing ingredients.

Be sure to keep an eye on Laox as we continue to develop premium stores that reflect our original ideas and concepts, as well as deliver innovation and satisfaction.

Contact Information for inquiries regarding this matter:

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