

May 26, 2015

To whom it may concern:

Notice of New Store Opening: Laox Ginza EXITMELSA Store (Tentative Name)

On September 18, 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 Ginza EXITMELSA Store (tentative name), as described below. This new store will be our ninth new store this fiscal year, bringing the total number of stores we operate nationwide to 24.

Having set forth a vision of leading the inbound market and growing into a global company, the Company operates three businesses: the domestic store business, the branch store business to China, and the foreign trade business. We are focusing in particular on strengthening our domestic store business by opening stores across the country, particularly in key regions popular with visitors from abroad: Tokyo metropolitan area, Hokkaido, Osaka, Kyushu, and Okinawa.

Based on the “Modern Japan” concept, our popular Ginza Main Store offers a lineup of products and services that bring traditional Japanese craft products and the essence of Japan to customers. Tentatively named the Laox Ginza EXITMELSA Store, this new store will be based on a more up-to-the-minute “pop” image of Japan. To create a relaxed shopping ambience, it will offer plenty of space, along with an extensive lineup of made-in-Japan and unique-to-Laox products. We hope this store will add to the satisfaction of visiting shoppers.

Laox strives to bring the Japan Premium to the world. This Japan Premium is comprised of three elements: a Store Premium, delivered by providing hospitality to global customers; 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 Ginza EXITMELSA Store (tentative name)

Address: 4F (part of), 5-6F (all), 5-7-10 Ginza, Chuo-ku, Tokyo

Leased floor space: 4F: 69.26 m² (20.95 *tsubo*), 5-6F: 1,517.36 m² (459 *tsubo*)

Hours of operation: 11:00 a.m. – 8:00 p.m.

Opening date: September 18, 2015 (tentative)

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

* Artist's impression of the store's sixth floor

Contact Information for inquiries regarding this matter:

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