

Notification Related to Acquisition of Mode Et Giacomo Co., Ltd. Stock

Notice is hereby given that on July 1, 2015 LAOX Co., Ltd. (hereinafter "the Company," headquartered in Minato Ward, Tokyo/Representative Director and President Luo Yiwen/security code 8202) expects to acquire 100% of the stock of Mode Et Giacomo Co.,Ltd. which will become a subsidiary.

Based on the Company's "Second medium term management plan" released on February 12, 2012, the Company plans to promote reinforcement of 3Japan premiums": "Shop premium," "MD premium," and "Human resources premium." The "MD premium" in particular expands the attractive Made in Japan merchandise composition, and for LAOX is an important element in achieving the medium term plan's goals.

Mode Et Giacomo develops its high fashion women's shoe original brands "carino," "MEDA" and "D'ICI" through such routes as department stores, shopping centers and EC sites. It possesses its own directly managed plants in Japan, and with its high technology and experience has fully equipped an environment for manufacture of Made in Japan merchandise.

In recent years, Made in Japan apparel, shoes and miscellaneous goods have gained popularity among foreign visitors to Japan. Because the merchandise has become scarcer, acquisition of the Mode Et Giacomo stock will not only promote reinforcement of our "MD premium," but also be an opportunity to convey to worldwide customers the Japan Premium we are aggressively unearthing.

" Mode Et Giacomo"

Trade name: Mode Et Giacomo Co.,Ltd.

Location: Column Minami Aoyama, 3F,Minami Aoyama 7-1-5,Minato Ward, Tokyo,Japan






Established: August 1975

Capital: ¥30 million

Representative: Yuzuru Sato, Representative Director and President

Business content: Planning, import, retailing and wholesaling of women's shoes, bags and leather goods

■ Principal brands handled

	<p>From on-style in the office to fashion off-style on the street, this is a brand chosen by authentic women expressing their flashing light sense.</p>
	<p>This is the elegance brand for adults knowledgeable about luxury. While possessing originality, this is for high-sense women who always challenge new styles. This elegance brand proposes elegant and high quality merchandise.</p>
	<p>These are articles of rare beauty, specially selected for materials, detail and quality. Acquired carefully and worn continuously, this is a special elegance for people who love shoes.</p>
	<p>Lighter than bare feet. Easy, simple and free, forms. Best for free and easy wear, the brand offers designs that show feet beautifully.</p>
	<p>This brand is luxuriously casual for use in the everyday scene. Elegant elements are fused in a sporty and comfortable feeling.</p>