

July 14, 2015

To whom it may concern:

Notice Concerning Launch of New Services with NTT Docomo
for Foreign Visitors to Japan

From October 2015, Laox Co., Ltd. (Headquarters: Minato-ku, Tokyo; Representative Director & CEO: Yiwen Luo; Securities Code: 8202; “Company” hereinafter) will begin drawing on the mobile network of NTT Docomo, Inc. (Headquarters: Chiyoda-ku, Tokyo; Representative Director & CEO: Kaoru Kato; Securities Code: 9437; “Docomo” hereinafter) to provide new services for foreign visitors to Japan.

The Company operates three main businesses: the Domestic Sales Business, the Branch Store Business in China, and the Foreign Trade Business. In the Domestic Sales Business, we became involved with the domestic duty-free business at an early stage and currently operate Japan’s largest chain of duty-free general appliance stores. Based on this business, we are taking action to transmit the Japan Premium to customers from all over the world. 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.

This new services will be launched by making use of a strategic cooperation framework agreement (SCFA)*1 concluded among three companies: Docomo; China Mobile Communications Corporation (“China Mobile” hereinafter), a Chinese telecommunications

carrier; and KT Corporation (“KT” hereinafter), a South Korean telecommunications carrier. The plan is for China Mobile and KT customers, who will be given access to international roaming services provided by Docomo’s network while in Japan, to receive digital coupons they can use when shopping at Laox, useful information on products, and so forth.

We also intend to take advantage of the launch of these services to harness big data to improve our marketing to foreign visitors. We plan to explore ways of creating an environment that supports customers visiting Japan from abroad in various ways.

Through these services, the Company will strive to increase customer satisfaction.

*1 Docomo, China Mobile, and KT signed this SCFA in January 2011. Since then, the three companies have worked closely to enhance the convenience of various services. For example, they already offer international LTE roaming in the three countries of Japan, China, and South Korea, and provide mutual access to content and so forth.

Contact Information for inquiries regarding this matter:

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