

August 6, 2015

To whom it may concern:

Notice of New Store Opening: Laox Daimaru Fukuoka Tenjin Store

In early October 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 Daimaru Fukuoka Tenjin Store, as described below. The Laox Daimaru Fukuoka Tenjin Store will be our fourth store to open inside a department store this year.

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: the Tokyo metropolitan area as well as Hokkaido, Osaka, Kyushu, and Okinawa.

The city of Fukuoka is known not just for convenient airport access and growing numbers of low-priced flights offered by low-cost carriers (LCCs) and other airlines, but as Japan’s second most popular destination port for cruise ships in fiscal 2014, behind only Yokohama. The Company’s flagship Laox Canal City Hakata Store also attracts large numbers of foreign tourists.

The Laox Daimaru Fukuoka Tenjin Store will be located the Tenjin area, a major Fukuoka shopping area lined with department stores, shopping malls, and other retail facilities and a popular destination for foreign tourists. The store’s location on the same floor as Daimaru’s duty-free counter will make the Laox Daimaru Fukuoka Tenjin Store even more convenient for foreign tourists. The store will seek to deliver even higher levels of customer satisfaction by stocking numerous popular made-in-Japan products and merchandise available only from Laox.

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 Daimaru Fukuoka Tenjin Store

Address: 5F, East Building (Elgala), Daimaru Fukuoka Tenjin Store, 1-4-1 Tenjin, Chuo-ku, Fukuoka, Fukuoka Prefecture

Leased floor space: 212.2 m² (64.3 *tsubo*)

Hours of operation: 10:00 a.m. – 8:00 p.m. (subject to change)

Opening date: early October 2015 (planned)

Products sold: household appliances, cosmetics, jewelry, folk and traditional crafts, general merchandise, health foods, drugs, etc.

Contact Information for inquiries regarding this matter:

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