

August 6, 2015

To whom it may concern:

Notice of New Store Opening: Laox Daimaru Kobe Store

On September 1, 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 Kobe Store, as described below. The Laox Daimaru Kobe Store will be our second store inside a department store, following in the steps of the Laox Daimaru Shinsaibashi Store, which opened this past March. This new store will bring the total number of stores we operate nationwide to 25 (as of September 1).

According to Japan’s Ministry of Land, Infrastructure, Transport and Tourism, some 416,000 foreign tourists visited Japan by cruise ship in fiscal 2014, up 2.4-fold from the previous year.

The goal for 2020 is to attract one million cruise tourists. The Kobe area, where the Laox Daimaru Kobe Store is located, ranks among Japan’s leading port towns. In fiscal 2014, the Port of Kobe saw the third largest number of port calls by cruise ships in Japan, after the ports

of Yokohama and Hakata. The Port of Kobe is expected to continue attracting cruise ships into the future.

The Laox Daimaru Kobe Store will open in the Kobe area, a destination for growing numbers of foreign tourists. By opening this latest store on the same floor as Daimaru's duty-free counter, the Company is seeking to make shopping even more convenient for foreign tourists.

The store will 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 Kobe Store

Address: 8F, Daimaru Kobe Store, 40 Akashimachi, Chuo-ku, Kobe, Hyogo Prefecture

Leased floor space: 90.0 m<sup>2</sup> (27.2 *tsubo*)

Hours of operation: 10:00 a.m. – 8:00 p.m.

Opening date: September 1, 2015

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

Contact Information for inquiries regarding this matter:

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