

August 6, 2015

To whom it may concern:

Notice of New Store Opening: Laox Daimaru Kyoto Store

On September 12, 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 Kyoto Store, as described below. The Laox Daimaru Kyoto Store will be our third store inside a department store and our first store in the Kyoto area.

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 Laox Daimaru Kyoto Store will be located on Shijo Street, a central retail district in the Kyoto area and one that attracts many foreign tourists. The store’s location on the same floor as Daimaru’s duty-free counter will make it even more convenient for foreign tourists. To deliver even higher levels of customer satisfaction, the store will stock 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 Kyoto Store

Address: 7F, Daimaru Kyoto, 79 Shijo Street, Takakura Nishiiru Tachiurinishimachi, Shimogyo-ku,
Kyoto

Leased floor space: 99.4 m² (30.1 *tsubo*)

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

Opening date: September 12, 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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