

August 4, 2015

To whom it may concern:

Notice of New Store Opening: Laox Shinsaibashisuji Store

On September 5, 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 Shinsaibashisuji Store, as described below.

According to data from the Japan National Tourism Organization, the number of foreign visitors to Japan reached 1,602,000 in June 2015, up 51.8% from June 2014. Projections indicate inbound tourism will remain strong into the future. To achieve its goals of becoming a leader in commerce targeting the inbound tourism market and growing as a global enterprise, the Company is focusing on initiatives in the three business areas of Domestic Sales Business, Branch Store Business in China, and Foreign Trade Business. In the Domestic Sales Business in particular, it is strengthening its store network across Japan, especially in areas popular with foreign tourists like Hokkaido, Kansai, Kyushu, and Okinawa, as well as the Tokyo metropolitan area.

The Osaka area, where the Laox Shinsaibashisuji Store will be located, is home to numerous tourist sites, including Osaka Castle and the Tsūtenkaku tower, as well as clusters of busy retail and entertainment districts. Of these, as one of the most popular shopping districts for foreign visitors to Japan, the Shinsaibashisuji area bustles with numerous tourists from Japan and abroad.

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 Shinsaibashisuji Store

Address: G Building Shinsaibashi 01, 5-3 Shinsaibashisuji 2-chome, Chuo-ku, Osaka

Leased floor space: 775.5 m² (235 *tsubo*)

Hours of operation: 10:00 a.m. – 9:00 p.m.

Opening date: September 5, 2015

Products sold: household appliances, watches, jewelry, cosmetics, food products, general merchandise, craft products, name-brand merchandise, etc.

Contact Information for inquiries regarding this matter:

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