

August 17, 2015

To whom it may concern:

Notice of New Store Opening: Laox Marinoa City Fukuoka Store

On September 28, 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 Marinoa City Fukuoka Store, as described below. This new store will bring to seven the total number of stores operated by Laox in Kyushu.

Data from the Japan Tourism Agency indicates the number of foreign visitors to Japan in June 2015 jumped 51.8% year on year to 1.602 million. The amount spent by these visitors during the April-June period soared 82.5% year on year to 888.7 billion yen, the highest figure ever recorded for a single quarter. Kyushu is also experiencing rapid growth in port calls by cruise ships, further boosting tourist demand for duty-free goods. Our flagship store, the Laox Canal City Hakata Store, already bustles with throngs of foreign customers visiting Japan. Marinoa City Fukuoka, where the Laox Marinoa City Fukuoka Store will be located, is Kyushu’s largest outlet mall. Popular among customers from both Japan and abroad, the location features large specialty stores, restaurants, and other attractions.

Offering a wide range of safe and popular made-in-Japan products, this store will demonstrate Laox’s strengths as a provider of made-in-Japan quality and reflect our goal to establish Laox as the go-to brand for made-in-Japan products.

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 Marinao City Store

Address: 2F Outlet III Building, Marinao City Fukuoka, 2-14-37 Odo, Nishi-ku, Fukuoka-shi, Fukuoka Prefecture

Tel: 092-894-1185

Fax: 092-894-1186

Leased floor space: 459.35 m² (138.95 *tsubo*)

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

Opening date: September 28, 2015

Products sold: household appliances for overseas use, jewelry, watches, cosmetics, crafts, foods, souvenirs, etc.

Contact Information for inquiries regarding this matter:

Yamazaki or Oki, IR Promotion, President Management Planning Dept., Laox Co., Ltd.

Tel: 03-6852-8881