

August 17, 2015

To whom it may concern:

Notice of New Store Opening: Laox Nikko Tosho-gu 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 Nikko Tosho-gu Store, as described below.

According to data from the Japan Tourism Agency, the number of foreign visitors to Japan in June 2015 jumped 51.8% year on year to 1.602 million, another indication that the popularity of travel to Japan appears set to continue. 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, Hokkaido, Osaka, Kyushu, and Okinawa.

The city of Nikko in Tochigi Prefecture, where the Nikko Tosho-gu Store will be located, is home to the Shrines and Temples of Nikko, a UNESCO World Heritage Site. A rich natural environment and a long history coexist in harmony here. The area is a global tourist destination attracting large numbers of foreign visitors to Japan. Demonstrating Laox’s strength as a provider of made-in-Japan quality, the new store will offer a wide range of safe, popular made-in-Japan products 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 Nikko Toshogu Store

Address: 3-3 Yasukawa-cho, Nikko-shi, Tochigi Prefecture

Tel: 0288-50-3660

Fax: 0288-50-3661

Leased floor space: 435.56 m² (131.98 *tsubo*)

Hours of operation: 9:00 a.m. – 5:00 p.m.

Opening date: September 5, 2015

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

Contact Information for inquiries regarding this matter:

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