

August 31, 2015

To whom it may concern:

Notice of New Store Opening: Laox Asahikawa Ekimae-Dori Store

On September 19, 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 Asahikawa Ekimae-Dori Store, as described below. The Laox Asahikawa Ekimae-Dori Store will be our fifth store in the Hokkaido area.

Data from the Japan Tourism Agency indicates 1.918 million foreigners visited Japan in July 2015, setting a new single-month record. Visitors from China accounted for a high share of these visitors, with Chinese tourists rising 5.1% year on year to 577,000. These numbers are expected to remain high into the future. Having set forth a vision of leading the inbound market and growing into a global company, the Company operates three businesses: the Domestic Sales Business, the Branch Store Business in China, and the Foreign Trade Business. We are focusing 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 Asahikawa, where the Laox Asahikawa Ekimae-Dori Store will be located, is a highly convenient destination for Chinese visitors visiting Japan. Since last year, for example, new regular international flights have connected Asahikawa Airport with Chinese cities, including Shanghai and Beijing. The city is welcoming growing numbers of foreign tourists visiting Japan from Asian countries, mainly China. This store will help build the Laox brand by stocking a wide range of popular, reliable, high-quality made-in-Japan products, one of the Company’s strengths.

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 Asahikawa Ekimae-Dori Store

Address: 1F Asahikawa EXC Building, 152-2 1-Jodori 7-Chome, Asahikawa, Hokkaido

Tel.: 0166-29-6020

Fax: 0166-29-6023

Leased floor space: 548.76 m<sup>2</sup> (166 *tsubo*)

Hours of operation: 9:00 a.m. – 8:00 p.m.

Opening date: September 19, 2015

Products sold: household appliances for use overseas, beauty products, jewelry, watches, crafts, foods, hobby goods, souvenirs, etc.

Contact Information for inquiries regarding this matter:

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