

October 23, 2015

To all

Company: LAOX Co., Ltd.

Representative: Yiwen Luo, Representative Director and President

(Code 8202, TSE second section)

Inquiries to: Teruji Yano, Director and General Manager, Management Department

(Tel: 03-6852-8881)

Notice on Change in Executive Officers

At our Board Meeting held on October 23, 2015 Laox have decided on the following change in executive officers.

1. New Executive Officers (as of November 1, 2015)

Name	New Role	Former Role
Yiwen Luo	Representative Director and President CEO	Representative Director and President General Manager of Domestic Business Headquarters
Teruji Yano	Director Executive Officer of Domestic Business General Manager of Domestic Business Headquarters	Director General Manager of Management Department
Fu Luyong	Executive Officer of Overseas Business General Manager of Overseas Business Headquarters General Manager of Chinese Sales Headquarters	General Manager of Overseas Business Headquarters General Manager of Chinese Sales Headquarters

Norihiko Fujitani	Executive Officer of Management Department General Manager of Administration Headquarters Manager of Finance and Accounting Department	Vice-General Manager of Administration Headquarters Manager of Finance and Accounting Department
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That is all.