

October 30, 2015

Laox Co., Ltd.

To whom it may concern:

Notice of Grand Opening: Laox Daimaru Osaka Main Store

Laox Co., Ltd. (Headquarters: Minato-ku, Tokyo; Representative Director & CEO: Yiwen Luo; Securities Code: 8202; “Company” hereinafter) plans to expand the floor space of the Laox Daimaru Shinsaibashi Store, as its largest flagship store for the Osaka area. A grand opening will introduce the expanded store under a new name: the Laox Daimaru Osaka Main Store.

According to data from the Japan National Tourism Organization, the number of foreign visitors to Japan over the period January - September 2015 reached 14.48 million, a new record high. Based on this figure, the Japanese government’s goal—to attract 20 million foreign visitors in 2020—appears within reach.

Having set forth a vision of leading the inbound market in Japan 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 currently focusing special attention on strengthening our domestic store business, with the goal of operating a total of 50 stores in three years’ time, particularly in key regions popular with visitors from abroad: the Tokyo metropolitan area, Hokkaido, Osaka, Kyushu, and Okinawa.

Following its opening in March of this year, the Laox Daimaru Shinsaibashi Store in the Daimaru Shinsaibashi North Building has proven to be a major draw for foreign visitors. This past September, the store relocated to a larger space in the Daimaru Shinsaibashi South Building to

meet the needs of ever growing numbers of foreign visitors.

To further bolster customer satisfaction, the Laox Daimaru Osaka Main Store will expand its floor space roughly ten-fold. Alongside the repurposing of the Daimaru Shinsaibashi South Building into a facility targeting inbound shoppers, the grand opening seeks to create an even stronger presence and further stimulate the Osaka inbound market.

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.

* Artist's impression of the first-floor entrance to the Laox Daimaru Osaka Main Store

The Laox Daimaru Osaka Main Store will help build the Laox brand by creating a location where customers can shop in comfort, with global-standard multilingual customer service at hand, in a store featuring sophisticated interiors and an inventory of numerous popular made-in-Japan products that deliver both high quality and reliability.

Laox Daimaru Osaka Main Store floor guide

8F: Food products, rest area

Offers a wide range of products allowing shoppers to sample the tastes of Japan, including matcha green tea and wasabi-flavored snacks.

7F: Apparel, luggage

Offers a full lineup of popular Japanese apparel brands, including ORIGAMI (Laox's own brand of Japan-made apparel) and Mode et Giacomo, a stylish women's footwear brand.

6F: Household appliances for overseas use, watches, jewelry, sporting goods, toys, folk and traditional crafts

Offers a range of carefully selected high-quality, made-in-Japan products, ranging from daily goods to niche products, including sporting goods, Japanese-made household appliances for overseas use, and traditional Japanese craft products popular with foreign visitors.

5F: Cosmetics, medicines, health foods, miscellaneous items

Offers a large lineup of cosmetics, medicines, and other products popular with foreign visitors, as well as Japan-made kitchen accessories.

2F: Concierge, information counter

Concierges at this location welcome shoppers and provide attentive care.

1F: Entrance, cosmetics

Shoppers are greeted by bright wall decorations and a gallery-like space featuring artworks.

Overview of the Laox Daimaru Osaka Main Store

Address: South Building, Daimaru Shinsaibashi Store, 1-7-1 Shinsaibashisuji, Chuo-ku, Osaka

Leased floor space: 3,906.5 m² (1180.2 *tsubo*)

Opening date: February 1, 2016 (tentative)

(1F, 2F, 6F: prior opening December 26, 2015)

Products sold: household appliances for overseas use, watches, jewelry, cosmetics, miscellaneous items, food products, medicines, folk crafts, apparel, footwear, etc.

* Tentative store name shown.

Contact Information for inquiries regarding this matter:

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

Tel: 03-6852-8881