

November 2, 2015

Laox Co., Ltd.

To whom it may concern:

Notice of New Store Opening: Laox Kyoto Gion Store

On December 12, 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 Kyoto Gion Store, as described below. This new store will join the Daimaru Kyoto Store as our second location in the Kyoto area.

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.

The Laox Kyoto Gion Store will be located in Kyoto Prefecture, a highly popular destination not just among Japanese tourists, but among foreign visitors to Japan. The noted sightseeing destination is home to 17 World Heritage Sites.

According to a study by the Kyoto Convention Bureau, the numbers of Chinese tourists staying overnight in major hotels in the city of Kyoto in September roughly doubled from last year.

The Laox Kyoto Gion Store will help build the Laox brand by meeting the needs of even more customers visiting from overseas. Efforts will seek to create a location where tourists can shop in

comfort, one featuring global-standard multilingual customer service and an inventory of numerous popular made-in-Japan products delivering both high quality and reliability.

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 Kyoto Gion Store

Address: 1-2F, Kyoto Gion OKI Building, 216 Nakano-cho, Yamato-oji Nishi-iru, Shijo-dori, Higashiyama-ku, Kyoto

Tel.: 075-533-8850

Fax: 075-533-8851

Leased floor space: 338.14 m² (102.29 *tsubo*)

Hours of operation: 10:00 a.m. – 8:00 p.m.

Opening date: December 12, 2015

Products sold: Kyoto souvenirs, home appliances for overseas use, cosmetics, etc.

Contact Information for inquiries regarding this matter:

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

Tel: 03-6852-8881