

December 8, 2015

Laox Co., Ltd.

Notice of New Store Opening: Laox Nagoya MARUEI Store

On March 1, 2016 (planned), Laox Co., Ltd. (Headquarters: Minato-ku, Tokyo; Representative Director & CEO: Yiwen Luo; Securities Code: 8202; “Company” hereinafter) will open a new store, the Laox Nagoya MARUEI Store, as described below. This new store will be our first in the Chubu 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 (2015-2017), particularly in key regions popular with visitors from abroad: the Tokyo metropolitan area, Hokkaido, Osaka, Kyushu, and Okinawa.

The store will be located in the Sakae area, Nagoya’s leading business district and home to numerous department stores.

MARUEI DEPARTMENT STORE is a long-established department store beloved of generations of local residents since its founding in 1615 as Juichiya Gofukuten in Nagoya.

According to data from the Japan National Tourism Organization, the number of foreign visitors to Japan over the period January–October 2015 reached 16.31 million. Based on this figure, the Japanese government’s goal—to attract 20 million foreign visitors in 2020—appears within reach.

The Laox Nagoya MARUEI Store will help build the Laox brand by meeting the needs of growing numbers of customers visiting from overseas. Store goals include creating an atmosphere in

which tourists can shop in comfort, 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 Nagoya MARUEI Store

Address: 1F/7F, 3-1 Sakae 3-chome, Naka-ku, Nagoya, Aichi Prefecture

Leased floor space: 1,757.82 m² (532.7 *tsubo*; planned)

Opening date: Tuesday, March 1, 2016: grand opening event (planned)

Hours of operation: 10:00 am - 8:00 pm during grand opening event (planned)

Products sold: Home appliances for overseas use, watches, jewelry, folk and traditional crafts, souvenirs, etc.

Contact Information for inquiries regarding this matter:

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