



January 22, 2016

Laox Co., Ltd.

Notice of the expansion of "Laox Otaru Canal Store"

We, Laox Co., Ltd. (Headquarters: Minato-ku, Tokyo/President: Yiwen Luo/ Security code: 8202, hereafter referred to as "our company") are delighted to announce the expansion of a sales area of "Laox Otaru Canal Store", and its ground opening on February 8, 2016. At present (as of January 22), we have five stores in the Hokkaido Area.

Our company is working on three main businesses, including domestic store business, opening stores in China, trade brokerage business, leading the domestic inbound market with the aim to grow as a global company. Especially in the domestic store business, we have expanded our business throughout Japan, mainly in the metropolitan area, Hokkaido, Osaka, Kyushu and Okinawa, which are popular among foreign visitors, with a goal of achieving 50 stores in three years (2015-2017).

The Otaru Canal was built in the 1920s, and along the canal, there are the stone warehouses and historic buildings from the old time. It is one of the major tourist attractions of Otaru. The gas street lamps along the walking paths are lit at night, creating a more nostalgic and romantic atmosphere, which makes it a very popular spot. Otaru Canal Store, which opened on May 29, 2015, is located at one of these sections of the warehouses. This place is especially popular among tourists from the Asian countries (China, Hong Kong, Taiwan, Thailand, South Korea, Singapore, etc.). We will expand the floor size up to 1012.62 m², 2.4 times larger than the original floor size of 419.80 m², so that the tourists can enjoy shopping even more.

According to the Japan National Tourist Organization, the number of foreign visitors to Japan in 2015 totaled 19,737,000, exceeding the number of departure of Japanese nationals for the first time in 45 years. It has become more and more likely that the government's goal of "20 million people by 2020" will be achieved ahead of schedule.

In order to meet the needs of the foreign visitors, we are committed to embodying "Japan premium", with the spirit of our world-famous hospitality as well as high-quality and reliable products made in Japan at our new store. We will contribute to improving and maximizing customer satisfaction by offering not only products but also quality service and culture.

Through delivering the "good things" about Japan, which is also our company's philosophy, we aim at further development of "Laox" brand.

"Laox Otaru Canal Store" shop information

Address: 5-4, Asakusabashi Otaru Canal warehouse building 2F & 3F, 5-4 Minatomachi, Otaru, Hokkaido

Phone: 0134-21-2200

FAX: 0134-21-2201

Contract area: 1012.62 m² (306.3 tsubo)

Business hours: 10:00 a.m.to 7:00 p.m.

Opening Date: Monday, February 8, 2016

Products: home electric appliance for overseas, watches, jewelry, cosmetics, health foods, handicrafts, daily necessities, hobby, toys, travel goods.

For further information, please contact:

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