



January 18, 2016

Laox Co., Ltd.

## **Notice of New Store Opening: Laox Sapporo PARCO Store**

Laox Co., Ltd. (Headquarters: Minato-ku, Tokyo/CEO: Yiwen Lu/Ticker symbol: 8202, hereinafter referred to as “our group”) is announcing the new store location at “Laox Sapporo PARCO Store” that opens on February 3, 2016. This store will be our 6<sup>th</sup> store in Hokkaido area.

Our group leads Japanese inbound marketing with the vision to become a global corporation and is invested in three business operations: Japanese store management, Chinese store establishment, and trade intermediary. We are especially involved in the Japanese store management and are expanding our business throughout Japan, focusing on the areas that are popular among the foreigners (Metropolitan area, Hokkaido, Osaka, Kyushu, Okinawa). We are looking at a three year plan (2015-2017) to establish 50 stores in those areas.

Sapporo PARCO is located in central Sapporo and is a walking distance away from the Odori Park, Sapporo TV Tower, and Sapporo Clock Tower. It is very popular among both Japanese and international visitors.

According to the Japan National Tourist Organization, the number of inbound tourists from January to November totaled 17.96 million. It will soon achieve the goal set by the government to reach 20 million visitors by 2020.

To meet the demands of growing international visitors, our stores are introducing the “Japan Premium”. We offer reliable and quality Japanese products with a spirit of Japanese hospitality. Our stores also provide high-end services to maximize customer satisfaction.

Our corporate mission is to introduce the Japanese quality to the world and through that, to establish “Laox” as a global entity.

### “Laox Sapporo PARCO store” shop information

Location: Sapporo PARCO Main Building 6F, 3-3 Minami 1 Jonishi, Chuo-ku, Sapporo, Hokkaido

TEL: 011-200-7277

FAX: 011-200-7287

Area: Approximately 100 m<sup>2</sup>

Business Hours: 10:00~20:00 10:00~20:30 (Saturday) ※ PARCO Hours

Opening Date: February 3, 2016 (Wednesday)

Merchandise: Watches, cosmetics, home appliances, beauty products and home accessories

Contact us:

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