

Notice about extending floor areas in Laox Sapporo Store

On February 5, 2016, Laox Co., Ltd. (Headquarters: Minato-ku, Tokyo; Representative Director & CEO: Yiwen Luo; Securities Code: 8202; "Company" here in after) will have the grand opening of "Laox Sapporo Store" after extending the floor area as described below. At the moment (as of January 14) we have five stores in the Hokkaido 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, branch store business in China, and 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.

Laox Sapporo Store, which opened on January 25, 2014, is located near the popular tourist spots such as Odori Park and Tanukikoji shopping street, making it easy for many foreign tourists to access. As it is becoming a popular place not only for tourists from Asia but those from Europe, North America, and Oceania, we are extending the floor areas from 225m² to 612.13m², making it 2.7 times bigger.

According to data from the Japan National Tourism Organization, the number of foreign visitors to Japan reached 17.96 million over the period January–November 2015. Based on this figure, Japanese government's goal—to attract 20 million foreign visitors in 2020—is expected to be achieved shortly.

To meet the growing needs of foreign tourists, the Laox Sapporo Store will give high priority to embody the "Japan Premium" with high quality, reliable made-in-Japan products and "Omotenashi" spirit that Japan boasts to the world.

We will serve to improve and maximize our customer satisfaction by not only the products but also with thorough as well as accommodating service and culture.

We will strive to deliver the excellence of Japan to the world and build the "Laox" brand.

Store Information of "Laox Sapporo Store"

Location: Norubesa 1F, Minami 3 Nishi 5, Chuo-ku, Sapporo-shi, Hokkaido

Tel: 011-200-8800

Fax: 011-200-8880

Leased floor space: 612.13 m² (185.17 tsubo)

Store Hours: 9:00 am -9:00 pm

Opening date: February 5, 2016

Products: Household appliances, watches, jewelry, medicines, beauty products, health foods, crafts, travel products, etc.

Contact Information for inquiries regarding this matter:
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