

**Notice of New Store Opening, “Laox Kagoshima Tenmonkan Store”**

Laox Co., Ltd. (Headquarter: Minato-ku, Tokyo; Representative President & CEO: Yiwen Luo; Securities code: 8202; “Company” hereinafter) is announcing that “Laox Kagoshima Tenmonkan Store” will start operating as a new, regular store from February 22th, 2016. Having been open since last September, it has been previously run as a satellite store. This will be the 10th store in the Kyushu and Okinawa region.

Having set forth a vision of leading the inbound market in Japan and growing into a global company, the company operates three businesses: store business in Japan, branch store business in China, and foreign trade business. The Company is currently focusing special attention on strengthening our domestic store business, with the goal of operating a total of 50 stores in three years’ time (2015-17), particularly in key regions popular with visitors from abroad: the Tokyo metropolitan area, Hokkaido, Kansai, Kyushu and Okinawa.

The Tenmonkan area is one of the busiest districts in Kagoshima, which the Company will be opening the store. It was named after the place where “Meijikan (also known as Tenmonkan)”, an institution for astronomical observations, was built in 1779 by Shigehide Shimazu who introduced European culture to Japan. Recently, it has been said that the number of foreigners from Asia, especially from China, is steadily growing.

According to data from the Japan National Tourism Organization (JNTO), the number of foreign visitors to Japan reached 19.7 million, exceeding the number of Japanese people going abroad for the first time in 45 years. The goal set by the Japanese government to reach 20 million foreign visitors by 2020 is expected to be achieved shortly.

To meet the growing needs of foreign tourists, Laox Kagoshima Tenmonkan Store will also give high priority to embody the “Japan Premium” with high quality, reliable made-in-Japan products and the heart of *omotenashi* or the hospitality rooted in Japan. The company 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, evolving from a duty-free shop into a Japan quality store.

The Company will strive to deliver the excellence of Japan to the world and establish the “Laox” brand furthermore.

“Laox Kagoshima Tenmonkan Store” shop Information  
Address: B1-2, 15-2 Higashisengoku -cho, Kagoshima, Kagoshima  
TEL: 099-219-9112  
FAX: 099-219-9113  
Contract area: 334.53 m<sup>2</sup> (101.2 tsubo)

Business hours: 10:00 am – 7:00 pm

Opening date: Monday, February 22, 2016

Products: home electric appliance for overseas, cosmetics, health foods, handicrafts , daily necessities , food products

Contact Information for inquiries regarding this matter:

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