

February 18, 2016

To our shareholders

Company Name: Laox Co., Ltd.

Representative: Yiwen Luo, CEO

(Code Number: 8202 TSE2)

Contact: Norihiko Fujitani, General Manager of
Administration Division

(Tel: 03-6852-8880)

**Announcement Regarding Market Purchase of Own Shares
(Under the provisions of our Articles of Association and pursuant to Article 459
Paragraph 1 of the Company Law)**

This is to announce that Laox Co., Ltd. has resolved to acquire its own shares during the Board of Directors meeting held on February 18, 2016 pursuant to Article 459 Paragraph 1 of the Company Law and Article 40 in the Articles of Association.

1. Reason in acquiring own shares

Laox Co. Ltd. has resolved to acquire its own shares under the aim of carrying out flexible capital policies, which would result in improvements in capital efficiency, adaptation to the changing management environment, as well as higher redistribution of profits to its shareholders.

2. Details of Acquisition

(a) Type of acquired shares: Common stocks

(b) Total number of acquired shares: 25 million shares (as upper limit)

(This will cover 3.7 percent of the total number of issued shares excluding currently owned shares.)

(c) Total cost of acquired shares: 3,000 million yen (as upper limit)

(d) Period of acquisition: From February 18 to June 30, 2016

(e) Method of acquisition: Purchased on the Tokyo Stock Exchange

(Reference) Owned stocks as of January 31, 2016

Total number of issued shares excluding own shares: 659,864,697 shares

Total number of currently owned shares: 4,016,336 shares

That is all for now.