

## Notice of New Store Opening “Laox Kyoto Marui Store”

Laox Co., Ltd. (Headquarter: Minato-ku, Tokyo; Representative President & CEO: Yiwen Luo; Securities code: 8202; “Company” hereinafter) announces that our company will be opening a new “Laox Kyoto Marui Store”, the largest flagship store in the Kyoto area, on March 25 (Fri.), 2016. This will be our third store in the Kyoto area.

Our company is opening our store in Kyoto, which has 17 world heritage locations, because it is a highly renowned tourist destination for both Japanese and foreign visitors. Inside Kyoto, *Shijo Kawaramachi* is the most vibrant shopping district. Standing in a row, shops ranging from department stores to vigorous shopping malls are visited every day by many people interested in this source of fashion and food. The *Gion Matsuri* or *Gion Festival* is one of three major festivals in Japan and it parades down this area.

In order to embody “Japanese quality” in our store, Laox Kyoto Marui Store will do our best to specialize in safe, high quality made-in-Japan products. This newly opened shop will strengthen its general merchandise department while also beginning to handle LOFT Co., Ltd. (LOFT) private label products that many people in Japan use habitually. Moreover, we will also make an effort to enrich the apparel department and create space where shoppers can relax and enjoy their time.

According to the announcement made by the Japan National Tourism Organization (JNTO), among all cities in Japan, Kyoto won the first place in “Top Cities” ranking as the most attractive city in the world in 2015 for the second year in a row. The ranking is published every summer by the largest U.S. travel magazine “Travel + Leisure” readers’ poll. Kyoto is the best place for global hospitality for foreign customers.

Furthermore, the JNTO announced at the end of last month that the number of foreign visitors coming into Japan hit a record high of 19,737 million exceeding the number of Japanese outbound tourists for the first time in 45 years. The Japanese government is shooting for 20 million visitors by 2020, and it is highly possible that it will be achieved well ahead of the target year.

Among such situations, in order to meet the growing needs of foreign tourists, Laox Kyoto Marui Store will also make a strong effort to embody the “Japan Premium” with high quality and reliable made-in-Japan products and the heart of *omotenashi* or world-class Japanese hospitality. Our company will evolve a general duty-free shop into a Japanese high quality store, not only providing product sales but fine high quality service and culture.

Our company will practice our beliefs that we strive to deliver the excellence of Japan to the world and establish the “Laox” brand furthermore.

#### ■ Floor Configuration of the “Laox Kyoto Marui Store”

[5F] Home electric appliance for overseas, watches, jewelry, cosmetics, medicines, cosmetics and hair-care products, general merchandise, apparel, craft art, folk art

[1F] LOFT Private Label products (lunch goods, cosmetic goods, suitcase, travel goods, stationary)



5F Image

#### GENERAL MERCHANDISE DEPARTMENT: First Shop in Laox Stores to Expand LOFT Private Label Products etc.

LOFT has the image that you can obtain anything you want such as products that you think would “be fun to have” as well as things that are “very handy”.

It is a popular general merchandise shop that has a broad lineup ranging from the necessities of life to useful items.

This time, Laox Kyoto Marui Store and Kyoto LOFT worked together to expand the department for the first time.

Naturally as we always have we will prepare lots of attractive items for our domestic customers as well as for foreign visitors to Japan so that everyone will enjoy themselves.



1F Image of LOFT Private Label Department

#### APPAREL DEPARTMENT: Onward J Bridge)

The store concept of “Onward J Bridge” is a future model duty-free shop to send out fashion based on a sense of Japanese beauty. Following in the footsteps of Daimaru Shinsaibashi Store, Kyoto Marui Store will expand “Japanese Premium Fashion” committed to details so that foreign visitors to Japan who appreciate Japanese values can enjoy shopping in one place.

We will make a department where visitors can experience Japanese inner workings that will leave them thinking that they want to come back again.

\* What is “Onward J Bridge”?:

A joint venture company with Onward Holdings Co., Ltd. and our company. The company aims to provide Japanese fashion clothing that receives deep overseas interest.

## “Laox Kyoto Marui Store” Shop Profile

Address: Kyoto Marui 1F & 5F. 68 Shincho Higashiiru Kawaramachi, Shijo Street,  
Shimogyo-ku, Kyoto 600-8567, Japan

Tel: 075-256-8116

Fax: 075-256-8119

Contract area: 1426.11 m<sup>2</sup> (431.4 *tsubo*)

Business Hours: 10:30 am – 20:30 pm

Opening Date: Friday, March 25, 2016 Pre-Open  
Saturday, March 26, 2016 Grand Opening

Products: home electric appliance for overseas, watches, jewelry, cosmetics, medicines,  
cosmetics and hair-care products, general merchandise, apparel, handicrafts  
artifacts  
LOFT Private Brand (PB) products (lunch goods, cosmetics goods, suitcase,  
travel goods, stationary)

Contact Information for inquiries regarding this matter: Corporate Planning Department, President's Office, Laox Co., Ltd. Tel: 03-6852-8881
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