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Joint Release

Laox Co., Ltd.
All Nippon Airways Co., Ltd.
All Nippon Airways Trading Co., Ltd.

Laox and the ANA Group Sign Comprehensive Partnership Agreement

Cooperative efforts to be made across various fields for the promotion and expansion of inbound tourism

Laox Co., Ltd. (Headquarters: Minato-ku, Tokyo; President and Representative Director: Yiwen Luo; TSE code: 8202; hereinafter "Laox") and All Nippon Airways Co., Ltd. (Headquarters: Minato-ku, Tokyo; President and CEO: Osamu Shinobe) together with All Nippon Airways Trading Co., Ltd. (Headquarters: Minato-ku, Tokyo; CEO and President: Ken Nishimura; hereinafter "ANA Group" for the latter two parties) have signed a comprehensive partnership agreement to promote cooperative efforts across a variety of fields aimed at contributing to regional revitalization, as well as the expansion of inbound tourism with a focus on the Chinese sphere.

With a rapid launch into the Japanese domestic market for tax-free sales, at current Laox has opened 37 of Japan's largest-scale general tax-free shops at locations across the country and is aiming to have 50 stores established by 2017. Laox stores' operations are focused on expanding on a rich range of "Made in Japan" products as well as on service provided in the spirit of Japanese hospitality, both popular with overseas visitors to Japan. In particular, the diversification of demand among foreign tourists has seen an expansion not only in products but in services as well. For Laox, with its client base composed of 90% foreign customers, the key themes have become enterprise adaptation and growth.

At the same time, ANA currently has the largest Chinese network of any Japanese airline (23 routes going to 10 cities) and will be further expanding its network both along the coast and inland with initiatives like the commencement of the Narita-Wuhan line from April 2016. In addition, the airline is also implementing various efforts aimed at expanding overseas tourism, including the "IS JAPAN COOL?" website, which publishes information on the allures of the country, the "Tastes of Japan by ANA" project, which introduces the food, alcoholic drinks, confections, and culture of Japan's 47 prefectures, and the "ANA Experience JAPAN Fare," a domestic fare geared toward overseas visitors in Japan.

Together with full employment of their respective strengths and flexible response to increasingly complex consumer demands, Laox and the ANA group will be going forward on initiatives to further expand Japan's inbound tourism and offerings to encourage regional revitalization, such as customer referrals and branch shops for local areas.

Summary of Key Initiatives

- ANA Card Mile Plus partnership
(Credit settlement for purchases at Laox stores using ANA card will earn ANA Miles.)
- Supply of Laox products for inbound tourism at ANA FESTA shops
(Items sold by Laox will be available for purchase at selected ANA FESTA shops.)
- Participation as first shop for Purchase Pick-up Service aimed at visitors to Japan, provided by All Nippon Airways Trading
(Reservation for Purchase Pick-up Service (see Note) will be available for Laox's products from before customer's visit to Japan.)
- Supply of regional specialties such as miscellaneous items and foodstuff to Laox stores by the All Nippon Airways Trading's subsidiary company, Fujisey Co., Ltd.
(Laox will sell local specialties such as miscellaneous items and foodstuff.)

The enterprises will also be examining new services created through the fusion of Laox's Chinese and Asian networks with the ANA Group's global deployment.

Note: About Purchase Pick-up Service

A service for visitors to Japan developed jointly by All Nippon Airways Trading Co., Ltd and Toppan Printing Co., Ltd, a company that has made significant accomplishments in the area of business support, such as E-commerce services. Customers are able to reserve products for purchase on the Internet before they come to Japan, paying for and receiving their purchases at the store after arriving to Japan.

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References

About Laox

Laox started operations as a mass retailer of home appliances in 1930. In 2009, it received funding from China's major retailer Suning Commerce Group, and started a proper inbound business.

At present, Laox comprises 37 tax-free stores in the country. The company advocates "Japan Premium", which is based on the theme of the rediscovery of 3 Japanese values: Traditional Japanese hospitality accommodating global customers - "Store Premium"; Pursuit of attractive merchandise lines - "Merchandising Premium"; Nurturement of global talent - "Talent Premium". With "Japan Premium", the company aims to spread Japan's quality to customers all over the world.

About ANA

ANA (All Nippon Airways) was established in 1952, and currently services 81 international air routes and 40 cities worldwide, as well as 123 domestic air routes and 49 cities in Japan, with approximately 250 aircraft in operation. It has about 13,000 staff. In the 2014 work year, the airline transported 50 million passengers and 13,007 thousand tons of cargo. The company achieved a consolidated income of 1.7134 trillion yen. Since 1999, ANA has been in a passenger joint venture with United Airlines for Pacific air routes, as well as joint ventures with Lufthansa, Austrian Airlines and Swissair for European air routes as a core member of Star Alliance. Furthermore, ANA is the launch customer for Boeing's latest and most advanced 787, and it has the largest number of aircraft in operation.

About All Nippon Airways Trading

All Nippon Airways Trading was established in 1970 with the aims of procuring parts necessary for ANA aircraft service operations and operating airport shops.

Since then, through over 40 years of activities, the company has been walking its own path, expanding into a variety of enterprises, and establishing itself as a unique entity known as "airline-style trading company".