

Notice of New Store Opening, “Laox Kushiro Airport Store”

Laox Co., Ltd. (Headquarter: Minato-ku, Tokyo; President and Representative Director: Yiwen Luo; Securities code: 8202; “our company” hereinafter) is announcing that “Laox Kushiro Airport Store” will start operating as a new, regular store from Wednesday June 1, 2016. This store will be our 7th store in the Hokkaido region and our 40th store in Japan.

Kushiro Airport, where we are opening this new store, opened in 1961 (Showa 36). This airport proudly accommodates 685,511^(*) passengers per year, and because it is neighbored by Kushiroshitsugen National Park and Akan National Park, it bears the important responsibility of being “the entrance to Doto (eastern Hokkaido)”.

Because the popularity of trips to Hokkaido among foreign visitors to Japan is still strongly solidified, the number of international flights to all areas in Hokkaido reached a record increase of 33.7% compared to the previous year, and this number is on a trend of increasing every year. The travel styles of foreign visitors to Japan have become diversified as well. Until last year, trips to Japan that were mainly made up of group tours were popular, but the recent increase in solo travelers called “FITs” (free independent travelers) means that the ways in which people enjoy their trips to Japan are broadening, such as by the tendency of visitors coming here to enjoy the “things” of Japan.

Also, because the system for the exemption of consumption tax is to be revised from May 1, 2016, the minimum purchase amount required to qualify for tax exemption when purchasing general goods will decrease from “more than 10,000 yen” to “5,000 yen or higher,” while the minimum purchase amount to qualify for tax exemption when purchasing consumption goods will decrease from “more than 5,000 yen” to “5,000 yen or higher”. This allows us to anticipate the growth in shopping demands as foreign visitors to Japan are able to easily make tax-free purchases of local souvenirs, handicrafts, etc.

This store will be our fourth store to open in an airport. “Laox Kushiro Airport Store” will also have an important position in the construction of the tax-free network of our company. Locating this store on the second floor of the passenger terminal of an airport creates a shop that is highly reliable in regards to allowing customers to make additional purchases before departure, with an abundant variety of items such as household electronics that are highly popular among foreign visitors to Japan, as well as cosmetics and local souvenirs such as confectionery, etc.

In order to respond to the needs of more foreign visitors to Japan and to our domestic customers, our company aims at creating spaces where our customers can pleasantly shop and stocks an abundance of highly-reliable and secure made-in-Japan products in order to establish the “Laox” brand furthermore.

(*) Source: “Summary of General Conditions of Airports within the Area (2015 Preliminary Results)” by East Japan Civil Aviation Bureau, Ministry of Land, Infrastructure, Transport and Tourism

“Laox Kushiro Airport Store” Shop Information

Address: Kushiro Airport Passenger Terminal Building 2F, Tsuruoka 2, Kushiro-shi, Hokkaido

TEL: 0154-57-9121

FAX: 0154-57-9122

Contracted area: 81 m² (24.5 tsubo)

Business hours: 9:00-19:00

Opening date: Wednesday, June 1, 2016

Products: Home electronics, cosmetics, haircare and beauty products, handicrafts, daily necessities, local souvenirs

Contact Information for inquiries regarding this matter:
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