

Notice of New Store Opening, “Laox Sasebo Store”

Laox Co., Ltd. (Headquarter: Minato-ku, Tokyo; President and Representative Director: Yiwen Luo; Securities code: 8202; “our company” hereinafter) is announcing that “Laox Sasebo Store” will start operating as a new, regular store from Tuesday, May 10, 2016. This store will be our 10th store in the Kyushu-Okinawa region and our 38th store in Japan.

If you think about the tourist spots of Sasebo City in Nagasaki Prefecture, where this store will open, you will notice that Huis Ten Bosch is a very famous tourist spot; however, the surrounding nature is also very appealing. For example, the popular Tenkaiho Park, in particular, is an observation platform that allows visitors to view Saikai National Park, the Kujukushima Islands that are said to form the densest concentration of islands in Japan, with 208 islands in a chain. In the garden below, 150,000 rape blossoms are in bloom during the spring (from the end of March to the beginning of April) and the same number of cosmoses is in bloom during the autumn (from the beginning to the middle of October), so many people come here to visit during those periods. Soon will be the season during which visitors can enjoy Huis Ten Bosch tulips. Sasebo is a place where visitors can enjoy seeing flowers throughout the entire year.

In this neighborhood, there are connected shopping arcades, Yonkacho Shopping Street and Sankacho Shopping Street, which combined have the longest length of any shopping arcade in Japan (a total length of 960 meters), and these are directly connected shopping arcades that are used for daily shopping by the locals in the area.

Some examples of local dishes are Sasebo burgers, lemon steak, and champon (a dish containing noodles, seafood, etc.).

In these recent times during which people are saying that the consumption style of foreign visitors to Japan is moving toward of a tendency of these visitors enjoying the “things” of Japan, the area around the Sasebo Store to be operated by our company should become a tourist site that will gain attention from all around the world. Sasebo City has also proactively prepared to bring in foreign visitors to Japan via Sasebo Port, by beginning to use, in April of 2014, a new pier that is able to dock a 70,000 t-class ship and by beginning to operate an international terminal in April of 2015.

In order for us to meet the needs of a larger number of visitors visiting Japan from abroad, when opening a store in such an environment, effort is being put into this store as well in order to embody the concept of “Japan Premium” with made-in-Japan products that are high-quality and reliable and with the Japanese level of customer service that is well-known around the world. By providing not only goods for sale, but also high-quality and precise customer service, and culture as well, we will work to evolve from a tax-free shop to a Japan quality store.

We would like to take charge of the responsibility of opening stores in each region of Japan in order to work together with the people living in the surrounding areas to further invigorate those areas.

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

“Laox Sasebo Store” Shop Information

Address: 1F-3F Mosty Premier Building, 4-1 Sakaemachi, Sasebo-shi, Nagasaki Prefecture

TEL: 0956-37-0570

FAX: 0956-37-0571.

Contract area: 527.27 m² (159.50 tsubo)

Business hours: 10:00-19:00

Opening date: Tuesday, May 10, 2016

Products: **1F** cosmetics, haircare and beauty products, handicrafts, foods

2F home electric appliance for overseas, watches, jewelry, health foods, daily goods

*According to an announcement from the Japan National Tourism Organization (JNTO), the number of foreign visitors from abroad in February 2016 increased by 36.4% over the previous year, with 1,891,000 visitors. The number of foreign visitors set a record high in February. In terms of visitors per month, July of last year came in second with 1,918,000 visitors

. Also, the Japanese government has created, as of March 30th, a new goal of increasing the number of foreign visitors to Japan to 40 million per year by the year 2020, twice the current amount, and up to 60 million by the year 2030, three times the current amount.

Contact Information for inquiries regarding this matter:

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