

April 22, 2016

To our shareholders

Company: Laox Co.,Ltd.
Representative: Yiwen Luo, Representative President & CEO
(Code number: 8202 TSE, Second Section)

Contact: Teruji Yano Managing Director
Senior Director,
Administration Main
Department
(Tel: 03—6852—8880)

Notification related to organizational changes and personnel reassignments

At a Board of Directors meeting convened on April 18, 2016, the following organizational changes and personnel reassignments were decided.

1. Organizational changes: effective as of April 22, 2016

(1) The purpose of the changes

For the purpose of reinforcing sales and branding, a Business Promotion Main Department has been newly established. Also, with a view to diversifying our business, a Business Planning Department has been newly established within the President's Office.

(2) The details of the changes

Please refer to the attached organizational chart.

2. Personnel reassignments: effective as of April 22, 2016

Name	New position	Former position
Teruji Yano	Managing Director Executive Officer in charge of management Senior Director, Administration Main Department	Managing Director Executive Officer in charge of domestic business Senior Director, Domestic Business Main Department
Norihiko Fujitani	Executive Officer in charge of finance (CFO) and concurrently of related businesses	Executive Officer in charge of management Senior Director, Management Main Department, and concurrently Director, Finance and Accounting Department
Tomohiko Okano	Senior Director, Domestic Business Main Department, and concurrently Senior Director, Merchandising Main Department	Senior Director, Merchandising Main Department, Domestic Business Main Department
Daishin Nakamura	Senior Director, Business Promotion Main Department	Deputy Chief of President's Office, and concurrently Chief of the Sales Planning Main Department Preparation Office

※In order to improve financial strategy, the CFO position has been newly created.

Structure of company organisation : effective as of April 22, 2016

