

Notice of New Store Opening, “Laox Decks Tokyo Beach Daiba Store”

Laox Co., Ltd. (Headquarter: Minato-ku, Tokyo; President and Representative Director: Yiwen Luo; Securities code: 8202; “our company” hereinafter) is announcing that “Laox Decks Tokyo Beach Daiba” will start operating as a new, regular store from Saturday June 25, 2016. This store will be our 11th store in the Kanto region and our 41st store in Japan.

This shop, which will be our second shop in the Daiba area, has an impressive contracted area of 1,889.90 m² (571.69 tsubo). This shop that we are opening here is a shop that has a restaurant area and special-function area in which customers can experience the traditions and culture of Japan, and it is a shop where customer convenience and complete service that allows customers to experience the culture of Japan have been planned. Now, in a time during which it is said that the consumption style of foreign visitors to Japan has shifted to a tendency for these visitors to enjoy the “things” of Japan, we will provide high-quality and reliable made-in-Japan products and polite and attentive service at this shop in order to bring the “quality” of Japan to the world and established the “Laox” brand furthermore.

■Shop Information

1) Making a shop that embodies the essence of Japan.

This shop is designed with the Japanese patterns popular among Japanese and non-Japanese as an underlying tone, and it provides an atmosphere in which customers can feel the culture and traditions of Japan through the shop’s design and the entire sales floor.



(Shop image)

2) Construction of a new specialty shop section

We have added a new interactive section, the first of its kind at a Laox shop. We constructed a new section that includes a spot where customers can have their pictures taken with a large object of Hello Kitty, a character that has remained popular inside and outside Japan, and also includes puzzle blocks that were made with made-in-Japan techniques, which customers can actually assemble for fun.

Also, because we plan to host regular events where customers can have various experiences and sensations, we will provide a section where foreign visitors to Japan as well as our Japanese customers can have a good time while experiencing the traditions and culture of Japan.



(Hello Kitty object)

3) A complete product line-up that embodies Japanese quality

Not only do we provide Japanese-made rice cookers and high-grade watches, but, in order to meet the trends and fashions of the recent visitors to Japan, we also provide an abundance of personal effects that are necessary for living, such as haircare and beauty products, medicine, food, etc. We will also make plans to develop products that are specific to Laox and cannot be found at any other store, by developing through collaboration with product manufacturers original private brand products that can be purchased only at Laox.



(These are products that have been jointly developed with their manufacturers. We will create products in various categories, from home electronics to health food products, that meet the needs of our foreign customers.)

4) Filling our souvenir (confectionery) section

The souvenir section at each of our stores inside Japan features a product line-up that is filled with products from the local region. “Laox Decks Tokyo Beach Daiba Store” will plan to be the first Laox Store to include the “Tokyo Cookie Factory” cookie brand, with its motif of cherry blossoms that are a symbol of the beauty of Japan, and we will plan to fill this section with products specific to the Kanto region, such as karinto and other products of “Nihonbashi Nishikihorin” which develops confectionery that is deeply familiar to Japanese people.



(Image of part of an item display case)

5) Upscale Apparel Section

The Onward J Bridge Store within Laox Decks Tokyo Beach Store is the fourth Onward J Bridge outlet located inside a Laox store, after Laox Daimaru Shinsaibashi Store (opened in February, 2016), Laox Kyoto Marui Store (opened in March, 2016) and Laox Fukuoka Canal City Hakata Store (renovated and reopened in April, 2016). In addition, Laox Decks Tokyo Beach Store has children’s wear from MikiHouse HOT BISCUITS, a brand popular overseas as well as in Japan. MikiHouse HOT BISCUITS is a pop and colorful daily wear line. You can find many cute characters, like "Beans-Kun (Bear)" in the designs.

“Laox Decks Tokyo Beach Daiba” Shop Information

Address: Decks Tokyo Beach Island Mall 3F, 1-6-1 Daiba, Minato-ku, Tokyo

TEL: 03-6426-0091 FAX: 03-6426-0092 Contract area: 1,889.90 m² (571.69 tsubo)

Business hours: 11:00-21:00 Opening date: Saturday, June 25, 2016

Products: home electronics, watches, jewelry, cosmetics, medicine, haircare and beauty products, apparel, suitcases, folk crafts, handicrafts, miscellaneous goods, hobby goods, toys, and souvenirs

Contact Information for inquiries regarding this matter:

Corporate Planning section, President's Office, Laox Co., Ltd. Tel: 03-6852-8881