

## Notice Regarding the Establishment of Tourist Information

Laox Co., Ltd. (Headquarter: Minato-ku, Tokyo; President and Representative Director: Yiwen Luo; Securities code: 8202; “our company” hereinafter) is announcing that we have entered into a partnership agreement with Japan Travel Holiday Co., Ltd., so from June 13, 2016 we will begin to establish tourist information centers (tourist information) for foreign tourists to Japan in Laox shops all over Japan, beginning with the “Laox Shinsaibashi-suji Store” in Osaka, “Laox Ginza EXITMELSA” in Ginza, and the “Laox Okinawa Kokusai Dori Store” in Okinawa. The details of this are provided below.

Our company is promoting these projects based on our “Second Mid-term Management Plan” that it published on February 12, 2015. Also, as of May 13, 2016, we have reclassified our business segments into “Domestic Retail Business”, “Overseas Business”, and “Others”, and we have advanced and developed these businesses further. Specifically, in our “Domestic Retail Business”, we have opened shops in areas popular among foreign tourists to Japan on a national scale so that these shops achieve the role of being landmarks of their respective regions.

We have been responding to the diversified needs of foreign tourists to Japan by introducing products that are mainly high-quality and reliable made-in-Japan products, but in consideration of the increases in FITs (free independent travelers) and repeat visitors to Japan in recent years, we have decided to work with Japan Travel Holiday Co., Ltd. to establish tourist information counters with the goal of planning for the enrichment of our services that are not related to shopping.

Japan Travel Holiday Co., Ltd. has traditionally been developing for customers from all over the world, mainly in Asia, business activities such as the delivery of all types of tickets reserved in advance at the local area of the tourist before coming to Japan and the delivery of Wi-Fi routers at the arrival gates of the airports in Sapporo, Narita, Haneda, Nagoya, Kansai, and Okinawa. In the future, the needs of such services are expected to increase outside of airports, in places around cities, so we will work to improve the convenience of our customers by establishing tourist information centers in Laox shops all over Japan.

In the future, Laox will not only provide reliable and high-quality made-in-Japan products, but we will also strengthen our provision of domestic travel spot information and food/drink-related information and the arrangement of tickets for amusement attractions and for traveling around Japan for foreign visitors in Japan, as well as reliable and high-quality services that are highly convenient for visitors even after they have visited Japan.

### **Reference**

Overview of partner company

Company name: Japan Holiday Travel Co., Ltd. \*This is a company that belongs to the H.I.S.

Co., Ltd. corporate group.

Address: 1-4-1 Minatomachi, Naniwa-ku, Osaka

Representative: Yukang Wu, Representative Director

Capital: 30 million yen

Date of establishment: November 6, 2001

Contact Information for inquiries regarding this matter:  
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