



June 27, 2016

Laox Co., Ltd.

## **Notice regarding “Laox Chitose Outlet Mall Rera Store”** **Moving to Larger Floor Space**

Laox Co., Ltd. (Headquarters: Minato-ku, Tokyo; President and Representative Director: Yiwen Luo; Securities code: 8202; “our company” hereinafter) is announcing that the “Laox Chitose Outlet Mall Rera Store” will be moved to a larger floor space, and the grand opening will be held on Friday, July 1, 2016. As of July 1, our company will have 7 stores in the Hokkaido region and 41 stores nationwide.

Opened on April 29, 2005, the Chitose Outlet Mall Rera is the largest outlet mall in Hokkaido, boasting approximately 140 stores carrying over 400 brands. “Rera” is the word for “wind” in the Ainu language, and just as its name suggests, the bright and spacious outlet mall creates an image of a pleasant breeze passing through. Visitors to the mall may also notice that there are many shoppers who bring their pet dogs along. As there are many stores that allow pets, the local customers often take their dogs here on driving trips.

The mall is the third most popular destination (1<sup>st</sup>: Lake Shikotsu, 2<sup>nd</sup>: Royce’ Chocolate World) in Chitose City out of 28 destinations on TripAdvisor (as of May 31, 2016). One of its biggest characteristics is the close proximity to the international airport and terminal station, which makes it convenient not only for visitors who will be travelling by air (tourists) but also those from Sapporo and other areas of Hokkaido who will be travelling by rail or car.

Hokkaido is popular among foreign visitors, particularly from the Asian region (such as China, Hong Kong, Taiwan, Thailand, South Korea and Singapore), with the number of foreign visitors increasing more than 2.2 times over a course of 6 years from 689,150 in 2008 to 1,541,300 in 2014, and that number is still on the rise. In response to this trend, our company has decided to increase the floor space of the store by 3.2 times from the initial area of 222 m<sup>2</sup> to 702.35 m<sup>2</sup>.

While our company mainly handles high-quality and reliable made-in-Japan products, we have also announced that we will be authorized retailers of the Swiss watch brand “Titoni”, which is extremely popular across Asia, including Japan, and will be adding their products to the current lineup. Founded in 1919, this established watch brand is currently sold in 40 different countries around the world. Adopting a shop-in-shop style with an olive green color scheme, our company, as authorized retailers, will endeavor to provide an extensive product lineup and quality service from specialized staff.

Our company aims to continue creating stores that not only allow foreign visitors to enjoy a satisfying shopping experience in the limited amount of time available to them during their travels, but also earn the continued love and support of the local residents, and uphold the “Laox” brand that provides quality, reliable made-in-Japan products and spread Japanese culture to the rest of the world.

#### “Laox Chitose Outlet Mall Rera Store” Shop Information

Address: Lot 625, 1-2-1 Kashiwadai-minami, Chitose-shi, Hokkaido

Tel: 0123-40-1880

Fax: 0123-40-1881

Contracted area: 702.35 m<sup>2</sup> (212.46 tsubo)

Business hours: 10:00-20:00 (may vary according to season)

Opening date: Friday, July 1, 2016

Products: Home electronics, watches, jewelry, cosmetics, medicine, haircare and beauty products, folk crafts, handicrafts, miscellaneous goods, hobby goods, daily goods, toys, local souvenirs



Contact information for inquiries regarding this matter:

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