



June 27, 2016

Laox Co., Ltd.

Notice of New Store Opening, “Laox Sapporo Tokeidaidori Store”

Laox Co., Ltd. (Headquarters: Minato-ku, Tokyo; President and Representative Director: Yiwen Luo; Securities code: 8202; “our company” hereinafter) is announcing that “Laox Sapporo Tokeidaidori Store” will start operating as a new, regular store from Saturday, July 23, 2016. This store will be our 8th store in the Hokkaido region and our 42nd store in Japan.

The Shikishima Kitaichijo Building which the store will be opened in is located at Ekimaedori, Sapporo’s main street. Despite its location in the middle of the business district, the famous Sapporo Clock Tower, which is highly popular among both domestic and foreign visitors, and the plush green expanse of Odori Park are only a few minutes away by foot. The convenience of the city, coupled with Hokkaido’s refreshingly lush, green environment, makes this location an extremely popular sightseeing spot.

Hokkaido is extremely popular among foreign visitors to Japan, 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.

The travelling style of foreign visitors has also undergone diversification in recent years. While tour groups were the main form of tourism up until last year, the recent increase in solo travelers known as FITs (free independent travelers) have led to a rise in tourists enjoying “*koto* consumption” in Japan, favoring intangible values such as experiences over material acquisition. While the time spent interacting with Japanese culture and lifestyle undoubtedly forms valuable experiences that lead to the satisfaction of the foreign visitors, shopping is still a source of enjoyment for them too.

As a comprehensive tax-free store, our company aims to create 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. This latest store will features sections and an atmosphere that will make female customers want to visit frequently.

In order to respond to the needs of foreign visitors and domestic customers, our company aims to continue creating an atmosphere that will allow customers to enjoy a pleasant shopping experience, and upholding the “Laox” brand that provides high-quality and reliable made-in-Japan products and spread Japanese culture to the rest of the world.

“Laox Sapporo Tokeidaidori Store” Shop Information

Address: 1F, 2F and 7F, Shikishima Kitaichijo Building, 3-3 Kitaichijo-nishi, Chuo-ku, Sapporo-shi, Hokkaido

Tel: 011-223-1116

Fax: 011-223-1117

Contracted area: 1215.8 m² (367.76 tsubo)

Business hours: 9:00-21:00

Opening date: Saturday, July 23, 2016

Products: (1F) Cosmetics, haircare and beauty products, medicine, miscellaneous goods

(2F) Home electronics, watches, jewelry, handicrafts, household goods, local souvenirs

(7F) Office



Visualization of 1F interior

*With the opening of the Sapporo Tokeidaidori Store (from July 23, 2016), the names of all the stores in Sapporo will be changed for the sake of clarity, including the Sapporo Store (opened on January 25, 2014) which will be renamed “Laox Sapporo NORBESA Store”.

Contact information for inquiries regarding this matter:

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