

Notice of New Store Opening, “Laox Niigata Airport Store”

Laox Co., Ltd. (Headquarters: Minato-ku, Tokyo; President and Representative Director: Yiwen Luo; Securities code: 8202; “our company” hereinafter) is announcing that “Laox Niigata Airport Store” will start operating as a new, regular store from Saturday July 30, 2016. This store will be our first store in the Hokuriku region and our 43rd store in Japan.

This new store will be located in Niigata Airport, which was opened in 1930 and boasts approximately 1,012,000 passengers* annually. Due to its convenient location, only 25 minutes by bus from JR Niigata Station and 10 minutes away from the nearest expressway interchange, Niigata Airport is used by travelers and businessmen from both within and outside Niigata Prefecture. There are also regular international flights to Seoul, Shanghai and Harbin, in addition to seasonal flights to Khabarovsk and Vladivostok. Flights to Khabarovsk in particular were launched approximately 50 years ago, and for the past half century Niigata Airport along with Niigata Port have served as gateways connecting Japan to the rest of the world.

With the consumption style of foreign visitors said to be transitioning towards “*koto* consumption” in recent years, there are more opportunities for travelers to visit regions other than the “Golden Route” which connects Tokyo and Osaka, especially for solo travelers who are familiar with travelling in Japan.

Tourism in Niigata Prefecture is not limited to the abundant nature such as beaches and mountains of Sado, as its long geographical shape stretching from north to south offers a characteristically diverse sightseeing options (such as scenic views, climates and food) depending on the region. You can enjoy Niigata at any time of a year as each season is clearly different, with beautiful flowers in full bloom during the spring, magnificent fireworks lighting up the summer sky, active autumns filled with camping and trekking, and the winter sports characteristic of snowy regions.

Therefore, Niigata truly is a popular tourist location that is sure to satisfy repeat foreign visitors.

This store will be located on the 3rd Floor of the International Departure Lounge within the airport building. In addition to home electronics that are highly popular among foreign visitors, our lineup will also include a variety of goods such as digital cameras, cosmetics and souvenirs such as snacks which will allow visitors who come into contact with such goods to truly understand the excellence of Japan.

This store will be our 5th store opened in airports. In order to build our network across the country, airports are extremely important locations in our medium to long-term strategy. We endeavor to create stores which allow visitors to enjoy their last shopping experience while also creating the desire to visit Japan again in the future.

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

*Source: 2014 (January 1 to December 31, 2014) Niigata Airport Utilization Status, Niigata Prefecture

“Laox Niigata Airport Store” Shop Information

Address: 3F Niigata Airport Terminal Building (International Departure Lounge)

3710 Matsuhama-cho, Higash-ku, Niigata-shi, Niigata Prefecture

Tel: 025-250-2505

Fax: 025-250-2506

Contract area: 123 m² (37.19 tsubo)

Business hours: 8:30-16:30 (Open for extra flights outside of business hours)

Opening date: Saturday, July 30, 2016

Products: home electronics, digital cameras, cosmetics, haircare and beauty products,
miscellaneous goods, daily goods, souvenirs

Contact information for inquiries regarding this matter:
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