



November 25, 2016

Laox Co., Ltd.

Notice of New Store Opening, Laox Narita International Airport Terminal 1 Store

Laox Co., Ltd. (Headquarter: Minato-ku, Tokyo; President and Representative Director: Yiwen Luo; Securities code: 8202; "our company" hereinafter) is announcing the opening of a new "Laox Narita International Airport Terminal 1 Store" from Friday December 9, 2016.

The number of overseas passengers who used the Narita International Airport in September reached as many as 1,076,403*, increased by 114 percent over the same period of the previous year. The Terminal 1 at the Narita International Airport is the largest passenger terminal in Japan, boasting about 460,000 square meters in total floor space, making it about 10 times larger than Tokyo Dome. The shopping area within the Terminal 1 Airport Mall has undergone a major refurbishment in July 2014. The area has since become popular and is now used not only by passengers but also by those who pick-up or drop-off passenger(s), and also who visit here to shop.

The Laox Narita International Airport Terminal 1 Store will welcome customers with a broad lineup of products including power plug adapters that can come in handy either in flight or at foreign destinations, travel goods such as suitcases, and home electronics with overseas specifications (100V, 120V or 220V) that are designed to be used at the home of overseas tourists after they leave Japan. The store is also going to stock up on consumer electronic haircare and beauty products, and snacks that excel as souvenirs, with a view to establishing itself as a one-stop shopping destination where customers can enjoy shopping.

Our company plans to uncover the appeal of each region of Japan in order to focus on expanding our "abundant made-in-Japan merchandise line" and our "Japanese style hospitality and service." We aim to create further demand for travel to Japan, so that we will be able to convey "Japan Quality Life" to our customers from all over the world.

*Source: Preliminary figure stated in the Airport Traffic Statistics (2016) issued by Narita International Airport Corporation (NAA)

"Laox Narita International Airport Terminal 1 Store" Shop Information

Address : 5F North Wing, Narita International Airport Terminal 1, 1-1 Goryobokujo Sanrizuka, Narita City, Chiba Prefecture

TEL : 0476-32-5615

FAX :0476-32-5625

Contract area : 130.04 m²(39.33 tsubo)

Business hours :AM8:00~PM8:00

Opening date :Friday , December 9 , 2016

Products : Electric appliances for beauty and haircare, and, cosmetics, health food, travel goods, home electronics, audio devices, daily necessities, food

Contact Information for inquiries regarding this matter:

Corporate Planning Department, Laox Co., Ltd.

Tel: 03-6852-8881