



Laox to participate in U Plan, a coupon service for foreign travelers visiting Japan
starting to offer the service today at some of its stores

February 16th, 2017

Laox Co., Ltd.

Laox Co., Ltd. (Headquarter: Minato-ku, Tokyo; President and Representative Director: Yiwen Luo; Securities code: 8202, hereinafter referred to as “we”) has been actively implementing measures to better serve free independent travelers (FIT) in consideration of the recent increase in FIT and returning travelers to Japan. In one of such efforts, on Thursday, Feb 16th, 2017, we are going to join U plan, a cross-border marketing platform recently launched by UnionPay International Co., Ltd. (Headquarter: Shanghai, President Cai Jianbo, hereinafter referred to as UnionPay International) and start to offer UnionPay cardholders the service as a member company. Initially, the U-plan service will be available at 11 of the 42 of our general tax-free stores nationwide. We will later offer the service at more of our stores.

In the future, we will further take vigorous steps to better serve the needs of tourists visiting Japan, including the above mentioned participation in U-plan.

Our participation in U plan is an effort to meet the needs of FIT. Under the plan, UnionPay cardholders are provided with exclusive electronic coupons and will be notified of the service by Union International through major banks and travel agencies overseas. At our stores offering the U-plan service (please refer to the list below), customers who present the electronic coupon and pay with a UnionPay card will get a 5% discount* on the spot in addition to the usual 8% tax exemption.

*This service is available to customers who spend ¥5,000 or above. Certain products are excluded from the service.

■Tokyo Metropolitan Area	■Kansai Area	■Kyushu Okinawa Area
Ginza EXITMELSA	Daimaru Shinsaibashi Store	Fukuoka Canal City Hakata Store
Decks Tokyo Beach Daiba Store	Shinsaibashi-suji Store	Hilton Fukuoka Store
Venus Fort Store	Osaka Dotonbori Store	Okinawa Ashibinaa Store
Haneda Airport Store	Kyoto Marui Store	In total 11 stores

For reference: regarding UnionPay International

UnionPay International is a subsidiary of China UnionPay that manages international operations. With business partnerships with more than 1,000 entities world over, the UnionPay card is accepted in more than 160 countries and areas and issued in more than 40 countries and areas.

« Contact for information regarding this release »

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