



February 14, 2017

Press Release

Company name: Laox Co., Ltd.
Representative: Yiwen Luo, President and Representative Director
(Code number: 8202 TSE2)

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Notice of Organizational Changes and Personnel Reassignments

The following organizational changes and personnel reassignments were decided at the Board of Directors' meeting convened on February 14, 2017.

1. Organizational changes (effective February 14, 2017)

• Purpose and nature of changes

For the purpose of reinforcing domestic retail business sales, the Business Promotion Main Department has been integrated into the Domestic Business Main Department.

Also, for the purpose of developing new business, a New Business Main Department has been established within the Domestic Business Main Department.

2. Personnel reassignments (effective February 14, 2017)

Name	Following change	Prior to change
Yiwen Luo	President and Representative Director President and Chief Executive Officer *No change	President and Representative Director President and Chief Executive Officer
Teruji Yano	Managing Director Executive Officer in charge of domestic business Senior Director, Domestic Business Main Department	Managing Director Executive Officer in charge of management Senior Director, Administration Main Department
Dong Hong	Executive Officer in charge of management Senior Director, Administration Main Department, and concurrently Chief of President's Office	Executive Officer Chief of President's Office
Tomohiko Okano	Executive Officer in charge of new business Assistant Senior Director, Domestic Business Main Department, and concurrently Senior Director, New Business Main Department	Senior Director, Domestic Business Main Department Senior Director, Merchandising Main Department

Luyong Fu	Executive Officer in charge of China business Senior Director, Overseas Business Main Department	Executive Officer in charge of overseas business Senior Director, Overseas Business Main Department, and concurrently Senior Director, China Sales Main Department
Norihiko Fujitani	Senior Director, Domestic Business Main Department, New Business Main Department, and concurrently Director, Business Development Department	Executive Officer in charge of finance (CFO), and concurrently in charge of business planning