

February 28, 2017 Laox Co., Ltd.

Laox to start a loyalty points program

targeted at foreign tourists visiting Japan

Laox Co., Ltd. (headquartered in Minato Ward, Tokyo/Representative Director and President Luo Yiwen/security code 8202, hereinafter referred to as "we") will start a customer loyalty points program on March 1st in cooperation with Mitsui Sumitomo Card Co., Ltd (headquartered in Minato Ward, Tokyo/ Representative Director and President Ken Kubo)

We currently operate 40 general tax-free stores around Japan. In the Japanese inbound market, more than 6.37 million tourists¹ visited the country in 2016 and spent ¥1,475.4 billion², 40% of which went to purchase merchandise. We will strive to bring more group foreign tourists and FIT (Foreign Individual Travelers) to our stores and gain more returning customers through our own customer loyalty points program based on our official account on WeChat, a smartphone application widely used in China.

%1: Source Japan National Tourist Organization, Dec. 2016, Number of foreign visitors to Japan%2: Source Japan Tourism Agency, Foreign travelers' consumption trend survey for 2016

Main services

- A ¥500 coupon is offered as a benefit of becoming a member.
- At the cashier, you can earn/use points (\times 1point per \pm 100 purchase, 1 point is worth \pm 1).
- Members-only coupons and shopping information are periodically delivered

Outline of the procedure to become a Laox Point member

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	紹介 为思用来Laou展标, 局好, 最优先的 信約 文注自力Laou信煎日本多和购物乐都 大1 公式アカ ウント 休務思(上海)商気有限公司 > ブランド ※ LAOX > 透知	Laox加盟银联国际"优计划",自2 月16日起为访日游客推送优惠券 中国春节长段助力,1月访日中国游 客途83万,出行多样化 早春二月河津楼能级,2017年日本 復花满开进入员计时! 访日客"圣地巡礼"给林不绝,最爱	金质注册 全质注册 全质注册 生活输入结 生活输入结 生活输入结 生活 活动行动公式 現有积: 生用: 消动行业公式 現有积: 生用: 消动行业公式 現有积: 日 第 日 1000000000000000000000000000000000000	2835 0000 0752 2 → 2855 0000 0752 0 → 2855 0000 0750 0 → 2855 0000 0 → 2855 0 →
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<u>1、Scanning WeChat QR code</u>	<u>2、Following our</u> official account	<u>3. Entry page for</u> membership registration	4 Registration of	5 Registration complete

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