

[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 1<sup>st</sup> 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 tourists※1 visited the country in 2016 and spent ¥1,475.4 billion※2, 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.

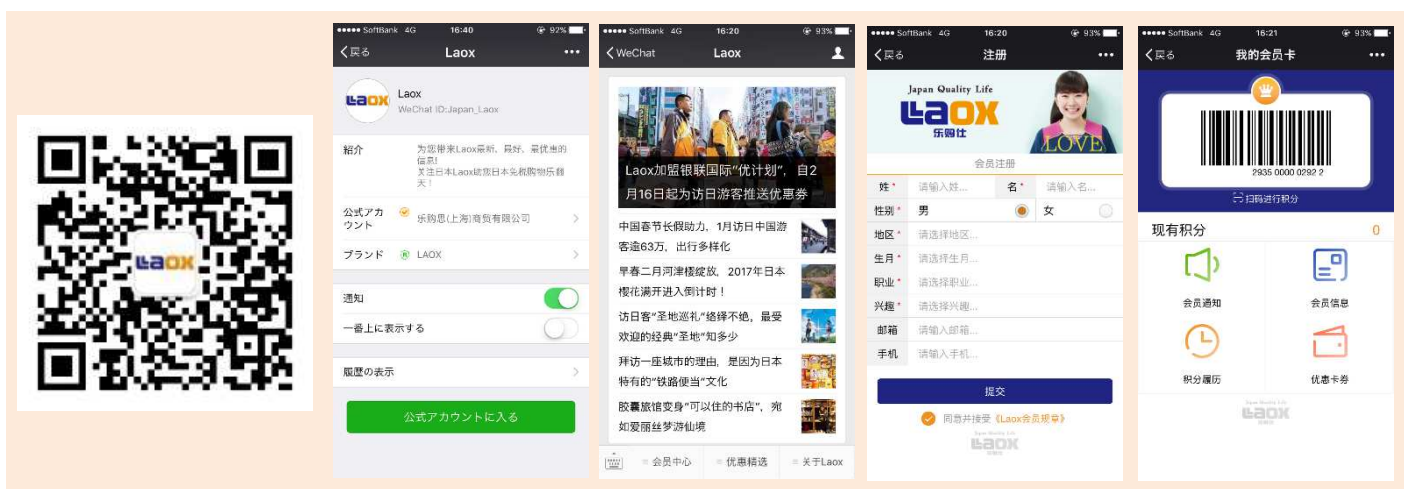
※1: Source Japan National Tourist Organization, Dec. 2016, Number of foreign visitors to Japan

※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 (※1point per ¥100 purchase, 1 point is worth ¥1).
- Members-only coupons and shopping information are periodically delivered

■ Outline of the procedure to become a Laox Point member



1. Scanning WeChat QR code

2. Following our official account

3. Entry page for membership registration

4 Registration of member information

5 Registration complete

《Contact for information regarding this release》

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