



April 28, 2017

Laox Co., Ltd.

Announcement regarding the opening of Chiba Port Square Port Town

Theater-style amusement facility,
centered around a large buffet restaurant seating about 500 diners
and a survival game field

Laox Co., Ltd. (headquartered in Minato Ward, Tokyo/Representative Director and President Luo Yiwen/security code 8202, hereinafter referred to as “we”) will open Chiba Port Square Port Town on July 1 (Saturday), 2017.

Chiba Port Square Port Town aims to energize both the inbound market and the Chiba’s local economy. It is conveniently located for people living in and around Chiba city to use as a venue for their family activities as well as for foreign tourists who come through transportation hubs in Chiba prefecture including Narita airport. On the first floor of Port Town, the main commercial building in Chiba Port Square, are 3 Minutes Kitchen, which carries numerous rare cup-noodles: Japan Excellent Local Products Market, which has local specialty goods with emphasis on those from Chiba: Pet Spice, a pet goods store with an indoor dog run, and a Laox store carrying a wide variety of domestic and foreign products such as home appliances, toys, daily necessities, cosmetics and others that will attract children and adults alike. On the second floor are outlet stores that mainly sell babies’ and children’s clothing. On the third floor is Link Park, where mothers and children can have a lot of fun. On the fourth floor is Airsoft Zone Delta, a theater-style amusement field offering entertainment centered around survival games. On the fifth floor is The New York Bayside Kitchen, a buffet restaurant that puts into practice the idea of “local production for local consumption”.

Also, Chiba Port Circle, an entertainment facility adjacent to Port Town, is scheduled to open in this autumn. It will become the venue of the first performance in the Kanto region of play “Gear”, with the aim of replicating its success in Kyoto where it has been a long-running hit. Gear tells a moving story through mime, break dance, magic and juggling, all synchronized with light and video. Its non-verbal message touches the heart of everyone, young and old, Japanese and foreign, transcending language barriers. In Kyoto, as of April 2017, Gear has been played more than 1,700 times over 6 years, attracting more than 125,000 viewers.

We will strive to meet the needs of foreign visitors who hope to enjoy the so called consumption of experience while entertaining family visitors from nearby residential areas, offering not just high-quality, reliable Made-in-Japan products but also meticulous service and cultural experiences. In doing so, we will establish a new Laox brand, which will deliver Japan’s true value enjoyed by all people, regardless of nationality or age. Please give us your attention.

■ Port Town floors

1F: Laox / 3 Minutes Kitchen / Japan Excellent Local Products Market / Pet Spice

2F: Babies' and children's clothing

3F: Link Park

4F: AIRSOFT ZONE DELTA a

5F: THE NEW YORK BAYSIDE KITCHEN

6-7F: Central Fitness Club (existing)

体験型 複合レジャー施設

Port Town



■ ANNEX floor

3F: MINATO CAFE

■ Chiba Port Circle floors

4-5F: Chiba Port Theater

【Laox】

We have a wide variety of products that will satisfy everyone, foreign and Japanese, children to adults. In the electric home appliances section, we offer kitchen appliances that work with 100V for Japanese customers as well as popular beauty appliances designed for overseas 100-240V. In the AV/IT -product section, we have imported items popular with Japanese customers alongside those made in Japan popular with overseas customers. In the watch section, we carry a wide range of items, from reasonably priced watches to high-end branded watches made in Japan. Furthermore, we have cosmetics, medicines, daily necessities and foods that reflect the newest trends in Japan to satisfy both Japanese and foreign customers.

【3 Minutes Kitchen】

This is a cup-noodle specialty store stocked with about 50 cup-noodles with emphasis on rare ones. A variety of toppings are also available. We will also develop our original cup-noodle to offer here.

【Japan Excellent Local Products Market】

This market offers local specialty products sent from all over Japan, especially those of superb quality procured in Chiba. The excellent and amusing goods are displayed according to various themes such as a season or original stories. There is also a space to hold festive events, where customers can shop while communicating with the producers.

【Pet Spice】

This is a store of pet-related goods with an in-house dog-run 330 m² in area, one of the largest in the region. There is also an agility course. Here, dogs will never get bored. A wide variety of pet-related items

are available, including pet food, pet apparel from specialized brands, and carts that are handy when going out with pets.

【Babies' and children's clothing floor】

Outlet stores of apparel for babies and children that will meet the latent needs. It also carries intelligence-development toys and other items targeted at kids and their parents as well as clothes.

【Link Park】

Link Park offers everything: a kids' playground, vehicle-riding course, cardboard-art exhibition, English conversation workshop, café, studio, and salon, all located on one floor under the concept of "Make Mom Happy!" While children play, mothers can relax at the café, enjoy yoga or dance in the studio, and take part in various cultural activities in the salon.

【AIRSOFT ZONE DELTA】

You can immerse yourself in the play in this immense, single-floor survival game space that has a middle-eastern or east-European ambience. There is also a multi-purpose space to hold various events such as drone contests and costume-play photo-ops. We will also often hold seminars for survival game beginners. In the Nerf shooting range, children ages 8 and over can enjoy shooting. We cater to a wide variety of needs for games with an in-house speed-shooting range, one of the few in the Kanto region, and a 25m long-shooting range.

【THE NEW YORK BAYSIDE KITCHEN】

A buffet restaurant that will remind you of New York City where people enjoy cuisines from the world over. It entertains diners with a sophisticated interior and menu rich in diversity. This cafeteria puts into practice the idea of "local production for local consumption", using a lot of fresh ingredients from Chiba while it keeps surprising and thrilling its diners with unexpected materials. We offer around 60 dishes and 40 sweets from around the world prepared by chefs trained at first class restaurants. Japanese, Chinese and Western foods are served along with sweets such as colorful cotton candies, "Snow Ice" – far nicer and finer than flavored shaved ice –, and New York style cupcakes.

【MINATO CAFE】

More than 15 kinds of bread, gourmet coffee and soft drinks are served at this café bakery. During lunch time, diners can enjoy a pasta or set meal with salad in a relaxing space overlooking a beautiful patio.

Facility Summary of Chiba Port Square Port Town

Location : 1-50, Tonya-cho, Chuo-ku, Chiba-shi, Chiba-ken

Telephone Number: 043-307-6810

Contract Area: 12,762 m²

Business Hours: 2F 10:00-21:00 / 3F 10:00-19:00 / 4F 11:00-22:00

5F 11:00-15:00 (lunch) 17:00-22:00 (dinner) 18:00-23:00 (lounge)

※We acquired and manage Chiba Port Square through a subsidiary in which we made a joint investment

with China's biggest real estate company Greenland Holding Group Co., Ltd. (as announced in the timely disclosure dated December 25th, 2015). Port Town 1-5F and Annex scheduled to open in July, and Chiba Port Circle scheduled to open in this autumn are managed by Laox alone.



※Expected interior of THE NEW YORK BAYSIDE KITCHEN



※Expected interior of the entrance of AIRSOFT ZONE DELTA

« Contact for information regarding this announcement »

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