



November 30, 2017

Press Release

Company name: Laox Co., Ltd.
Representative: Yiwen Luo, President and
Representative Director
(Code number: 8202 TSE2)
Contact: Atsushi Matsuzawa General Manager
of the Corporate
Planning Division
(Tel: 03-6852-8880)

Announcement regarding resumption of special benefit plan for shareholders

We resolved to resume our special shareholder benefit plan at the board meeting on November 30th 2017 as follows.

1. Reasons for the resumption of our shareholder benefit plan

We will resume our shareholder benefit plan, which we suspended in 2010, in order to express our appreciation to our shareholders for their continued support, make our shares more attractive, and increase the number of medium-to-long term shareholders. Under the resumed plan, we will be able to offer our shareholders an improved service through new shareholder benefit coupons now that our branch network has expanded nationwide and a new point system that will help purchase their favorite items.

2. Outline of the shareholder benefit plan

(1) Eligible shareholders

The special benefits are offered to those shareholders who are listed or recorded as holding at least one share unit (100 shares) in the register of shareholders as of December 31st each year.

(2) Contents of shareholder benefits

Each eligible shareholder is awarded shareholder benefit points in accordance with the number of shares held, which can be exchanged for products listed on our shareholder benefit product website. Shareholder benefit points are valid for two years, and can be carried over to the next year to exchange for higher-point products provided that the same shareholder continues to hold

our shares under the same shareholder ID number.

Number of shares held	Shareholder benefit points
from 100 to 299	1,000 points
from 300 to 499	2,000 points
from 500 to 999	3,000 points
1,000 or more	5,000 points

(3) Procedure to exchange shareholder benefit points for products

We will send a letter by post in the first half of March 2019 to shareholders eligible for our shareholder benefit plan to explain the procedure to register on our special website that will list shareholder benefit products. In accordance with the number of points held, each eligible shareholder can select from about 30 items including products popular at our stores and our shareholder benefit coupons. Those shareholders unable to register on our special website can do so by telephone; however, in that case the number of items exchangeable for points will be reduced. The period during which shareholders can exchange shareholder benefit points for items is planned to start on April 1st and end on May 31st.

(4) Shareholder benefit products

1,000 shareholder benefit points can be exchanged for a shareholder benefit product worth ¥1,000 (including shipping fee). About 30 shareholder benefit products will be listed from items popular at our stores such as waterproof compact shavers, LED lights, ceramic knives, bath mats, beauty and hair care appliances, watches, cosmetic facial masks, vacuum flasks and others.

1,000 shareholder benefit points can also be exchanged for shareholder benefit coupons worth ¥2,000 that can be used for the purchase of products at our stores or the purchase of ladies' shoes manufactured by one of our group companies.

3. Year to resume our shareholder benefit plan

The shareholders listed or recorded as holding at least one share unit (100 shares) in the register of shareholders as of December 31st 2017 will be eligible for the resumed shareholder benefit plan.