



January 23<sup>rd</sup>, 2018

Laox Co., Ltd.

**Notice Regarding the Adoption of Suning Pay (Suning Financial app)  
at Some Laox Stores: introduction of  
a new mobile payment system to Japan**

Laox Co., Ltd. (headquartered in Minato Ward, Tokyo/Representative Director and President LuoYiwen/security code 8202, hereinafter referred to as “we”) decided to introduce Suning Pay (Suning Financial App) in an attempt to meet the increasing demand for mobile payment from foreign tourists visiting Japan.

Suning Pay, known as Suning Finance app in China, is a mobile payment system operated by Suning Commerce Group Co., Ltd. (hereinafter referred to as Suning Group) , our parent company. The total amount transferred through Suning Pay in 2017 was 700 billion yuan (approximately ¥10.5 trillion) and the number of its users reached 130 million.

China is fast moving to a cashless society. According to iResearch, a leading market research company in China, the total cashless payment at physical stores in China amounted to 14.5 trillion yuan, including QR code payment of 650 billion yuan, representing 42.2% and 1.9%, respectively, of all the payment at those stores.

We have actively introduced mobile payment systems, including Alipay and WeChat Pay since 2016, to make payment at our stores easier, simpler and more convenient for our customers. The introduction of Suning Pay is a step further in this direction. In addition, we expect to create a synergy effect with Suning Group and help Suning Pay establish a foothold to expand into the global market.

At first Suning Pay will be introduced to Laox Shinjuku Main Store, then expanded into 15 stores nationwide. Suning Pay will also promote its payment system in Japan by offering advantages to its users.

« Contact for information regarding this announcement »  
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