



Feb. 8th 2018

Laox Co., Ltd.

Notice Regarding Change of Trade Name of Our Parent Company

Suning Commerce Group Co., Ltd., our parent company, changed its trade name effective February 7th 2018.

1. New trade name

Formal trade name : SUNING.COM CO., LTD.

abbreviated tradename : SUNING.COM

2. Reason for the change

Suning Group has been engaging in electronic commerce under Suning.com brand as well as operating a retail chain across China that specializes in electric home appliances, under Suning's "Omni-Channel Strategy". Suning Group launched its third ten-year plan in 2018, advancing to a new growth stage. On this occasion, the group decided to change its trade name in order to increase name recognition of the brand Suning.com and spread its slogan "High-tech Suning for Smart Retailing".

« Contact for information regarding this announcement »

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