



March 2nd 2018

Laox Co., Ltd.

## Announcement regarding the opening of Kurogi Shanghai, a Japanese restaurant, in the Bund: the symbol of Shanghai

Laox Co., Ltd. (headquartered in Minato Ward, Tokyo/Representative Director and President LuoYiwen/security code 8202, hereinafter referred to as “we”) will open Kurogi Shanghai on the 1<sup>st</sup> floor of Bellagio Shanghai, a hotel in the Hongkou district in Shanghai on Friday March 9<sup>th</sup>, 2018.

Kurogi (location: 1-7-10, Shiba-Koen, Minato Ward, Tokyo), which has won a star in Michelin’s Tokyo guide, is known as the hardest restaurant to reserve in Tokyo. Its chef/owner Jun Kurogi also works as the supervisor of in-flight meals of JAL’s business class on international flights and runs Kuriya Kashi Kurogi , a Japanese sweets restaurant on the campus of Tokyo University.

Kurogi Shanghai will be managed by our restaurant-operating subsidiary in Shanghai under the business partnership between Office Jun Kurogi Co., Ltd. and us. It will serve unique Japanese cuisine prepared in a slightly different way from the one used in Kurogi in Tokyo. You won’t be able to enjoy it anywhere else. Each dish will be served to satisfy every single diner, accompanied by Sake, for example. Mr. Kurogi, who is simultaneously a traditionalist and innovator in Japanese cooking, will create a special menu for the new restaurant. Bellagio Shanghai, part of the Suning group, is a sister hotel of Bellagio Las Vegas, a casino hotel in Las Vegas, U.S.A. It opened for accommodation on December 25<sup>th</sup>, 2017 in the north of Waitan, a high-end shopping district in Shanghai. The location is just 10-15 minutes by car from Nanjing Road bustling with locals and tourists alike or from Oriental Pearl Tower in Pudong, Shanghai’s most famous landmark.

Under a government strategy called “Cool Japan”, the Ministry of Economy, Transportation and Industry has been aiming at communicating Japanese culture, including its cuisine, to the world. Furthermore, an increasing number of Chinese people are visiting Japan, and the Japanese cuisine was registered as the world intangible cultural heritage. All these circumstances led to rising popularity of the Japanese cuisine in China, with the number of Japanese restaurants in China more than doubling in the past two years.

We established a subsidiary in March 2017 to launch a restaurant business in Japan and opened The New York Bayside Kitchen, a buffet restaurant, in Chiba Port Square Port Town. Bellagio Shanghai is our second restaurant. In an effort to better serve so-called consumers of experience, we will offer exquisite Japanese cuisine, communicate Japanese culture and encourage people around the world to visit Japan.

■ Kurogi Shanghai: Restaurant profile

Location; 188 North Suzhou Road, Hongkou District, Shanghai,

Seats: 38 seats for dining (including private rooms)

20 seats for drinking and dining

Floor area: 438 m<sup>2</sup>

Date of open: March 9<sup>th</sup>, 2018

Building plan: Kengo Kuma & Associates



※Expected interior of the restaurant

《Contact for information regarding this announcement》

Corporate Planning Division, Laox Co., Ltd. TEL 03-6852-8881