



December 21, 2018

Press Release

Company name: Laox Co., Ltd.  
 Representative: Yiwen Luo, President and Representative Director  
 (Code number: 8202 TSE2)  
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### Announcement on Organizational and Personnel Changes

This is to announce that Laox has made the following organizational and personnel changes decided at the board meeting held on December 21, 2018.

#### 1. Organizational Changes (as of January 11, 2019) \*Please refer to the attached sheet

Based on the 3<sup>rd</sup> Medium Term Management Plans, Laox is promoting diversity in our business realms in search of destinations for inbound tourists by capturing the global life style trends. With the start of the second year of our Medium-Term Management Plan, an organizational change aligned with the business promotion will be performed. The following is the organizational change aimed at faster growth in our businesses.

##### (a) Corporate Headquarters

With the diversification of the group businesses and the increase of domestic and overseas subsidiaries, the name as been revised to Corporate Headquarters to strengthen the former Management Headquarters and to clarify the roles within the group.

##### (b) Inbound Business Headquarters

The Inbound Business Headquarters was set up by incorporating the former Domestic Retail Business Headquarters and the former MD Business Headquarters, to function and designate inbound businesses as our main business.

##### (c) Global Business Headquarters

A Global Business Headquarters will be launched to reinforce new overseas businesses initiated with the significant growth in Japan-China trade and cross border electronic commerce (EC).

##### (d) Life Design Business Headquarters

The Life Design Business Headquarters was launched by incorporating the former SC Development Business Headquarters and the former Content Service Business Headquarters. This is to strengthen the link between our diversifying group business and domestic and overseas subsidiaries and for a more efficient operation of our group logistics.

#### 2. Personnel Changes (as of January 11, 2019)

Name	Current Position	New Position
Teruji Yano	Director and Executive Officer General Manager of Domestic Retail Headquarters And General Manager of Content Service Business Headquarters	Director and Executive Officer General Manager of Life Design Business Headquar
Luyong Fu	Executive Officer General Manager of MD Business Headquarters	Executive Officer General Manager of Global Business Headquarters
Hiroki Sano	Acting General Manager of Domestic Retail Business Headquarters	Acting General Manager of Inbound Business Headquarters
Kotaro Wakabayashi	-	General Manager of Corporate Headquarters

End

\*Attached File: Laox Co., Ltd. Organizational Chart (as of January 11, 2019)

