



March 20 2019
Laox Co., Ltd.

Laox opens Japan's first tax-free reservation store in Global Travel Shopping on Fliggy, a travel platform run by Alibaba Group

Under the strategic partnership agreement between Laox Co., Ltd. (hereinafter referred to as “we”) and Alibaba Group, we opened Japan's first tax-free reservation store in Global Travel Shopping on Fliggy, an online travel booking platform operated by Alibaba Group. We will be able to offer more convenient and efficient shopping experience to customers who use the new online store taking advantage of our existing network of physical stores. Laox's new tax-free reservation store formally opens on March 20, 2019.

Customers who use our tax-free reservation store in Global Travel Shopping can reserve and purchase, tax-free, the products sold at our physical stores in Japan using a Fliggy application before they visit Japan. When reserving and purchasing an item, a customer is to make advance payment through Alipay, a payment system operated by Ant Financial Services Group in the Alibaba group. Then the customer will be able to designate the date and store (※1) to pick up the item in Japan. The date shall be between three days and thirty days after the reservation/purchase. To pick up the item, the customer just has to show the store staff the reservation page on his or her smartphone and the passport, and all the pick-up and tax-free payment procedures are complete, saving a lot of precious time in travel.

By using our new stor, foreign tourists can spend as much time as they wish on choosing from excellent products made in Japan before actually arriving in the country, which will leave plenty of precious extra time to enjoy majestic views and cultural experiences in this country.

(※1)The service starts with the following seven stores:

Ginza EXITMELSA, Shinjuku Main Store, Akihabara Main Store, Decks Tokyo Beach Daiba Store, Daimaru Shinsaibashi Store, Kyoto Marui Store, Fukuoka Canal City Hakata Store

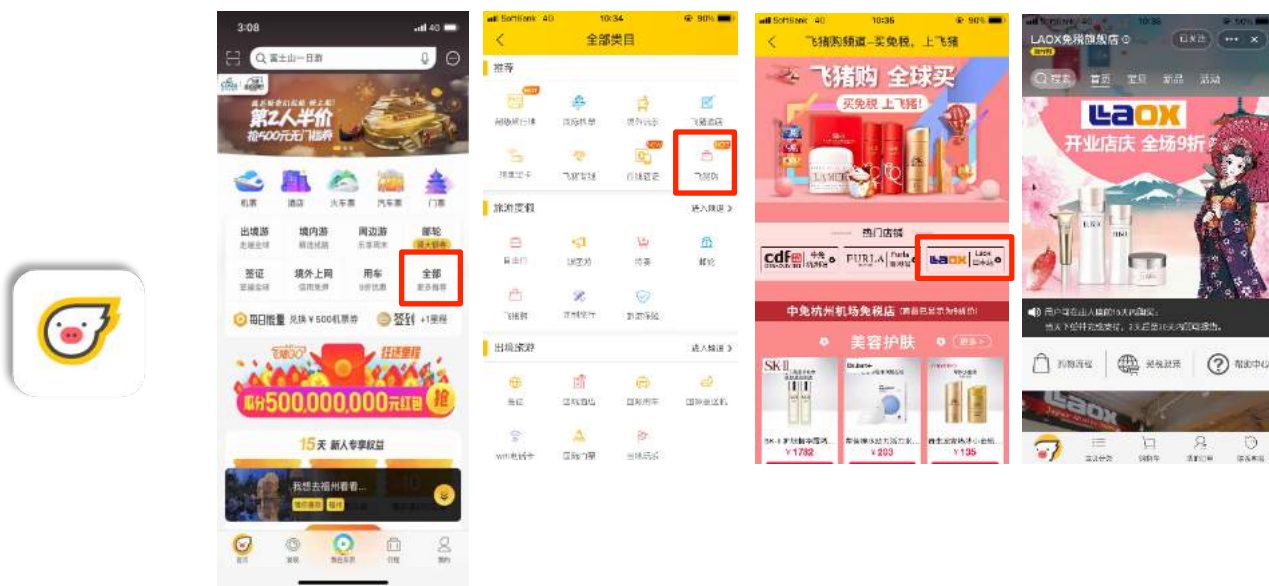
To mark the opening of the new store, we are holding large scale sales promotions. Every customer who reserved and purchased an item at our new store in Global Travel Shopping will be offered a special present. Free transportation service from and to airport will be provided to the first five of those who spend 100,000 yen or more at our new store. In addition, there will be generous gifts including a YA-MAN facial massager and Sakura Horse Oil for customers who share the information about our new tax-free reservation store on their SNS accounts. Furthermore, we are planning other sales campaigns such as offering a 10% discount on popular items rotating weekly. With the opening of the new store, we will continue to offer new travel experiences that will turn into memories to cherish for years to come.

We already have a main store on Tmall Global, Alibaba Group’s online shopping site. Our new tax-free reservation store in Global Travel Shopping marks a further deepening of our strategic partnership. Taking full advantage of Alibaba Group’s experience and knowledge about Chinese consumers, we will further expand into the Chinese market.

■ for details about Global Travel Shopping
 Click or scan here to download the Fliggy application
 : <https://www.fliggy.com/mobile/>



■ Regarding access to our new tax-free reservation store in Global Travel Shopping



■ Regarding Fliggy

Name: Fliggy

Summary: Fliggy is one of the largest online travel reservation platform. The site’s strength lies in the synergy effects that exist within the Alibaba Group. The platform, which has more than 600 million active users a year, supports the growth of its participating companies while providing tourists visiting Japan with freer and more comfortable travel experiences.

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