



September 27, 2019

Press Release

Company name: Laox Co., LTD.
Representative: Yiwen Luo, President and Representative Director
(Code number: 8202 TSE2)
Kotaro Wakabayashi
Contact: Executive Officer, General Manager of Corporate Headquarters
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Notice Regarding Establishment of Key Organization and Executive Appointment

Laox Co., Ltd. (the "Company") hereby announces that at the meeting of its Board of Directors held on September 27, 2019, the Company has decided to launch a key organization and appointed its new executive as follows.

1. Establishment of a new organization within Laox headquarters and executive appointment

Within the Company's strategy of developing both overseas and domestic markets, it has taken steps to construct diversified businesses specializing in duty free retailing, SCD, restaurants and amusement, international trade (cross-border EC), life and fashion. Having aware of the necessity of developing a new product strategy for all entities in the group as well as the development of new products, the Company establish the new headquarters that will focused on developing product strategy that accommodate market demands.

1) Product strategy headquarters

Product strategy headquarters will be responsible for developing products and strategies in pursuit supporting by our customers both in overseas and domestic markets, and taking initiatives in strategy implementation collaborate with other entities in the group.

2) New executive appointment for the new headquarters

The following summarizes the new executive appointment:

Name	Title	Remarks
Tanaka Toshiya	General Manager, Product Strategy Headquarters	To join the Company on October 1

End