

## Preliminary Report on 11/11 Results!

~Laox's total sales on 11/11 showed a 45% increase from last year and a record high!~

The total sales of Laox Co., Ltd. (hereinafter referred to as Laox) on 11/11 or “Double Eleven” or “Singles’ Day”, which is one of the largest E-commerce promotion days in China, increased by 45% from a year earlier and hit an all time high!

The overall sales on 11/11 have steadily increased so far and Alibaba Group’s total sales during the 24 hours of the day this year amounted to 268.4 billion RMB (or around 4.1 trillion JPY, representing a 25.7% year-on-year increase and record high. 11/11 has grown into a global retail event that attracts close attention of consumers from the world over as well as in China.

On 11/11 this year, Laox achieved a record total sales. In particular, the sales at our flagship stores on the three largest cross border E-commerce platforms in China saw an increase of 350%, 44%, and 131% at Sunin.com, T-mall, & Kaola.com respectively. In addition, the three Laox flagship stores mentioned above were collectively ranked fourth on the list of most searched words, showing our presence at 11/11, one of the largest consumption events in China.



※ YoY percentage change of sales at Laox flagship stores at T-mall, Kaola.com & Suning.com from left to right

In the first effort of its kind, we modified a hot water spray toilet seat in collaboration with a Japanese electric home appliance maker. Suning’s big data enabled us to alter the model to reflect the trends and consumer needs in the Chinese market. The model was marketed exclusively through Suning’s sales channels. Around 30,000 of the seats were sold by 11/11.



※ Hot water spray toilet seat modified for the Chinese market

In a trend continuing from last year in the crossborder E-commerce business, cosmetics and baby products remained the most popular product categories. On the list of the best selling items at the three Laox flagship stores, basic cosmetics made in Japan occupied the top three places.

We will further strive to expand our Chinese business and provide products that will meet the needs of consumers there by taking advantage of our unique connection to country.

《Contact for information regarding this notice》  
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