

## **A Laox Group subsidiary concluded a basic agreement on a business alliance with NIPPON ACCESS,INC.!**

Laox Shanghai Co., Ltd. (hereinafter "Laox Shanghai"), a subsidiary of Laox Co., Ltd. (hereinafter "we") operating in China, concluded a basic agreement on a business alliance with NIPPON ACCESS,INC. on Tuesday, April 1.

NIPPON ACCESS, Inc, the company we signed this basic agreement with, is a general food wholesaler in the ITOCHU Corporation. The purpose of this agreement is to deliver safe and secure Japanese food products to the Chinese market by utilizing the distribution channels to the Chinese market possessed by our group and NIPPON ACCESS,INC.'s Japanese food procurement capabilities and its know-how as a general food wholesaler.

As part of our business development, we will not only open restaurant chains in brick-and-mortar, but also promote the introduction of products into cross-border e-commerce (T-mall, Suning.com, Kaola.com). In particular, we will offer and sell a variety of Japanese seasonings, confections, and instant foods, which are growing in popularity every day, to the maximum extent possible, and accelerate the introduction of Japanese foods into the Chinese market at "Laox flagship store", one of our major online shops in Suning.com.

As the first step in the basic agreement on the business alliance, to meet the needs of major cities in China, we plan to open a new model restaurant by upgrading the Japanese restaurant "HachijuhachiYa" brand, which is currently open in Shanghai.

By utilizing our management resources, we will propose Japanese food culture and experience to the Chinese market. Please stay tuned.

### **■ Outline of partner of this business alliance**

Name: NIPPON ACCESS,INC.

Established: October 1, 1993

Address: Sumitomo Fudosan Osaki Garden Tower, 1-1-1 Nishi-Shinagawa , Shinagawa-ku, Tokyo

Businesses: General food wholesalers and logistics businesses, including processed foods and fresh and delicatessen foods



※Photo: The image of the products to be displayed in Hachijuhachi-Ya in Shanghai.

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