



June 26, 2020

Press Release

Company name: Laox Co., Ltd.
Representative: Yiwen Luo, President and Representative
Director
(Code number: 8202 TSE2)
Contact: Kotaro Wakabayashi, Executive Officer
and Department Director of Corporate
Management Department
(Tel: 03-6852-8881)

Notice of Organizational Changes, Additional Election of Executive Officers and Important Personnel Changes

Laox Co., Ltd. (the “Company”) announced that at the meeting of its Board of Directors held on June 26, 2020, the Company resolved to implement the organizational changes, additional executive officer election and personnel changes effective July 1, 2020. Detail as follows

Notice

1, Organizational Changes

By integrating the functions of Shaddy Co., Ltd., the Company’s consolidated subsidiary, with those of Laox Co., Ltd., the Company will speed up business management, improve organizational efficiency and maximize group synergies with organizational changes.

- Business Strategy Division

The division will be in charge of the Company’s strategy and control, after the integration the Corporate Planning Department from the Corporate Management Division of Laox, the Merchandise Planning and Marketing Planning Departments of the Merchandising Strategy Development Division and the Corporate Planning Department of Shaddy Co., Ltd.

- Sales Management Division

The name of former Group Business Promotion Division will be change into Sales Management Division, and will be in charge of the promotion, management, advising and supporting the achievement of sales targets for the entire group as well as the total supervision and project management.

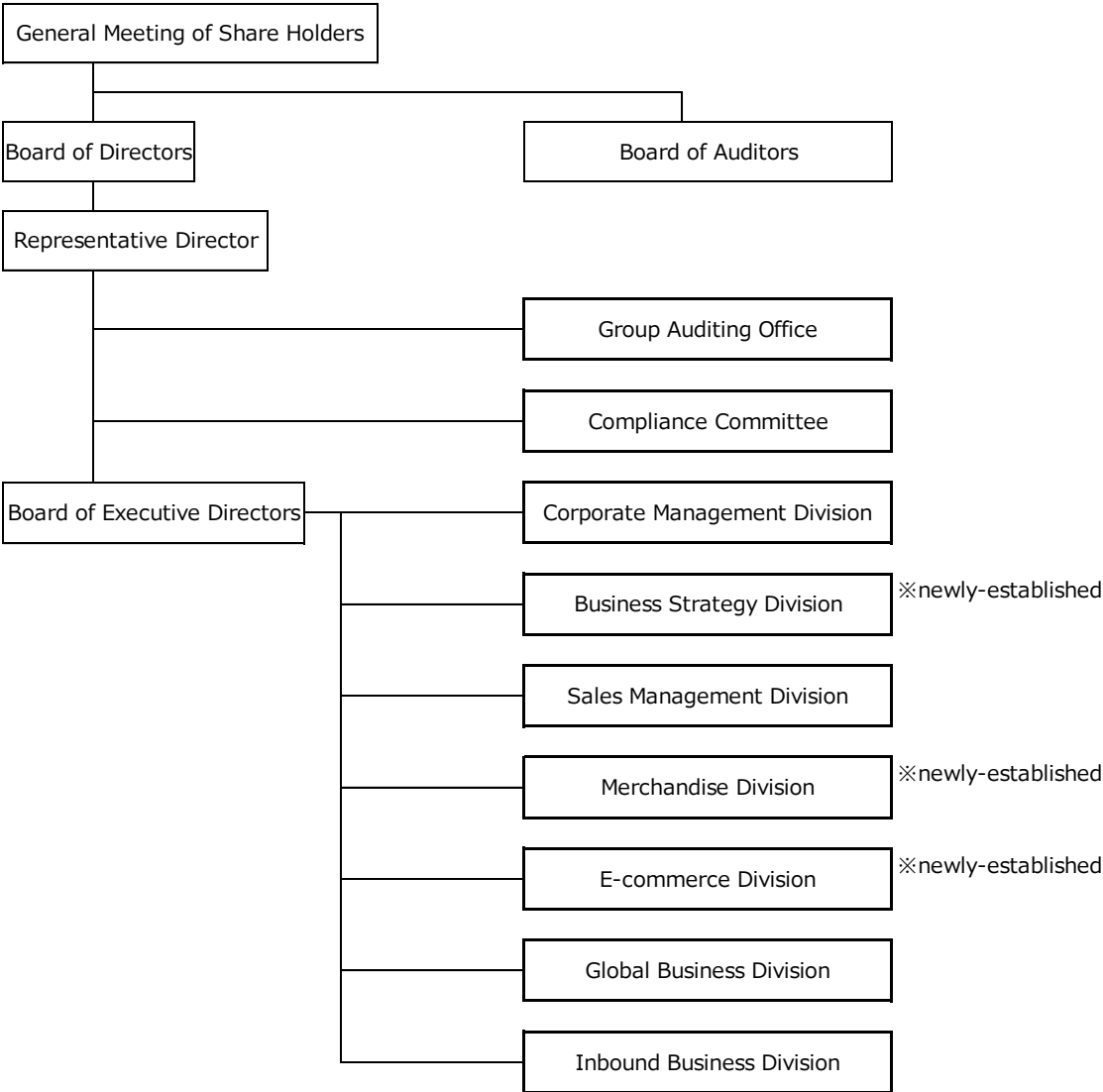
- Merchandise Division

The division will be in charge of the procurement for the Company’s businesses and merchandise negotiation, the Merchandise Division from Shaddy will be integrated into this division to strengthen the group's supply chain.

- E-commerce Division

The division will put effects in strengthen the growing domestic e-commerce business and further improvement of service with the integration of the E-commerce Division from Shaddy and the Domestic E-commerce Division of Laox.

Organization Chart (effective July 1, 2020)



2. Additional Election of Executive Officers

The addition of two executive officers were newly appointed to take responsible for strengthen the business management structure and accelerate business growth across the Company.

Name	New title	Former title
Toshiya Tanaka	Executive Officer Business Strategy Division Division Director	Business Strategy Division Division Director and Inbound Business Division Division Director
Norihiko Tomita	Executive Officer E-commerce Division Division Director and Shaddy Co., Ltd. President and Chief Executive Officer	Shaddy Co., Ltd. Executive Vice-president.

3. Important Personnel Changes

Personnel changes effective July 1, 2012 are as follows

Name	New title	Former title
Teruji Yano	Director Executive Officer Sales Management Division Division Director	Director Executive Officer Group Business Promotion Division Division Director
Kotaro Wakabayashi	Executive Officer Corporate Management Division Division Director and Human Resources Department Department Director	Executive Officer Corporate Management Division Division Director
Toshiya Tanaka	Executive Officer Business Strategy Division Division Director and Marketing Department Department Director	Merchandising Strategy Development Division Division Director and Inbound Business Division Division Director
Fu Luyong	Executive Officer Global Business Division Division Director	Executive Officer Global Business Division Division Director
Norihiko Tomita	Executive Officer E-commerce Division Division Director and Shaddy Co., Ltd. President and Chief Executive Officer	Shaddy Co., Ltd. President and Chief Executive Officer
Omura Yasuji	Merchandise Division Division Director and Shaddy Co., Ltd. Executive Officer	Shaddy Co., Ltd. Executive Officer Merchandise Division Division Director and Sales Division Division Director
Jin Xuezhu	Inbound Business Division Division Director and East Japan Sales Department Department Director	Inbound Business Division Hokkaido and Tohoku Sales Department Department Director

End