

Inbound Business

Group Topics

## Renovation at Dotonbori 2<sup>nd</sup> floor !



The second floor of Laox Dotonbori store was completely renovated in September! A wide range of everyday items including products that have arrived in Osaka for the first time were offered and the Korean and organic cosmetics are popular with our consumers.

On October 10th, Asahi Broadcasting Corporation's

"Ohayo Asahi Doyoubi desu" featured our Korean Cosmetics Corner, and it was a big hit!

## Evangelion Exhibition at Dotonbori, Osaka



©カラー

At the exhibition space on the 3rd floor of the Dotonbori Zero Gate, we have been holding exhibitions such as "Ro Land~ME or the just plain others~". The Evangelion Exhibition, currently being held since September 17, rare original drawings and setting materials of the popular anime series "Evangelion" will be on display. The exhibition introduces every aspect of the appeal of the anime. Goods and special figures using the illustrations drawn for this exhibition are available for purchase at the venue. The event runs through November 30, so do come and visit!

## ASOBIT CITY is back at Akihabara !



Asobit City, the hobby shop which sadly closed in 2017, is now back in August at Akihabara!

As a shop handles the world's most popular Japanese subculture, we have a dinosaur corner and a fancy corner that can be enjoyed all genders and ages!

## Online Sake store is now open!



**LAOX オンラインストア OPEN**

稀少銘柄を取り取り取り本気の日本酒酒造JANOME  
24時間オンライン注文可能になりました!



Laox's Japanese sake store JANOME launched its long-awaited EC site, the Laox Online Store, on October 5.

Now you can enjoy premium brands that are

hard to find in the market such as "Jyuyondai", "Aramasa" and "Jikon" at home! We're currently offering free shipping until the end of November! Do please use this opportunity to try out some premium brands!

<https://www.laox-online.jp/>

# Global Business

## Major Japanese Cosmetics Manufacturer chose our "China Sales Channel Expansion Plan" service



In July 2020, Laox and Allied Architects signed a business alliance agreement and began providing "China Sales Channel Expansion Plan", a service that leverages the strengths of the two companies to support Japanese companies in their Chinese market expansion.

A major domestic cosmetics manufacturer has been selected as the first customer for the first phase of the project, and the product has been available on Suning.com (Suning Laox overseas flagship store) and Laox WeChat shops in China since October. A number of companies are already considering using the our service. In cooperation with Allied Architects, we will continue to support Japanese companies in improving their visibility overseas.

### Live commerce for China is a hit!



we begin our Live commerce in Q2 in earnest, during Q3, BOSS Live, featuring Laox and managers from

different manufacturer's, broadcasting in 10pm, has been popular in China. On October 19, Our live commerce operation was broadcast across China on CCTV, creating a huge buzz.

## New store opens in Lazada, one of the largest e-commerce sites in Southeast Asia



Laox's overseas cross-border operation subsidiary opened a store on Lazada, one of Southeast Asia's largest e-commerce sites on August 3, offering cosmetics, supplements, home appliances, digital products, household goods, children's products, and hairdressing products. Since August 17, the store have been transferred to "LazMall", the official Lazada shops in Indonesia, Singapore, Philippines and Malaysia.

Our expansion into the Southeast Asian market has attracted more attention than we had anticipated. We plan to expand into the Thai and Vietnamese LazMall markets as soon as the impact of the COVID19 and other factors of the business environment are in order.

# Gift Business

Group-wide Topics

## Gift Support Project # sending now has been well received and will continue!



We have started this # sending now campaign to support those who want to send gratitude and encouragement to their loved ones by sending gifts at a time when they cannot meet in person due to the COVID19. All you have to do is select the person you would like to give the gift to, enter your message and why you would like to give the gift, and the winners of this campaign will receive recommended gifts from Shaddy.

The first phase took place between June and July, spread widely on social media and attracted about 5,000 applicants. While there is still no prospect of an end to the spread of the COVID19, we have decided to continue with the theme of "People who have been most helpful to you this year" as the second part of the campaign.

The application period begins on November 6. Shareholders are welcome to apply.

<https://shaddy.jp/imaokuro/>

## Featured Winter Gifts

Gift trends have also changed due to the impact of the COVID19. In the third quarter, sales of formal gifts such as weddings and memorial ceremonies were slightly sluggish compared to the previous year, while sales of gifts for births, Cyuugen and private demand were still strong. With the end of the year 2020 just around the corner, we're offering a new end-of-year gift that only available at Shaddy. Why not take this opportunity to send a year-end gift to the beloved ?

### The Sweets Dojima Roll

This is a collaboration with Patisserie Monchere, famous for its popular Dojima Roll!



### YOKUMOKU Cigare Ice cream

a limited edition Christmas cigare ice cream available only at Shaddy and department stores



### KIWAMIWAZEN Ultimate Ochazuke

This is a Shaddy original product in collaboration with the most popular Ochazuke maker on the major e-commerce site



# Relocated the head office due to the rebuilding of the former head office and the expiration of the contract



With the rebuilding of its former headquarters and the expiration of the contract, Laox has moved its headquarters to Shiba, Minato-ku, Tokyo. In addition, Shaddywas moved to the Onarimon office to consolidate and streamline its functions, and the Inbound Business Division and Global Business Division were relocated to the Akihabara head office to create a unified on-site system.

※ Photographs may only be used in the company's Investor Newsletters

※The building is managed and owned by Sumitomo Real Estate Co.

## Reception

We received many flowers from our business partners.



## Office

The office is bright and has a great view



### Head Office Overview

Location : 105-0011  
 14F Sumitomo Fudousan Shibakouen Tower,  
 Shibakouen 2-11-1, Minato-ku, Tokyo  
 TEI : 03-5405-8088 (FAX) 03-5405-8860  
 Access : Toei Mita Line "Shibakouen" station  
 Toei Asakusa Line and Oedo Line "Daimon" Station  
 JR and Tokyo Monorail "Hamamatsucho" Station  
 Toei Oedo Line "Akabanebashi" Station

### Future IR Schedule (tentative)

The IR schedule for full-year results for fiscal 2020 is as follows

- 12月 • Vesting of shareholder incentives
- 1月 • Announcement of Consolidated Financial Results for the Fourth Quarter of the Fiscal Year Ending December 2020  
• Investor Newsletter
- 2月
- 3月 • Annual stockholders meeting  
• Sending the shareholder incentives