

December 1, 2015

Laox Co., Ltd.

To whom it may concern:

Notice of New Store Opening: Laox Kumamoto Suizenji Park Store

On January 1, 2016, Laox Co., Ltd. (Headquarters: Minato-ku, Tokyo; Representative Director & CEO: Yiwen Luo; Securities Code: 8202; “Company” hereinafter) will open a new store, the Laox Kumamoto Suizenji Park Store, as described below. This new store will be our ninth in the Kyushu-Okinawa area.

Having set forth a vision of leading the inbound market in Japan and growing into a global company, the Company operates three businesses: the domestic store business, the branch store business to China, and the foreign trade business. We are currently focusing special attention on strengthening our domestic store business, with the goal of operating a total of 50 stores in three years’ time (2015-2017), particularly in key regions popular with visitors from abroad: the Tokyo metropolitan area, Hokkaido, Osaka, Kyushu, and Okinawa.

The Laox Kumamoto Suizenji Park Store will be located in the Suizenji area of Chuo-ku, Kumamoto, Kumamoto Prefecture, an area home to various notable attractions, including Suizen-ji Jōju-en, the historic Japanese garden, and Izumi Jinja Shrine. Suizenji is a popular destination for foreigners visiting Japan.

According to data from the Japan National Tourism Organization, the number of foreign visitors to Japan over the period January–October 2015 reached 16.31 million. Based on this figure, the Japanese government’s goal—to attract 20 million foreign visitors in 2020—appears within reach.

The Laox Kumamoto Suizenji Park Store will help build the Laox brand by meeting the needs of growing numbers of customers visiting from overseas. Store goals include creating an

atmosphere in which tourists can shop in comfort, global-standard multilingual customer service, and an inventory of numerous popular made-in-Japan products delivering both high quality and reliability.

The Company goal is to transmit the Japan Premium worldwide. This Japan Premium is comprised of three elements for rediscovering Japanese-style value: a Store Premium, delivered by providing global customers with hospitality; an MD Premium, delivered through our lineup of attractive, made-in-Japan products; and a Human Resources Premium, delivered by developing human resources whose perspective reflects a global outlook.

#### Overview of the Laox Kumamoto Suizenji Park Store

Address: 1F, Suizenji Kanko Center Building, 6-8 Suizenji Park, Chuo-ku, Kumamoto, Kumamoto Prefecture

Tel.: 096-213-6644

Fax: 096-213-6645

Leased floor space: 1,182.335 m<sup>2</sup> (357.65 *tsubo*; planned)

Hours of operation: 10:00 a.m. – 7:00 p.m.

Opening date: January 1, 2016: sneak preview

March 5, 2016: grand opening event (planned)

Products sold: Home appliances for overseas use, watches, jewelry, folk and traditional crafts, souvenirs, etc.

Note: Hours of operation on January 1, 2016 are subject to change.

Contact Information for inquiries regarding this matter:

Yamazaki, Takasu or Oki, IR Promotion, President Management Planning Dept., Laox Co., Ltd.