



January 7, 2016

TOKAI Holdings Corporation
Katsuhiko Tokita, President & CEO
(Code No. 3167 Tokyo Stock Exchange First Section)

To whom it may concern

TOKAI Holdings Begins Accepting Registrations for Electric Power Sales

On October 14, 2015, TOKAI Holdings Corporation (headquarters: Shizuoka City, Shizuoka Prefecture; President & CEO: Katsuhiko Tokita) entered into a business tie-up with Tokyo Electric Power Company, Inc. (headquarters: Chiyoda Ward, Tokyo; President: Naomi Hirose; "TEPCO"). Since then group companies TOKAI CORPORATION, TOKAI GAS CORPORATION, TOKAI Communications Corporation, and TOKAI Cable Network Corporation ("TOKAI Group companies") have been preparing for the April 2016 liberalisation of Japan's retail electricity market, based on a distribution agreement with TEPCO entered on December 28, 2015 involving sales of household-use low-voltage power.

From January 7, 2016, TOKAI Group companies began accepting registrations for electric power sales in the service areas of TEPCO and Chubu Electric Power based on new electricity price plans announced by TEPCO (starting from April 2016).

1. TEPCO's New Electricity Price Plans

(1) TEPCO service area

- ① Premium Plan (one- or two-year contract): For customers using large amounts of electricity
- ② Standard Plan: For a wide range of customers, from single households to families

(2) Chubu Electric Power service area

- ① Premium Plan (one-year contract): For customers using large amounts of electricity
- ② Standard Plan: For a wide range of customers, from single households to families

The provision of power under the new rates will start from April 2016 for all plans.

*In the TEPCO service area, campaign bonuses will be offered to customers who registered for the Premium Plan (two-year contract) by March 31, 2016.

*Customers in both service areas will be awarded points (T-Points or Ponta points) from TEPCO based on the electricity fees paid each month.

2. TOKAI Group's Bundled Plan "TOKAI Smart Plus"

(1) Bundled Discounts

Bundled discounts will be offered to customers entering into contracts that combine TEPCO plans (in response to the retail electricity market liberalisation) with the various lifestyle infrastructure services (gas, internet, CATV, Aqua [bottled water delivery]) provided by the TOKAI Group.

*In principle, bundled discounts are applicable to customers in single-family homes. Conditions and discounts differ depending on the service.

(2) TLC Points (bonus points)

Under the TOKAI Group's "TLC Membership Service," customers accumulate TLC points (bonus points) each month based on the number of services used. This bonus plan will also include the new price plan offered by TEPCO. These points can be exchanged for WAON, Suica, and LuLuCa points, various products, or TLC tickets that can be used at restaurants, leisure facilities, etc.

3. Earnings Impact

No changes have been made to TOKAI Holdings' consolidated earnings forecasts for the fiscal year ending March 31, 2016.

The TOKAI Group's vision is based on its TLC (Total Life Concierge) concept of providing one-stop lifestyle support services. By adding electrical power to our lineup of lifestyle infrastructure services, we are now positioned to provide even greater benefits to our customers.

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TOKAI Group's Electric Power Sales and Bundled Services

Registrations
accepted from
Jan 2016



The TOKAI Group provides lifestyle infrastructure services including gas, bottled water delivery, internet, and CATV to 2.54 million customers nationwide.

TOKAI Group Launched Electricity Business.

TEPCO Energy Partner

Premium Plan

or

Standard Plan S/L



Bundled Contract

TOKAI Group

LP Gas

Aqua

Internet

CATV

Bonus 1

Bundled discounts for various service combinations

Bonus 2

TLC points awarded based on number of services used



TOKAI



TOKAI Communications



TOKAI GAS



TOKAI Cable Network

TEPCO

TEPCO Energy Partner

● Home page

<http://denki.tokai.jp/>

Plans to start rate simulations from mid-January

