



October 7, 2016

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

To whom it may concern

Launch of the “Bundle Multiple TLC Services for Points Campaign” A Lifestyle Infrastructure Service by the TOKAI Group

Operating under the umbrella of TOKAI Holdings Corporation (Headquarters: Shizuoka City, Shizuoka; President & CEO: Katsuhiko Tokita), the four companies of TOKAI Corporation, TOKAI Gas Corporation, TOKAI Communications Corporation, and TOKAI Cable Network Corporation (collectively the “TOKAI Group”) will launch the Bundle Multiple TLC Services for Points Campaign with the aim of promoting sales of lifestyle infrastructure services offered by each group company and strengthening transactions and relationships with customers by providing multiple services.

1. Summary

The TOKAI Group provides a wide range of lifestyle infrastructure services covering various aspects of customers’ lives such as gas, Internet, CATV, Aqua, and electricity, with the aim of enriching the TLC (Total Life Concierge) initiative, which provides comprehensive support to customers’ lives.

The Bundle Multiple TLC Services for Points Campaign is a campaign to award TLC points to customers who newly subscribe to multiple TOKAI Group services.

In addition to TOKAI Smart Plus (a set of services with TOKAI Denki) and bonus points awarded in proportion to the number of services used under the TLC membership service, this campaign will yield further benefits for customers that choose to subscribe to multiple services.

2. Campaign overview

- (1) Period : Friday, October 7, 2016 to Friday, March 31, 2017
- (2) Content : TLC points will be awarded to customers who newly subscribe to applicable TOKAI Group services during the campaign period.
 - 1) When existing customers subscribe to applicable services in addition to the TOKAI Group services they already use
 - 2) When customers newly sign up for multiple applicable services

- (3) Applicable area : Areas where the applicable services are offered
(Service areas vary by service)
- (4) Applicable services : The campaign will apply to the following services provided by the TOKAI Group.
- LP Gas
 - Internet (TNC, @T COM)
 - CATV
 - Aqua (bottled water delivery)
 - Security
 - Renovation
 - Housing
- *Although city gas is excluded from point awards, if a customer currently using city gas newly subscribes to an applicable service, points will be awarded to the additional service.
- *Award conditions and applicable products vary by service. For details, please contact the TOKAI Group's sales representatives, call center, etc.
- (5) Benefits : TLC points will be awarded for newly subscribed services.
- LP Gas, Internet, CATV, Aqua, Security
200 TLC points per month (2,400 TLC points per year)
 - Renovation, Housing
TLC points equivalent to 1% of the contract amount (up to 300,000 TLC points)

3. About the campaign

From October 7, the start of the campaign, a series of TOKAI Group Autumn Thank You Festivals will be held. The TOKAI Group will appeal the benefits of using multiple services and promote sales of each service primarily at these festivals attended by many of the Group's customers.

The company plans to use Groupwide campaigns—including running TV commercials in Shizuoka Prefecture that feature the Shizuoka-based ROSARIO+CROSS idol unit—to appeal to customers.



Details concerning the campaign can be found on the following website.

Bundle Multiple TLC Services for Points Campaign website: <http://tlc.tokai.jp/kasatoku/>

(Japanese only)

4. Campaign terms and conditions

- The precondition is subscription to two or more applicable TOKAI Group services.
- Award of campaign points is limited to services for which customers newly register during the campaign period.
- Registration is required for the TLC Membership Service, a membership service of the TOKAI Group.
- The initial awarding of TLC points resulting from this campaign will be within one week after the TOKAI Group has confirmed the start of service provision and billing for each registered service.

Subsequent points will be awarded at the end of each month.

- TLC points will be awarded to the person who has applied for the additional services. However, if the applicant has made arrangements to make lump transfers of TLC points to a family member, points will be awarded to that family member.
- If service contracts for which point awards are applicable are terminated, awarding of points for the service will cease at that time. If the number of subscribed services becomes one or less, the awarding of all points will automatically cease at that time.
- The method and content of the benefits awarded under this campaign may change due to factors such as changes to service content.

5. About the TLC Membership Service

The TLC Membership Service is a loyalty point service available only to customers that use services provided by the TOKAI Group. TLC points are awarded depending on the amount spent on TOKAI Group services and the number of service subscriptions. Points can be converted to other points such as WAON, Suica, or LuLuCa points, or to TLC Tickets that can be exchanged for various products or used at food and leisure facilities.

[For enquiries regarding this campaign]

TLC Membership Service Office

TEL: +81-(0)120-934-039 (Toll free number within Japan only, 9:00–18:00 JST)

Contact: Yoshihiro Taniguchi

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