



June 30, 2017

To whom it may concern

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

Launch of Campaign to Celebrate Surpassing 600,000 TLC Members and Start of TLC Kasatoku Plus

TOKAI Holdings Corporation (Headquarters: Shizuoka-shi, Shizuoka; President & CEO: Katsuhiko Tokita; hereinafter “the Company”) is pleased to announce that its membership program “TLC Membership Service” exceeded 600,000 members at the end of May 2017.

In commemoration of surpassing the 600,000 mark, the Company will launch a campaign to improve the recognition of the program and increase customer loyalty. In addition, the Company will start providing “TLC Kasatoku Plus” aimed at promoting the sale of life infrastructure services provided by each TOKAI Group company (hereinafter the “TOKAI Group”) and enhancing customer transactions and contacts through the use of multiple services.

1. Overview of TLC Membership Service

The TOKAI Group is working to expand the “Total Life Concierge (TLC)” concept, providing comprehensive and precise support for our customers’ lifestyles by providing a wide range of life infrastructure services that are closely related to customers’ daily lives such as gas, Internet, CATV, Aqua (bottled water delivery), and electricity.

TLC Membership Service was launched in December 2012 as a benefit program for users of the TOKAI Group services. “TLC Points” that are unique to the Company are granted according to usage fees and the number of services under contract. TLC Points can be:

- (1) Exchanged to points of affiliated partners such as WAON, Suica, LuLuCa, and MI points
- (2) Exchanged to “TLC Tickets” which can be used to pay for shopping and dining at affiliated stores
- (3) Exchanged to various products provided by well-known department stores
- (4) Used to pay for the TOKAI Group service fees such as liquefied petroleum (LP) gas and Aqua

Through the program, the TOKAI Group aims to acquire new contracts, prevent cancellation, and promote the use of multiple services by increasing benefits of customer services.

2. Launch of campaign to celebrate 600,000 TLC members

In commemoration of surpassing 600,000 TLC Membership Service members, a new campaign will be implemented from July 1 to August 31, 2017.

The Company, in alliance with AEON, Shizuoka Railway Group, Isetan Mitsukoshi Group, and others, will strive to increase loyalty of TLC members, improve the recognition of the program, and increase the number of members through such measures as increasing exchange rates of affiliated points, allowing users to exchange points to special products, and providing gifts to users for participating in a quiz and other programs on the website.

For more details about TLC Membership Service and the campaign, please access the following websites:

TLC Membership Service: <https://tlc.tokai.jp/>

Campaign (from July 1, 2017): <https://tlc.tokai.jp/60cam/>

3. Start of TLC Kasatoku Plus

TLC Kasatoku Plus is a new program to grant TLC Points to customers who sign up for two or more services provided by the TOKAI Group after the start of the program.

The program is based on the “TLC Kasanete Tokusuru Campaign,” a well-received campaign implemented from October 2016 to March-end 2017, adding TOKAI Denki and low-cost SIM service LIBMO to the applicable services. TLC Kasatoku Plus will be provided constantly without restrictions on the timing of contract as a program designed to enhance benefits for customers to use multiple services.

I. Program details

- (1) Service launch : Available since May 15, 2017 (Monday)
- (2) Details : Granting TLC Points to customers who sign up for two or more applicable services provided by the TOKAI Group after the start of the program
- A. When TOKAI Group service users additionally sign up for applicable service
- B. When new customers sign for two or more applicable services
- (3) Applicable areas : All areas where applicable services are provided (areas differ according to each service)
- (4) Applicable services : The following services provided by the TOKAI Group:
- LP gas
 - Internet (TNC, @T COM)
 - CATV
 - Aqua (bottled water delivery)
 - Security
 - Renovation
 - Housing
 - TOKAI Denki
 - LIBMO (low-cost SIM service)

*City gas is not applicable to TLC Points. However, when customers who are using city gas additionally sign up for applicable service, TLC Points will be granted to the additional service.

*Conditions and applicable products differ according to service. For details, please contact TOKAI Group representatives or call center.

- (5) Benefit : TLC Points will be granted to newly contracted services.
- LP gas, Internet, CATV, Aqua, Security, TOKAI Denki
200 TLC Points/month (2,400 TLC Points/year) will be granted up to 60 months (5 years) after the start of service
 - Renovation
3,000 TLC Points (granted after delivery)
 - Housing
10,000 TLC Points (granted after delivery)
 - LIBMO
2,000 TLC Points (granted after registration)

For more details about the program, please access the following website:

TLC Kasatoku Plus website: <http://tlc.tokai.jp/tkplus/>

II. Qualification and other details

- Signing up for two or more applicable services of the TOKAI Group is a prerequisite to receive TLC Points.
- Granting of TLC Points is limited to services that are signed after the start of the program.
- Registration to TLC Membership Service, the TOKAI Group's membership service, is mandatory.
- The first granting of TLC Points under the program will be made within one week after the Company confirms the start of provision and billing of each requested service. Points for the second time onwards will be granted around the end of each month.
- TLC Points will be granted to applicants who sign up for additional service. However, when applicants have chosen to pool TLC Points into their family member's account, TLC Points will be granted to the applicable family member.
- When users cancel services that are subject to points, granting of points to the applicable services will be terminated at the moment of their cancellation. In addition, when the number of services under contract becomes one or none, granting of all points will be automatically terminated at the moment.
- Methods to grant benefits and other details are subject to change due to changes in the contents of service and others.

[Inquiries regarding this campaign and TLC Kasatoku Plus]

TLC Membership Service Office

Tel: 0120-934-039 (toll free, operating hours: from 9:00 am to 6:00 pm)