

August 7, 2017

To whom it may concern

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

Expanding Reward Point Redemption Options for TLC Membership Service

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 610,000 members at the end of June 2017, making a steady increase in the number of members.

The Company has added a new option, donation, to its TLC Point redemption options aimed at improving convenience of TLC Membership Service and increasing social value by contributing to society through TLC Membership Service.

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. Addition of “TLC Point Donation” to TLC reward point redemption options

“TLC Donation” is added to the existing TLC reward point redemption options on August 7, 2017.

The donation will be made to the Japanese Red Cross Society.

The TOKAI Group strives to make group-wide efforts to promote CSR activities in order to continue fulfilling its corporate social responsibility and contribute to the sustainable development of society in addition to facilitating activities through TLC Membership Service.

Going forward, the Group will add new donation recipient organizations based on the consideration of member needs and details of CSR activities.

Japanese Red Cross Society

A corporation established based on the Japanese Red Cross Society Act

The Japanese Red Cross Society aims to protect the lives, health, and dignity of people in keeping with the spirit of the Red Cross conventions and the principles of the International Conference of the Red Cross.

The Red Cross is guided by the seven fundamental principles: humanity, impartiality, neutrality, independence, voluntary service, unity, and universality.

The Red Cross around the world operates by the fundamental principles and engages in assistance to disaster victims as well as medical, health, and social work in addition to assisting victims of wars and conflicts.

For more details, please access the following websites:

TLC Membership Service (Japanese only)

<https://tlc.tokai.jp/>

Japanese Red Cross Society

<http://www.jrc.or.jp/>

Support from companies/organizations

<http://www.jrc.or.jp/enterprise/>

[Inquiries regarding TLC Membership Service]

TLC Membership Service Office

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