



October 24, 2017

To whom it may concern

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

**Expansion of List of Shareholder Incentive Items of TOKAI Holdings Corporation
-- New Establishment of Special Course of One Year Free Use of Low-cost
SIM/Smartphone Service “LIBMO” --**

We hereby announce that we have decided to expand the list of shareholder incentive items for shareholders holding shares of one unit (100 shares) or more who are on the shareholder registry as of September 30, 2017.

“LIBMO” is a low-cost SIM/smartphone service that the TOKAI Group launched in February 2017. Since the launch of the service, in addition to competitive pricing, we have endeavored to enhance product appeal by offering package discounts with optical Internet service offered by the TOKAI Group, iPhones by way of monthly rental and 10-minute unlimited voice calling service, etc. As of the end of September 2017, 13,000 customers use the service.

Commemorating the acquisition of over 10,000 users of “LIBMO,” in addition to the existing four kinds of shareholder incentive items (Aqua products, QUO cards, meal tickets at the restaurant and TLC points), we are newly establishing “Special Course of One Year Free Use of Low-cost SIM/Smartphone Service “LIBMO”” (equivalent to 1,880 yen per month, up to 22,560 yen).

Under the current shareholder incentive plan, shareholders can select an incentive item from the four kinds of incentive items that are highly evaluated by shareholders in terms of the attractiveness and usability of the items. By adding a choice of the low-cost SIM/smartphone service “LIBMO” to those incentive items, we believe that we can respond to a wide range of our shareholders’ needs.

Under the TLC (Total Life Concierge) vision, the TOKAI Group has offered comprehensive services related to people’s lives, including gas business, Information and telecommunication business such as the Internet and mobile software development, CATV, Aqua (home delivery water), home, insurance, security, bridal. As demand for the low-cost SIM service is expected to further expand in coming years, we will actively expand sale of “LIBMO” as a new service of the TOKAI Group that supports our customers’ lives.

We will endeavor to offer attractive incentive services while maintaining continuous and stable dividends.

[Reference] Current and Expanded Shareholder Incentive Plan

New establishment of Special Course: One year free use of low-cost SIM/smartphone service “LIBMO”

<Current plan>

Course	Incentive item			
	Name	100 shares and more and less than 300 shares	300 shares and more and less than 5,000 shares	5,000 shares and more
A	TOKAI Group Aqua related products *1	12 500ml-bottles or 1 12ℓ-bottle Equivalent to 1,900 yen	24 500ml-bottles or 2 12ℓ-bottles Equivalent to 3,800 yen	48 500ml-bottles or 4 12ℓ-bottles Equivalent to 7,600 yen
B	QUO card	Worth 500 yen	Worth 1,500 yen	Worth 2,500 yen
C	Meal ticket at “Beau Ciel” *2	Worth 1,000 yen	Worth 3,000 yen	Worth 5,000 yen
D	“TLC points” *3	1,000 points	2,000 points	4,000 points
Common	<ul style="list-style-type: none"> • 10% discount coupon for a wedding ceremony at the wedding hall operated by the TOKAI Group (up to 100,000 yen discount) • 20% discount coupon (a set of 12 coupons) for meal at the restaurant “Beau Ciel” operated by the TOKAI Group 			

<Expanded plan> *The parts in red are newly added.

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B	QUO card	Worth 500 yen	Worth 1,500 yen	Worth 2,500 yen
C	Meal ticket at “Beau Ciel” *2	Worth 1,000 yen	Worth 3,000 yen	Worth 5,000 yen
D	“TLC points” *3	1,000 points	2,000 points	4,000 points
Special *4	One year free use of low-cost SIM/smartphone service “LIBMO” *4, 5	Up to 22,560 yen discount (1,880 yen discount per month × up to 12 months)		
Common	<ul style="list-style-type: none"> • 10% discount coupon for a wedding ceremony at the wedding hall operated by the TOKAI Group (up to 100,000 yen discount) • 20% discount coupon (a set of 12 coupons) for meal at the restaurant “Beau Ciel” operated by the TOKAI Group 			

- *1 Present of a 12ℓ-bottle(s) is available only for those who have entered into a contract to use our home delivery water service.
- *2 A meal ticket that can be used at “Beau Ciel” (French), a sky restaurant operated by the TOKAI Group at the highest floor of AOI Tower in front of JR Shizuoka station.
- *3 Royalty points to be earned by using TLC member service operated by the TOKAI Group. Gift of TLC points is available only for the existing TLC members and those who will newly become members (contracts for the relevant services offered by the TOKAI Group are required to be executed).
- *4 The special course will be provided only twice for the six months ended September 30, 2017 and the six months ending March 31, 2018.
For more information on “LIBMO,” please refer to the following website: <https://www.libmo.jp/>
- *5 In the special course, for shareholders who use the following plan, monthly fee worth 1,880 yen will be discounted for up to one year.

LIBMO Monthly Fee

Service content		Voice communication (with 10-minute unlimited voice calling service) + Data communication (Light plan)	Voice communication (with 10-minute unlimited voice calling service) + Data communication (3GB plan)	Voice communication (with 10-minute unlimited voice calling service) + Data communication (6GB plan)	Voice communication (with 10-minute unlimited voice calling service) + Data communication (10GB plan)
Monthly fee	Regular price (For voice calling discount program)	1,480 yen/month	1,880 yen/month	2,480 yen/month	3,280 yen/month
	Special price for shareholders (for one year)	0 yen/month	0 yen/month	600 yen/month	1,400 yen/month

* If you cancel SIM service with voice communication within one year after commencement of the service, you will need to pay cancellation fee in the amount of 9,500 yen.

Contract charge	3,000 yen	Domestic call charge <small>* Prefix telephone</small>	10 yen/30 sec	SMS transmission charge	3 yen/message~
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* Contract charge is required for each LIBMO line contracted.

* If you subscribe for 10 minute unlimited voice calling service, you can make unlimited domestic calls for up to 10 minutes per call without additional charge.
For calls lasting longer than 10 minutes, call charge of 10 yen per 30 seconds after 10 minutes will incur.

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