



March 9, 2018

To whom it may concern

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

“honto” and “ALL-S Card” Additionally Available for Exchange of TLC Points TLC Membership Service Enhanced from April 2018!

TOKAI Holdings Corporation (Head office: Shizuoka City, Shizuoka Prefecture, President & CEO: Katsuhiko Tokita; hereinafter the “Company”) announces that under TLC Membership Service, a membership program for customers provided by the Company, points awarded in “honto” hybrid full-line bookstore and “ALL-S Card” credit card will also be available from April 16, 2018 for TLC Points upon exchange.

Under the TLC Membership Service, TLC Points can be exchanged for e-cash and points of partner companies such as WAON and LuLuCa, various gifts, and TLC Tickets that can be used in 1,000 or more partner stores. By offering a more comprehensive lineup, the Company will strive to enhance the convenience of the program, promote sales activities of lifestyle infrastructure services provided by various TOKAI Group companies (hereinafter the “TOKAI Group”) and improve the advantages of continuous use.

1. Overview of “TLC Membership Service”

The TOKAI Group offers a wide range of lifestyle infrastructure services closely related to customers’ everyday lives in areas including gas, internet, CATV, Aqua (bottled water delivery) and electricity to realize the “Total Life Concierge (TLC)” concept which comprehensively support the lifestyle of customers.

TLC Membership Service was launched in December 2012 as a preferential measure toward customers using the TOKAI Group services. Here, the Company’s original TLC Points are awarded according to the amount of fees charged and the number of services used. The accumulated points can be used for the following:

- 1) Exchange for points of partner companies such as WAON, LuLuCa, and MI POINT
- 2) Exchange for TLC Tickets which can be used for payments when shopping or dining at partner stores and restaurants
- 3) Exchange for various products in renowned department stores
- 4) Payment of fees charged for TOKAI Group services including LP Gas and Aqua
- 5) Donation to various organizations

The TOKAI Group will improve the advantages of customer services through this program, and will promote securing new contracts, preventing cancellations, and concluding contracts for multiple services.

2. Launch of Exchanging Points for honto hybrid full-line bookstore

Honto hybrid full-line bookstore is a full-line bookstore service provided by 2Dfacto, Inc. (Head office: Shinagawa-ku, Tokyo; President and Representative Director: Yoshinori Kato; number of members: approximately 4.4 million ^{*1)})

The honto hybrid full-line bookstore is a full-line bookstore linking online bookstores (mail-order bookstores, e-bookstores) with brick-and-mortar bookstores such as Maruzen, JUNKUDO Bookstores., Bunkyodo, and Keirindo. Customers can purchase published books and e-books according to their own reading style and easily centralize information management on usage in each bookstore by a common ID. Just by registering as a member, customers can also enjoy variety of services including bookshelf services and point services in which points are awarded and can be used in online and brick-and-mortar partner bookstores. It is a new form of a bookstore which allows customers to “read the books they like, anytime, in any form.”

By exchanging TLC Points for “honto Points” (1 point = 1 yen), books and magazines, etc. can be purchased in online and brick-and-mortar partner bookstores.

In this way, diversified usage of TLC Points is increased, and as e-book service is utilized through smartphones

and tablets, thus having high compatibility with the TOKAI Group internet and mobile communication businesses, usage as a tool for solicitation and marketing is expected in the future.

Before the launch of exchanging points on April 16, 2018, the TOKAI Group will promote and increase public recognition of both services jointly with 2Dfacto, Inc. through various events, stores, and websites to increase memberships and enhance the convenience of points.

More information on honto is posted on the website (<https://honto.jp/>)

*1 number of members as of March 2018

3. Launch of Exchanging Points for ALL-S Card

ALL-S Card is a credit card provided by Shizugin Saison Card Co., Ltd. (Head office: Shizuoka City, Shizuoka Prefecture; President and Representative Director: Hideki Otonari; number of members: approximately 86 thousand *2). ALL-S Points are awarded every time shopping is done in approximately 2,000 or more partner stores in Shizuoka Prefecture and when payment is made. By exchanging TLC Points for ALL-S Points, the accumulated ALL-S Points can be exchanged for gift cards that can be used in partner stores as well as for variety of items. Since partner stores of ALL-S Card partner stores include PARCHÉ, Shizuoka PARCO, MAY ONE, ESPOT, and Jumbo ENCHO, many of which are renowned stores in Shizuoka Prefecture, enhancement of convenience to TLC members is expected.

The TOKAI Group will launch to exchange TLC Points for ALL-S Card to increase advantages of points for TLC members, particularly in Shizuoka Prefecture where there are many members, continuing to strengthen the initiatives by cooperating with Shizuoka Bank Group at the same time.

More information on ALL-S Card is posted on the website.

ALL-S Card website <http://www.sgsaison.co.jp/>

*2 number of members as of December 2017

<p>[Inquiries on TLC Membership Service] TLC Membership Service Office TEL:0120-934-039 (toll free, service hours 9:00 – 18:00)</p>
