



July 2, 2018

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 700,000 TLC Members and Release of Website Commercial “Olympian Gods”

TOKAI Holdings Corporation (Headquarters: Shizuoka-shi, Shizuoka; President & CEO: Katsuhiko Tokita; hereinafter “the Company”) is pleased to announce that its customer membership program “TLC Membership Service” exceeded 700,000 members at the end of April 2018.

In commemoration of surpassing the 700,000 mark, the Company will launch a “TLC God Festival” Campaign starting from July 2, 2018 to improve the recognition of the program and increase customer loyalty.

Furthermore, pairing up with the launch of the campaign, website commercial series “Olympian Gods” will be simultaneously released to enhance recognition of sale of life infrastructure services provided by each TOKAI Group company (hereinafter the “TOKAI Group”) and the TLC Membership Service.

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)” vision 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 any of the following:

- (1) Payment of fees charged for TOKAI Group services including LP Gas, Aqua, and internet;
- (2) Exchange for points of affiliated partners such as WAON, LuLuCa, honto, and MI POINT;
- (3) Exchange for TLC Tickets which can be used for payments when shopping or dining at partner stores and restaurants;
- (4) Exchange for various products in renowned department stores;
- (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 TLC Gods Festival Campaign to Celebrate Surpassing of 700,000 TLC Members

In commemoration of surpassing 700,000 TLC Membership Service Members and the fifth anniversary of service launch, TLC Gods Festival Campaign will be implemented from July 2 to August 31, 2018.



The Company, cooperating with AEON Group, Shizuoka Railway Group, Isetan Mitsukoshi Group, “honto” hybrid full-line bookstore, and Shizugin Saison Card Co., Ltd. who are alliance partners, will strive to increase loyalty of TLC members, improve the recognition of the program, and promote the usage of points through such measures as increasing exchange rates of affiliated points, allowing users to exchange points to special products, and providing gifts to users participating in a quiz and other programs on the website.

More information on TLC Gods Festival is posted on the following websites:

TLC Membership Service website : <https://tlc.tokai.jp/>
 Special campaign website (from July 2, 2018): <https://tlc.tokai.jp/kami7/>

3. Release of Website Commercial Series “Olympian Gods”

The TOKAI Group has been producing television commercials, running them in commercial broadcasting of Shizuoka Prefecture and on TOKAI Group’s cable television to increase the recognition of TLC Membership Service and TLC Kasatoku Plus*, a preferential program for customers with multiple contracts.

To promote the enhancement of such recognition in extended areas, new commercial series “Olympian Gods” will be further released.

The series will be released on the campaign website “TLC Tokusuru Life Choudai” as a website commercial. Through the viewing of the commercial, the TOKAI Group will appeal the overview and benefits of TOKAI Group’s services and implement questionnaires and gift campaigns on services to improve recognition by increasing viewership and finding ones with potential subscription.

■From the new commercial series “Olympian Gods”



The series takes place in a family (“Tokusuru” family) where the almighty god Zeus and the Olympian gods’ homestay, each appearing as gods symbolizing the TOKAI Group’s services and introducing how services are attractive. Total of nine commercial stories are planned to be made with themes including business expansion of TOKAI Group, TLC Membership Service, and individual services. As a first step, the first three stories will be released.

Each story will be edited as a 15-second TV commercial and will be run on commercial broadcasting of Shizuoka Prefecture and on TOKAI Group’s cable television.

More information on the new TV commercial series “Olympian Gods” is posted on the following websites:

TLC Tokusuru Life Choudai website (from July 2, 2018) : <https://tokai-grp.jp/kami/>

* A program to grant additional TLC Points to customers who newly sign up for two or more services provided by the TOKAI Group; More information is posted on the website introducing the program (<https://tlc.tokai.jp/tkplus/>).

[Inquiries on this campaign and website commercial]

TLC Membership Service Office

TEL: 0120-934-039 (toll-free, service hours: 9:00 – 18:00)