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To whom it may concern

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

## Launch of Private DMP D-sapiens

Enabling More Personal Customer Services by Utilizing Data of 2.92 Million Customers Nationwide

TOKAI Holdings Corporation (Headquarters: Shizuoka City, Shizuoka Prefecture; President & CEO: Katsuhiko Tokita) has constructed the private DMP D-sapiens, which utilizes our proprietary data of 2.92 million customers nationwide so that we can better make use of data accumulated through communication with customers for our future services.



D-sapiens logo

### <Background and objective of construction of D-sapiens>

We decided to construct D-sapiens because we believe that expanding our customer base, strengthening our competitiveness, and developing new services by leveraging ABCIR+S (\*), in addition to the sales capabilities we have built up since our founding, will be important strategies for the future.

The objective of the development of this D-sapiens is to provide services that improve the satisfaction of 2.92 million customers through the organic use of real data, which had been scattered discretely among operating companies.

\*A (AI), B (big data), C (cloud), I (IoT), R (robotics) + S (smart phone)

Our unique term created by combining the initial letters of each word. Our group's strategy for technological innovation.

### <About D-sapiens>

D-sapiens is a DMP that we developed to steer to the next generation by making full use of AI and big data at a time when the use of digital data is a prerequisite for marketing activities and the leading part in marketing has shifted from Homo Sapiens (intelligent human beings) to Data Sapiens (intelligent data).

The strength of the TOKAI Group, which links itself with customers through life infrastructures and other various services related to daily life, is not only its 2.92 million customers nationwide, but also the close ties and real data it has built through communication with customers. Large real data allow us to densely

understand customer profiles.

By integrating information of customers we face daily into DMP, we can analyze customer information more deeply and look for potential customer demand. This will further enhance the sales capabilities of the TOKAI Group and lead to the creation of new life solutions chosen by more customers.

We believe that active use of customer information and a more personalized customer service will lead to improved engagement of our group customers.

**<Future goals of the TOKAI Group>**

The aim of the TOKAI Group is to provide services which customers want when customers want them with the appropriate sense of distance for each customer. We plan to continuously offer new services by taking advantage of D-sapiens we have built in order to remain the Total Life Concierge that can meet any needs of customers. Please look forward to the TOKAI Group continuing to be close to each and every customer and create new life solutions.

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