



April 11, 2016

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

To whom it may concern

## **Building a Safe Community in Collaboration with Local Authorities in Shizuoka Prefecture**

### **Launch of a nuisance call filtering service via the CATV business**

TOKAI Cable Network Corporation (Headquarters: Shizuoka City, Shizuoka; President & CEO: Yasuhiro Fukuda; “TCN”), a wholly owned subsidiary of TOKAI Holdings Corporation that handles the Group’s CATV business, has launched “Tobila Phone” service from Monday, April 11, 2016 in collaboration with Yaizu City and Fuji City in Shizuoka Prefecture, as a part of its contribution to the community.

#### **1. Current Situation of the Cable Television (CATV) Business**

Approximately 29,070 thousand households, or 51.5% of all households in Japan use CATV services.<sup>1</sup>

Sixty years have passed since CATV services were first introduced in Japan. Today, in addition to multi-channel broadcasts, local independent broadcasts, VOD and other video-related services, CATV services include telecommunications services such as Internet and IP telephone services. CATV providers play an important regional role by providing comprehensive public communication bases and media via these services.

<sup>1</sup> As of September 30, 2015 (from the Ministry of Internal Affairs and Communication, Information and Communications Bureau, Regional Broadcasting Office)

#### **2. Helping to Solve Regional and Social Issues in Collaboration with Local Authorities**

The TOKAI Group operates CATV business covering five prefectures in Japan, with a total of 700 thousand customers: 500 thousand customers for its broadcasting services, and 200 thousand customers for its communications services.

The Group has 380 thousand customers in Shizuoka Prefecture.

Local authorities have decided to use the Tobila Phone service provided by TCN in a model local initiative for community development, such as preventing consumer harm that results from malicious business operators.<sup>2</sup> The Tobila Phone service is the first collaboration in Japan between local authorities and a CATV business.

<sup>2</sup> For details regarding this service, please refer to the April 11, 2016 release by TCN titled ‘Automatically Block Suspicious Calls: Tobila Phone launched on Monday, April 11.’”

Under the TLC (Total Life Concierge) vision, TOKAI Group comprehensively proposes various lifestyle services, including energy, information and communication, and CATV services. Currently around 2,550 thousand customers use its services. The Group will work to improve customer satisfaction, and actively offer services and products that contribute to solving challenges of local communities and society, in addition to Tobila Phone service.

### **3. Impact on Earnings**

No changes have been made to the most recent consolidated earnings forecast for the fiscal year ending March 31, 2016.



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## **Automatically Block Suspicious Calls!**

**Tobila Phone launched on Monday, April 11**

TOKAI Cable Network Corporation (Headquarters: Shizuoka City, Shizuoka; President & CEO: Yasuhiro Fukuda; “the Company”) has launched Tobila Phone service on Monday, April 11, 2016.

### **1. Outline**

Consumer issues related to telephone-based scams are increasing annually. In Shizuoka Prefecture alone, in 2016 damages caused by money transfer fraud increased by 228,240 thousand yen from the previous year to 337,240 thousand yen.<sup>1</sup>

The Tobila Phone service helps prevent consumer trouble by determining whether a call from an unknown number is from a nuisance caller, based on a list of nuisance call numbers<sup>2</sup> updated daily using information provided by police, the Consumer Affairs Agency, local governments, etc.

- 1 From the home page of the Shizuoka Prefectural Police Department (as of April 7)
- 2 The nuisance caller number database is provided and managed by Tobila Systems, Inc. (Headquarters: Naka-ku, Nagoya City, Aichi; President & CEO: Atsushi Akita).

### **2. Collaboration with Local Authorities**

The Company is actively working with local governments to provide the Tobila Phone service in order to prevent consumer trouble, allowing it to contribute to local communities and society.

<<Collaboration between the Company and local authorities in FY2016>>

#### ◇Yaizu City, Shizuoka Prefecture

As part of the “FY2016 Yaizu City Consumer Harm Prevention Initiative” aimed at preventing harm to its residents such as from bank transfer fraud, Yaizu City is offering 100 Tobila Phone devices for free to households wishing to use the Tobila Phone service.<sup>3</sup>

The Company has entered into an operating agreement with Yaizu City to provide the Tobira Phone service, and to handle the process from applications from households to installation of the devices in 100 homes.

#### ◇Fuji City, Shizuoka Prefecture

As part of the “Fuji City Malicious Calling Prevention System Model Initiative” aimed at preventing harm to its residents such as from bank transfer fraud, Fuji City is offering 100 Tobila

Phone devices for free to households wishing to use the Tobila Phone service.<sup>3</sup>

The Company has entered into an operating agreement with Fuji City to provide the Tobira Phone service, and to handle the process from applications from households to installation of the devices in 100 homes.

<sup>3</sup> The Tobila Phone device will be provided for free, and there are no monthly usage fees for the service until March 2017, for both Yaizu City and Fuji City.

<Details of Tobila Phone Service in Yaizu City and Fuji City>

◇Yaizu City

- Number of households: 100 households. If more than 100 households apply, priority will be given to households with elderly people (65 years old or older). If more than 100 households with elderly people apply, 100 households will be chosen at random.
- Terms:
  - (1) Must be a resident of Yaizu City (one device per household)
  - (2) Home phones must have caller ID (such as number display)
  - (3) Application deadline: Thursday, June 30, 2016
- Contact: Yaizu City, Civil Division, Lifestyle Security Section, Civil Enquiries  
TEL: 054-626-1131

◇Fuji City

- Contact: Fuji City, Civil Division, Civil Security Section, Security and Transport Safety  
TEL: 0545-55-2831

**3. Service for Areas Outside of Yaizu City and Fuji City**

The Company will offer the Tobila Phone service in the following 16 cities.

The Company plans to work with local authorities as a locally connected company to contribute to the security and revitalization of local communities.

[Service Areas]

Gotemba City, Susono City, Numazu City, Mishima City, Izu City, Izunokuni City, Fuji City, Fujinomiya City, Shizuoka City, Yaizu City, Fujieda City, Shimada City, Nagaizumi, Shimizu, Kannami, Oyama

**For standard fees and service details please see the following link.**

<http://www.thn.ne.jp/Tobilaphone/>

<p>[For inquiries regarding the service] TOKAI Cable Network Corporation TEL: 0120-696-942 (Toll free number within Japan only, 9:30–18:30 JST)</p>
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## Reference

<About Tobila Phone>

迷惑電話を強力ブロック!

Block Nuisance Calls!

トビラフォン

Tobila Phone

### ■ Image of the device



The Tobila Phone is designed to help protect customers from wasting time and threats to their assets associated with malicious nuisance calls and telesales.

### ■ Features

- (1) Block Nuisance Calls!  
The technology that is designed to prevent nuisance calls determines whether calls are suspicious, and enables rejection of unknown nuisance caller numbers. ※ There are currently 25 thousand registered nuisance caller numbers.
- (2) Simple Installation  
Simply connect it to your existing telephone and the Tobila Phone is ready for use.



(3) Simple Operation: See how safe an incoming call is at a glance

Color-coded LED lights on the phone indicate how safe a caller number is at a glance!



When a call is received from a number that you have registered, the LED flashes green, indicating that the call is safe.



When a call is received from a payphone, or a number that is not on the nuisance caller number list, the LED flashes yellow, indicating that the safety of the call is unknown.



When a call is received from an undisclosed number (whether by registration or because the call is from outside the notification system area), or from a number that is on the nuisance caller number list, the LED flashes red, indicating that the call is potentially dangerous.

- ※ In order to use this service, it is necessary to register for the caller ID notification service provided by your telephone company.
- ※ This service does not provide a warning for all unwanted calls.