



September 13, 2016

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

To whom it may concern

TOKAI Denki powered by TEPCO

Launch of TLC Point Present Campaign, limited to the Chubu Region

Operating under the umbrella of TOKAI Holdings Corporation (Headquarters: Shizuoka City, Shizuoka; President & CEO: Katsuhiko Tokita), the four companies of TOKAI Corporation, TOKAI Gas Corporation, TOKAI Communications Corporation, and TOKAI Cable Network Corporation (collectively the “TOKAI Group”) will launch the TLC Point Present Campaign, limited to the Chubu region, with the aim of promoting sales of TOKAI Denki in the Chubu region.

1. Purpose

The full liberalization of retail electric power sales began in April 2016, and the number of applications to switch electric power providers stood at 1,675 thousand as of August 31, representing a transfer rate of 2.7%. By area, the Chubu region saw 126 thousand applications (transfer rate of 1.7%), with market penetration falling behind the Kanto region (4.3%) and the Kansai region (3.4%).

In light of the above, the TOKAI Group will launch a campaign to award TLC points—part of the Group’s membership services—to customers in the Chubu region who apply for household electric power plans during the period stated below. Regardless of the amount of power used, customers will be awarded a maximum of 3,600 TLC points over twelve months.

TOKAI Group provides various services such as Gas, Internet, CATV, and Aqua, and it will work toward enriching its Total Life Concierge initiative—which provides comprehensive support to customers’ lifestyles—through the addition of electricity to its lineup from April 2016.

2. Campaign overview

- Period: Tuesday, September 13, 2016 through Friday, March 31, 2017
- Area: Chubu region
(Shizuoka Prefecture [from Fujikawa westward], Nagano Prefecture, Aichi Prefecture, Gifu Prefecture [excluding some areas], Mie Prefecture [excluding some areas])
- Applicable plan: Household electric power plans
(Standard S/L, Premium S/L, Premium Plan)
- Number of points: 300 TLC points for 12 months

[Conditions]

- Benefits will be provided to customers who apply for TEPCO Energy Partner's power plans stated above through the TOKAI Group and whose registrations are completed during the campaign period (excluding commercial accounts).
- Limited to customers who apply in the Chubu region.
- Registration required for the TLC Membership Service, a membership service provided by the TOKAI Group.
- We aim to award initial TLC points under this campaign within one week of confirming power provision to the registered account. Subsequent points will be awarded on or near the last day of each month.
- TLC points will be awarded to the electricity service applicant. However, if the applicant has made arrangements to make lump allotments of TLC points to a family member, they will be made to that family member.
- If the electricity service contract is terminated (including termination by the electric power company), allotments of TLC points from this campaign will be terminated as of that time. In this case, no additional TLC points shall be awarded during the remaining period.
- This campaign will be automatically applied to eligible customers who apply during the above period. Customers are not required to complete any additional procedures to have this campaign apply.

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