



November 30, 2016

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

To whom it may concern

Isetan Mitsukoshi Group MI Points Added as Exchange Target for TLC Points

Exchange to begin on December 6

TOKAI Holdings Corporation (Headquarters: Shizuoka City, Shizuoka; President & CEO: Katsuhiko Tokita; hereinafter the “Company”) previously announced on October 25 that it had concluded a business alliance with Shizuoka Isetan Co., Ltd. and that it would advance talks on joint operations with Shizuoka Isetan and the Isetan Mitsukoshi Group regarding enriching services and acquiring new customers. At the same time, the Company renewed the product exchange service menu for TLC points, and to respond to the needs of various customers, all products were replaced with choice products selected by Shizuoka Isetan.

As the second phase of this partnership initiative, service to exchange TLC points¹ for MI points² will begin on December 6. Aiming to spread its awareness, an opening event—the “MI point campaign³”—will be held for the eight days from Tuesday, December 6 to Tuesday, December 13 at Shizuoka Isetan.

1. Exchange from TLC points to MI points

Aside from Shizuoka Isetan, MI points can be used to shop at 11 stores in the Kanto region and 27 stores nationwide of the Isetan Mitsukoshi Group, including the Isetan Shinjuku store and the Mitsukoshi Ginza store. TLC members across Japan will experience greater convenience through a wider range of options for exchange of TLC points.

(Conditions for point exchange)

Exchange begins: 10 AM on Tuesday, December 6, 2016

Exchange rate: “1 TLC point” = “1 MI point”

Exchange unit: Available from 1 TLC point

Exchange method: Through the TLC membership website (<https://tlc.tokai.jp/>) or by telephone (+81-[0]120-934-039)

2. “MI point campaign” as the opening event

The “MI point campaign,” held at Shizuoka Isetan, will award special benefits limited to TLC members.

(Event details)

Event period: Eight days from Tuesday, December 6, 2016 to Tuesday, December 13, 2016

Event benefits:

- 1) Special bonus for TLC members visiting the Shizuoka Isetan store
(Award of a TLC gift to the first 200 visitors)
- 2) Special bonus for newly signing up for the TLC Membership Service
(Award of 500 TLC points when application is made with a special application sheet)
- 3) Special bonus for customers making a purchase of 5,400 yen or more with a TLC WAON card and an MI card on them
(Award of name-brand confectionery by showing a receipt with payment made via MI card and presenting a TLC WAON card)
- 4) Self-service drinks on the sixth floor I Lounge by presenting both a TLC WAON card and an MI card
- 5) During the period between December 6 and December 25, a 10% bonus for exchange of TLC points for MI points

3. Effect on business results

There is no revision to the most recent full-year earnings forecasts for the fiscal year ending March 31, 2017.

¹ TLC points

TLC points are awarded based on the amount spent on TOKAI Group services and the number of service subscriptions. Accumulated points can be converted to other points such as WAON, Suica, or LuLuCa points, or exchanged for choice products selected by Shizuoka Isetan or for TLC Tickets that can be used at restaurants and leisure facilities.

² MI points

MI points are loyalty points that can be acquired through shopping at Isetan Mitsukoshi group department stores and the online store. Accumulated points can be used for shopping at Isetan Mitsukoshi group department stores and other stores.

³ MI point campaign

A special point campaign held by the Isetan Mitsukoshi group in appreciation for the continued patronage of MI card members. This time the campaign will be held in cooperation among Shizuoka Isetan, the TOKAI Group, and local retail businesses.

Contact: Yoshihiro Taniguchi

Public Relations and Investor Relations Office

TEL: +81-(0)54-669-7676

Email: overseas_IR@tokaigroup.co.jp