



October 25, 2018

To whom it may concern

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

Launch of Smartphone Application “TLC Points App”

Use TLC Points More Conveniently than Ever!

TOKAI Holdings Corporation (Headquarters: Shizuoka City, Shizuoka; President & CEO: Katsuhiko Tokita; hereinafter the “Company”) announces that under TLC Membership Service, a membership program for customers provided by the Company, launched a smartphone application “TLC Points App” (hereinafter “Application”) on October 10, 2018.

The Application is for smartphones compatible with iPhone and Android in which TLC points held by customers can easily be confirmed, used, exchanged and so on. Service-related information and various information including campaigns and events provided by TOKAI Group (hereinafter the “TOKAI Group”) can also be reviewed and browsed in a timely manner.

The TOKAI Group will strive to promote sales activities of lifestyle infrastructure services which provide and increase merits of continuous use by improving the convenience of TLC points and strengthening engagements with members through the Application.

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)” concept 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, the number of TLC members exceeding 760,000 as of September 30, 2018.

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 the following:

- 1) Exchange for points of partner companies such as WAON, LuLuCa, and MI POINT
- 2) Exchange for TLC Tickets which can be used for payments when shopping or dining at partner stores and restaurants
- 3) Exchange for various products in renowned department stores
- 4) Payment of fees charged for the TOKAI Group services including LP Gas and Aqua

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. Functions of Smartphone Application “TLC Points App”

Smartphone application “TLC Points App” is an application for smartphones, compatible with iPhone and Android and available for TLC Membership Service members. Various functions allowing convenient use of TLC Points are offered.

- **Confirmation of TLC Points**

TLC Points currently held can be confirmed just by making access to the Application. History of TLC Points granted and used can also be confirmed from the “Points History” menu.

- **Exchange of TLC Points**

Procedures to use and exchange TLC Points can be carried out easily from the “Use / Exchange” menu in the Application.

- **Participation in various campaigns and events**

Events and various contents held and provided for members can be participated in the “Save / Events” menu in the Application. The former includes “GACHA” and “Lottery Tickets” where members can subscribe for gifts and prizes, and the latter include questionnaires where members are granted points when responding.

- **Granting of Application User Benefits at Event Venues**

Benefits exclusive for application users are offered at various event venues held by the TOKAI Group by presenting the QR code available from the “Display of QR Code” menu.

- **Review of Service-Related Information, Campaign and Event Information**

Information on individual services provided by the TOKAI Group and beneficial information including ones on campaigns and events can be reviewed and browsed in a timely manner through the Application’s notification function and advertising banners displayed upon startup.

3. “TLC Points App” Download Campaign

In commemoration of launching the Application, the TOKAI Group will hold a “TLC Points App Download Campaign” until Sunday, March 31, 2019. Members downloading the Application and logging in for the first time during the period will be granted “200 TLC Points” as a commemoration point.

Furthermore, a stamp will be saved once a day upon the startup of the Application. “5 TLC Points” will be granted when five stamps are saved.

Points granted are available immediately after the startup of the Application. Using and exchanging TLC Points can be immediately tried from the Application.

* Points granted in this campaign, unlike the usual points, will be time-limited points which will expire three months after they are granted.

4. Future Extended Functionality of “TLC Points App”

As a first step to make the Application a new point of contact with the TOKAI Group’s customers, the Company will further proceed extending and updating the Application’s functionality while closely standing beside customers’ lives, enriching the Application as one that supports the lives of people to realize a living with more convenience, comfort and security.

5. Download of “TLC Points App”

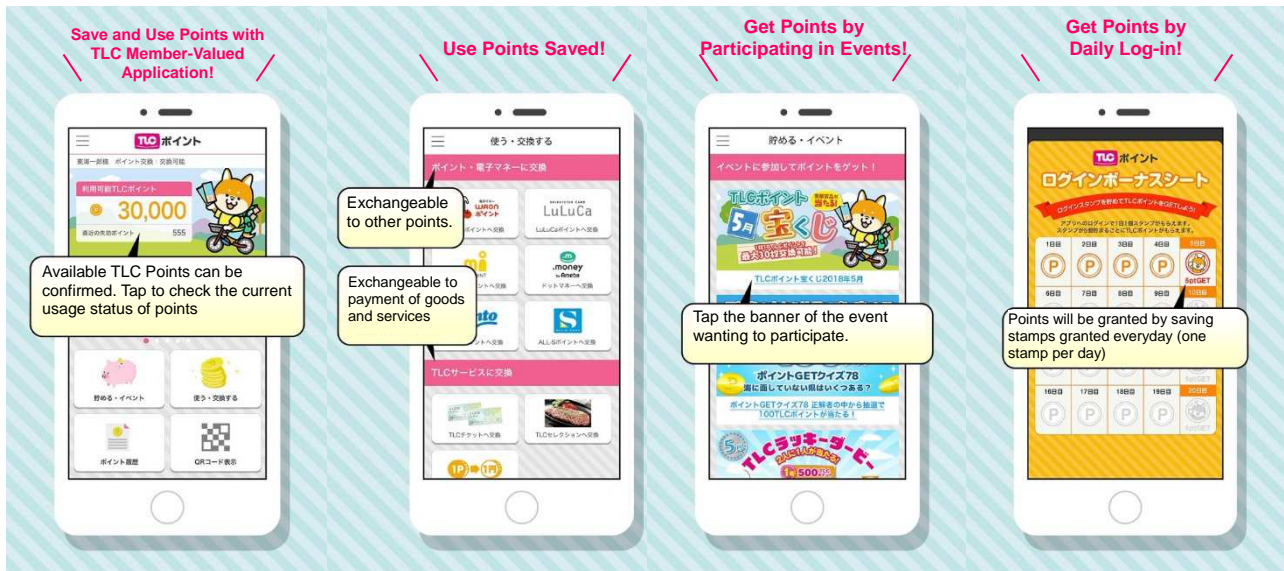
The Application can be downloaded from the below website:

”Starting of TLC Points App” website

<https://tlc.tokai.jp/tlcapp>

It can also be searched in Apple Store and Google Play under “TLC Points”.

6. “TLC Points App” Screen



【Inquiries on TLC Membership Service】

TLC Membership Service Office

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