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To whom it may concern

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

Opening of an Urban Farm Service with Assistance in Vegetable Gardening “Minnano Hatake”

～Launch of New Service for Spare Time Accommodating Diversified Lifestyles～

TOKAI Holdings Corporation (hereinafter, the “Company”) will launch “‘Minnano Hatake,’ an urban farm service with assistance in vegetable gardening” (hereinafter, the “Service”), in February 2019 in Shizuoka City. The Service is a matching service which links together farm households who want to maintain farmlands in urban areas and urban citizens who are interested in home vegetable gardening and agriculture.

Consumers’ interests toward food safety and dietary education are growing, and population enjoying home vegetable gardening in their spare time in response to diversified lifestyles has been increasing in recent years. Urban citizens, however, are unable to be fully satisfied with such needs as it is difficult to secure sufficient vegetable gardening space due to housing constraints. Meanwhile, the situation in farm households is that they are unable to maintain land as farmlands due to aging and lack of successors. As a result, lands referred to as so-called abandoned farmlands and idle farmlands are increasing.

“Minnano Hatake,” serving to match the needs of both consumers who are interested in such home vegetable gardening and farm households who lack successors, is an urban farm service which provides users with farms divided into small sections by revitalizing abandoned and idle farmlands into farms in urban areas.

■ Main Feature of Service

1. Assistance by vegetable gardening advisors is provided so that even beginners can enjoy growing organic vegetables of at least twenty kinds throughout the year.
2. Farm implements, farm materials, and necessary materials including seed, seedling and fertilizers are always available at the farm.
3. Facilities including water supply, bathrooms, and relaxation area are well-equipped.
4. Communing events including barbecue and imoni cookout are held to promote community development between users.

The first farm which the TOKAI Group will be opening in Yada, Shimizu-ku, Shizuoka City this time will be the first in Shizuoka City that is in accordance with the Law Concerning Facilitation of Lending and Borrowing of Urban Farmlands” enforced in September 2018.

The Service will be launched based on a business tie-up with Agrimedia Inc. (Headquarters: Shinjuku-ku, Tokyo; President & CEO: Takashi Morofuji), a venture company with various track records in urban farm service in the Metropolitan area. Under the common mission to “contribute to Japan’s agricultural development by providing an attractive platform which will revitalize agriculture,” the TOKAI Group will pursue to expand its future service by combining strengths of both companies; Agrimedia’s innovational

know how in the agricultural field, and the TOKAI Group's local brand built through its existing business, customer base of approximately 3,000,000 customers, and media communicability through its CATV/communications service.

As for the deployment of Service in the future, the Company first plans to successively open farms in Shizuoka City, then open farms mainly in the urban areas of Shizuoka Prefecture with a target of 30 bases. Furthermore, the Company expects in the future to expand in other prefectural areas to which the TOKAI Group is currently providing LP gas and CATV.

Under the TLC (Total Life Concierge) vision, the TOKAI Group has been offering comprehensive lineup of various lifestyle-related services closely connected to people's lives, including energy, information and communication, and CATV, which are currently being used by 2,890,000 customers. This particular entry into the urban farm service will be part of initiatives taken to realize the TLC vision responding to the diversified lifestyle and needs of customers. By continuing to actively work toward providing products and services sought in regions and society, the Group will aim to enhance corporate value as a business operator supporting the comfortable living of people in the local communities.

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