

April 1, 2021

To whom it may concern

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

TOKAI Holdings Launches 10th Anniversary Projects

TOKAI Holdings Corporation celebrates its 10th anniversary today. The company wishes to thank all of its stakeholders for the support they have given over the years.

In celebrating its 10th anniversary, the TOKAI Group will work on the following seven anniversary projects in the hope they will help neighboring communities that support its operations as well as employees grow as the Group moves into the future.

1. Launch of TOKAI Venture Capital & Incubation Corporation

TOKAI Holdings today established TOKAI Venture Capital & Incubation Corporation for the purpose of investing in startup companies in Japan. The new company is responsible for the Group's open innovation strategies designed to create M&A and other new business opportunities.

For more information about the company, please see the press release dated March 11, 2021.

2. Anniversary advertisement project

Matsuya Onoe, a kabuki actor, has been appointed as the face of TOKAI Holdings' 10th anniversary advertising campaign. He was selected because his willingness to take on challenges in various areas and expand his activities beyond the realm of Kabuki resonates with the Group's growth strategy aimed at expanding operations nationwide.



3. Community engagement activities

The TOKAI Group steps up its CSR efforts to give back to local communities that support its operations, such as commemorative tree plantings, beach and river cleanups, assistance to disaster-affected areas, and more.

As part of its regional revitalization initiative, the Group launched the Aoi-bune (Aoi boat) project in Shizuoka city's Aoi ward on March 27, 2021. The Group continues to work actively on regional revitalization projects.

4. Establishment of TOKAI Group Fujisan Scholarship Foundation

The TOKAI Group today established the TOKAI Group Fujisan Scholarship Foundation for the purpose of contributing to regional development and providing scholarship assistance to those who demonstrate

excellence in both academics and character in order to cultivate the young minds needed to help our society grow in the future.

For more information about the foundation, please see the press release dated today.

5. 10th anniversary publication

Looking to pass on the fruits of its labor to the world, the TOKAI Group is publishing a commemorative book that summarizes what it has been doing over the last ten years as well as its vision for the coming ten years.

6. Human capital development project

Designed to help individuals grow professionally as human capital that bears the future, the project provides learning and development opportunities to every employee.

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| Higher qualification allowance | Monthly allowance 1.5 times more than before |
| Higher lump-sum payment for getting a qualification | Lump-sum payment for each qualification rank increased by up to 1.5 times |
| Enhanced training programs | Training in a rich natural setting far away from the everyday work world, etc. |

7. Mosaic art by all employees

Featuring every employee expressing their individual hopes for the next ten years, the project is designed to foster a sense of unity and provide an opportunity to reflect on the achievements and progress they hope to see for their own and the group over the coming ten years.



[Inquiries about this press release]

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