

May 11, 2021

To whom it may concern

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

Announcement of Digital Transformation Strategy (DX Strategy)

TOKAI Holdings Corporation (hereinafter, the “Company”) today announced that it has prepared a Digital Transformation Strategy (DX Strategy).

The TOKAI Group aims to provide one-stop lifestyle services comprehensively under its corporate vision of TLC (Total Life Concierge). The Company will further advance the optimization of its existing business models by making maximum use of data accumulated through its business activities and cutting-edge digital technologies (ABCIR+S*), thereby achieving improvements in business efficiency and high added value in its services. At the same time, it will take on challenges to create new businesses. (See the attachment for details of this DX Strategy.)

Under this DX Strategy, the Company will accelerate its efforts to achieve the TLC concept, thus contributing to enriching the life of its customers.

* Term coined by combining A for AI, B for Big Data, C for Cloud, I for IoT, R for Robotics, and (+) S for Smartphone

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