



April 1, 2024

For Immediate Release

TOKAI Holdings Corporation

Katsuo Oguri, Representative Director, President and CEO

(Code No. 3167, TSE Prime Market)

Establishment of New Corporate Message and Slogan for TOKAI Group

TOKAI Holdings Co., Ltd. (Headquarters: Aoi-ku, Shizuoka City, Shizuoka Prefecture, President and CEO: Katsuo Oguri, hereinafter referred to as "the Company") has established a new corporate message for the entire group, "We face challenges with open minds to bring more smiles to life and joy in society." as well as a corporate slogan, "More smiles for a better life." We would like to announce this as follows:

Since its establishment in December 1950, our group has been providing various services related to people's lives and social infrastructure. We aim to make our group's aspirations clearer to our many stakeholders who support us on a daily basis. Under this new corporate message and slogan, we will work together as one group to improve our corporate value and achieve sustainable growth.

Details;

1. Corporate Message

"We face challenges with open minds to bring more smiles to life and joy in society. "

2. Corporate Slogan

"More smiles for a better life."

暮らしに社会にもっと笑顔を。
More smiles for a better life



3. Process of Establishment

The corporate message was created by consolidating the values that the management team cherishes and the aspirations they want to pass on to the next generation. The corporate slogan, condensed into a single word, was determined through a survey targeting 4,200 group employees. The management team and employees worked together to establish them.

4. Launch of New TV Commercials

We have produced three TV commercials that symbolize the new corporate message and slogan. They will be widely aired in the Kanto region and Shizuoka Prefecture starting today.

• "Smile of Determination"



• "Everything you can do to smile"



• "A city with many smiles"



[Reference] "TOKAI-WAY"

"TOKAI-WAY," established in April 2011, sets out the "common values" and "employee code of conduct" that the TOKAI Group cherishes.

<https://www.tokaiholdings.co.jp/english/corporate/philosophy.html>