November 10, 2026

For Immediate Release

Company Name TOKAI Holdings Corporation
Representative Name Katsuo Oguri, Representative Director, President and CEO
(Stock code: 3167, TSE Prime Market)

Announcement of Sales Area Expansion in the LP Gas Business — Opening of New Sales Office in Oita City, Oita Prefecture —

TOKAI Holdings Corporation is pleased to announce that its subsidiary, TOKAI Corporation (headquartered in Shizuoka City, Shizuoka; President and Representative Director: Mitsugu Hamasaki; hereinafter referred to as "TOKAI"), responsible for the Energy business of the TOKAI Group, has opened its new sales office in Oita City, Oita Prefecture on November 10, 2026.

This initiative embodies the "Area (Geographic Expansion)" pillar of the "Triple Accel Strategy (Area/Account/ARPU)," the growth engine of our group's Medium-Term Management Plan 2028. Through further customer acquisition in the Kyushu area, we will drive the enhancement of corporate value over the medium to long term.

Details

1. Background and Objectives of Establishing the Sales Office

Purpose of Establishing the Office:

We are expanding into Oita City, Oita Prefecture, as the fourth sales office in the Kyushu area following Fukuoka, Kumamoto, and Kagoshima. Our aim is to establish a strong business foundation in this city, which has a large number of households and a high LP gas penetration rate.

Expansion of Business Area:

In the LP gas business, we are currently expanding nationwide, from the Tohoku and Sendai area in the north to Kagoshima in the south. We will further grow our customer base exceeding 800,000 across 1 metropolis and 18 prefectures.

Creation of Synergies:

Beyond LP gas sales, we will promote the proposal of high-efficiency gas appliances and expand opportunities to provide various lifestyle infrastructure services within the group, thereby maximizing group synergies.

2. Positioning of This Initiative within the Medium-Term Management Plan 2028

Our group aims to achieve both sustainable profit growth and improved capital efficiency, targeting a return on equity (ROE) of 13.0% in fiscal 2028 and 15.0% in fiscal 2030.

In the plan, the energy business is positioned as the "core of growth," receiving the largest allocation of growth investment. The expansion into Oita represents the practical implementation of the "Area Expansion" strategy, which horizontally deploys the customer-centric business model established in the Shizuoka area nationwide. This initiative will accelerate the acquisition of new customers (Account) and contribute to asset-efficient business development through operational efficiencies with surrounding offices.

3. Sustainability and Contribution to the Local Community

In line with our group’s materiality of “Contribution to a life filled with smiles” we are establishing a supply system

for LP gas, a decentralized energy source that enables rapid recovery in the event of disasters. Through this, we contribute to the stable supply of energy in the community and promote decarbonization by encouraging the spread of high-efficiency water heaters and other equipment, thereby supporting the creation of a sustainable living infrastructure for the region.

Going forward, under our corporate message, “We face challenges with open minds to bring more smiles to life and joy in society,” our group will continue to promote stable supply of safe, secure, and convenient living infrastructure and sustainable management. We aim to evolve into a “Social Value-Creating Company” that balances solving local social issues with sustainable enhancement of corporate value.

Contact for inquiries.

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