

# *Press Release*



**TOKAI TOKYO FINANCIAL HOLDINGS, INC.**

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To whom it may concern,

**The Announcement Regarding the Introduction of a New Brand, “Orque d’or”  
Symbolizing the Concept of Tokai Tokyo’s Services for High Wealth Clients  
and the Opening of “Salon de Orque d’or” Scheduled in March**

We, Tokai Tokyo Financial Group, are pleased to announce the introduction of new brand, “Orque d’or” that symbolizes the concept of our services we dedicate to the wealth segment clients. At the same time, we proudly advise you of the completion of the facility, “Salon de Orque d’or” today on the 33<sup>rd</sup> floor, the top floor, of Dai Nagoya Building, as the venue for various future events for the clients. We will start operating the Salon in March next year and we set forth the relevant details in the attached sheet.

Our group, Tokai Tokyo, plans to further develop businesses with the clients of wealth segment.

## 1. Orque d'or, our new brand

Logo(Letters)	
Logo(Pictorial)	

The new brand, Orque d'or, are French words, meaning Gold Grampus and they are the words of our coinage. The Gold Grampus, sitting on the roof of Nagoya Castle, is the symbol affectionately accepted by the people in Tokai region over hundreds of years. So, we have adopted “Orque d'or” as the brand that shows our determination to win high trust and thorough satisfaction from high wealth clients and we aim to accomplish such task as their true partner by providing those targeted clients with all the services they find necessary for their asset management purposes.

The brand in its pictorial part presents an image of spiral composed of three elements that constitute the high quality service we provide and they are “Space, People and *Omotenashi* or impeccable and warm hospitality. The image of spiral expresses our wish to establish ever-lasting relationship with clients.

Under the newly branded service operation, we, Tokai Tokyo Financial Group, will introduce a new membership for high wealth clients that makes various exclusive services available for the members only. We are now making preparations for the launch of the new brand at the end of 2015 and the related services in spring 2016.

## 2. The profile of the new brand services

### (1) Membership

We organize a new membership system under which we invite its members as Orque d'or Members from high wealth clients.

### (2) Facility

We set up the hall exclusively for the members of Salon de Orque d'or on the 33<sup>rd</sup> floor or the highest floor of Dai Nagoya Building.

### (3) Description of Services

- We provide the members and their families with all the services related to their asset management needs as their true partner. We will treat the members with the best *Omotenashi* by helping the members with their process of wealth transfer between generations of respective families.
- The services to be offered include;
  - (a) Financial Services  
Financial products for the members, Small consulting meetings with analysts, Home Page for the members' access only
  - (b) Restaurant
  - (c) Organizing Events  
Plan and implement the well thought-out events that capture interest of the members and make the venue available to the members for their opportunities to socialize each other.
  - (d) Service for the Members' Health  
Health counseling and medical checkup referral in collaboration with medical institutions

## 3. Facility description of Salon de Orque d'or

**Location:** 33<sup>rd</sup> Floor, Dai Nagoya Building, 28-12 Meieki 3-Chome, Nakamura-Ku, Nagoya City, Aichi Prefecture

**Facility Configuration:** Entrance, Lounge, Dining Hall, Reception Room, Seminar Room, Multipurpose Hall, Platinum Room, Tatami Room in detached Japanese setting

We will make the salon facility available for the use by business associations and academic societies in addition to the members.

## Conceptual drawings of the Salon



Dai Nagoya Building



Entrance



Lounge



Dining Room



Multipurpose Hall

We, Tokai Tokyo Financial Group, will exert our utmost efforts to offer the wealth clients both services and space of the highest quality applying our newly branded service concept “Orque d'or”.

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