

# Press Release



6-2, NIHONBASHI 3-CHOME, CHUO-KU, TOKYO 103-0027 JAPAN

(Securities Code 8616)

March 10, 2017

## **Re: The Acquisition of ETERNAL Co., Ltd. as our wholly-owned subsidiary through the purchase of all its shares**

We, Tokai Tokyo Financial Holdings, Inc., are pleased to announce that we will purchase all the shares of ETERNAL Co., Ltd. (hereafter “ETERNAL”) to own ETERNAL as our 100% subsidiary by receiving all the shares from the current shareholders (hereafter “the Share Acquisition”) and we set below the related information.

### **1. The Objective of the Share Acquisition**

We have imposed on ourselves “Community and the Middle” (region-specific and customer segment-specific strategy) as one of the basic strategies under our Management Plan, “Ambitious 5”, aiming to expand customer base and increase revenues as a unique comprehensive financial group.

ETERNAL is operating insurance shop, what they call, “Insurance Terrace” where they serve visiting customers, and they now cover the geographic market of Kanto and Kansai with the network of 70 such shops. Insurance Terrace shops are designed to make visiting customers feel as if they were inside their favorite casual cafés they come regularly.

In view of the group’s mid-to-long term growth opportunity, we consider it imperative for our business to establish and maintain the points of interaction with young, future customer segment. So, we find it meaningful to acquire the subject as a wholly owned subsidiary with a view to expanding our group’s operating foundation, and thus, we determined to carry out this acquisition.

### **2. The outline of ETERNAL Co., Ltd.**

(1) Name of the Company	ETERNAL Co., Ltd
(2) Head-office Location	4-Chome 20-19 Minami Aoyama, Minato-Ku, Tokyo, Japan
(3) Name and Title of the Representative Director	Yoshikuni Takatsu, President and Representative Director
(4) Line of Business	Insurance Agency, Management Consulting Financial Planning
(5) Capital	50 Million Yen (as of May 31,2016)
(6) Date of Incorporation	July 5, 2005
(7) Large Shareholder	Yoshikuni Takatsu and others 他
(8) Number of Sales Office	Approximately 70
(9) Number of Employees	Approximately 230

### **3. Future Steps and the Impact of this Acquisition**

We plan to consummate this share acquisition on March 15, 2017 and we estimate that its impact on our performance will be insignificant for the fiscal years ending in March 2017 and the same in 2018.

(end)