



June 8, 2020

To whom it may concern

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

Notice of Launch of Bicycle Sharing Service in Shizuoka City

TOKAI Holdings Corporation (hereinafter "Company") announces that TOKAI Cable Network Corporation (Headquarters: Numazu City, Shizuoka Prefecture; Representative Director and President: Mitsuhaya Suzuki), the Company's consolidated subsidiary in charge of the Group's CATV business, Toco Channel Shizuoka Corporation (Headquarters: Shizuoka City, Shizuoka Prefecture; Representative Director and President: Masatsugu Tsuneki), Shizuoka City (Mayor: Nobuhiro Tanabe), and Open Street Inc. (Headquarters: Minato-ku, Tokyo; Representative Director: Akira Yokoi) have launched a bicycle sharing service **PULCLE** in Shizuoka City as per attached.

TOKAI Group's CATV business will strengthen its role as a provider of basic infrastructure in the region by utilizing its strength as a local operator, and will establish trust and status as an operator that revitalizes local communities and improves quality of life for local citizens.

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Shizuoka City
TOKAI Cable Network Corporation
Toco Channel Shizuoka Corporation
Open Street Inc.

Notice of Launch of Bicycle Sharing Service PULCLE in Shizuoka City, Shizuoka Prefecture

Shizuoka City (Mayor: Nobuhiro Tanabe), TOKAI Cable Network Corporation (Headquarters: Numazu City, Shizuoka Prefecture; Representative Director and President: Mitsuhaya Suzuki, hereinafter "TOKAI Cable Network"), Toco Channel Shizuoka Corporation (Headquarters: Shizuoka City, Shizuoka Prefecture; Representative Director and President: Masatsugu Tsuneki, hereinafter "Toco Channel Shizuoka"), and Open Street Inc. (Headquarters: Minato-ku, Tokyo; Representative Director: Akira Yokoi, hereinafter "Open Street") are pleased to announce that a bicycle sharing service **PULCLE** was launched in Shizuoka City, Shizuoka Prefecture as of June 8, 2020.

In March 2015, Shizuoka City formulated a "Shizuoka City Bicycle Usage Plan" (hereinafter "Plan") with "Realization of a world-class cycling city 'Shizuoka'" as a basic principle. It has been taking initiatives aiming to realize a city where citizens actively choose to ride bicycles, all riding safe with comfort.

In the course of pursuing to disseminate bicycle sharing as a new urban transportation system under the Plan by cooperating with private enterprises, Shizuoka City, as an implementing body, conducted a project proposal screening (public offering-type proposal method) and TOKAI Cable Network, Toco Channel Shizuoka, and Open Street were selected as operating bodies. The new system will contribute to the encouragement of bicycle use and complementing of public transportation, motor traffic restraint, reduction of abandoned bicycles, and local revitalization through improvement of mobility, etc.

The "new lifestyle" announced by the Ministry of Health, Labour and Welfare aims compatibility of prevention of spread of the Coronavirus disease 2019 (COVID-19) and reconstruction of livelihoods, and recommends the use of bicycles and going on foot be combined with the use of public transportation. With the call for decentralization of transportation means in daily life when commuting to work/school, shopping, etc., bicycle sharing is hoped for practical use.

In this project, bicycle stations serving as the base for renting, returning, and charging bicycles are set up in areas around Shizuoka Station, Kusanagi Station, Shimizu Station, and Miho, Shimizu Ward. Bicycles will be available as a means of daily life transportation for local citizens.

Areas with bicycle stations will also be expanded in the future with an aim of further improving convenience and mobility.

The name of the service **PULCLE** comes from combining "Pulse" of J. League SHIMIZU S-PULSE and "Cycle." It will be Japan's first bicycle sharing service authorized by a J. League club team.

The project contributes to the global sustainable development in terms of "Industry, Innovation, and Infrastructure," "Reduced Inequalities" and "Sustainable Cities and Communities" among the goals proposed in SDGs^{*1}. Routes and frequency of use, etc. collected as big data are viewed to be utilized in tourism, public transportation, and MaaS in the future.

*1 SDGs: Adopted by the United Nations Summit 2015 Sustainable Development Goals Refers to the 17 world's common goals set up for the sustainable development of all countries and regions under the slogan "No one will be left behind" advocated by the United Nations.

■ Overview of Bicycle Sharing Service PULCLE in Shizuoka City

● About the Service

How to Use	Register for membership on the website (https://pulcle.hellocycling.jp/) and make a reservation through the smartphone application HELLO CYCLING .
usage fee	70 yen/15 minutes (Up to 1,000 yen/12 hours)
Available Time	Available 24 hours

● Location of bicycle stations and number of bicycles made available

Location of bicycle stations	Stations will be set up in 47 locations in Shizuoka City including Aoi Ward Office, Shizuoka City (5-1 Otemachi, Aoi-ku) Shizuoka Station North Exit Square (Ekimae Hiroba) (1-1 Kuroganecho, Aoi-ku) Fugetsuro (11 -1 Koyamachi, Aoi-ku) Nakayoshida Park (43 -13 Nakayoshida, Suruga-ku) Shimizu Station Minato Exit (next to stairway) (1-1 Masagocho, Shimizu-ku) S-Pulse Dream Plaza (13-15 Irifunecho, Shimizu-ku).
Number of bicycles made available	94 units

Number of bicycle stations and bicycles made available is planned to be increased in the future.

For more information on location of bicycle stations and number of bicycles available for rent and return, please check the website (<https://pulcle.hellocycling.jp/>) or the smartphone application **HELLO CYCLING**.

● About HELLO CYCLING

HELLO CYCLING is a bicycle sharing platform provided by Open Street. Users of bicycle sharing services leveraging **HELLO CYCLING** can easily carry out a series of procedures on their smartphones and PCs, from "station" search to bicycle reservations and payments. They can also return their bicycles anywhere as long as it is a "station." For more information on **HELLO CYCLING**, please refer to the website (<https://www.hellocycling.jp/>).

[App Download]

Please download the application on your smartphone for use.



[Inquiries]

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