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Efforts Based on Our CSR Action Principles

Highly Transparent and Open Business Activities



CSR Action Principles
 In order to properly reflect social opinions in its business activities, to ensure fairness in the management of its business operations, and to faithfully carry out its accountability to society, the Kansai Electric Power Group will promote increased communication with all members of society and conduct business activities that are highly transparent and open.

Enhancing communication with stakeholders

Public hearing and public relations activities

Through public hearing and public relations activities, Kansai Electric Power engages in appropriate information disclosure to stakeholders—including customers and community residents—in order to promote public understanding of the company’s operations. We also share public opinions and requests with management and employees and work to secure the trust of stakeholders by reflecting this input in our business operations.

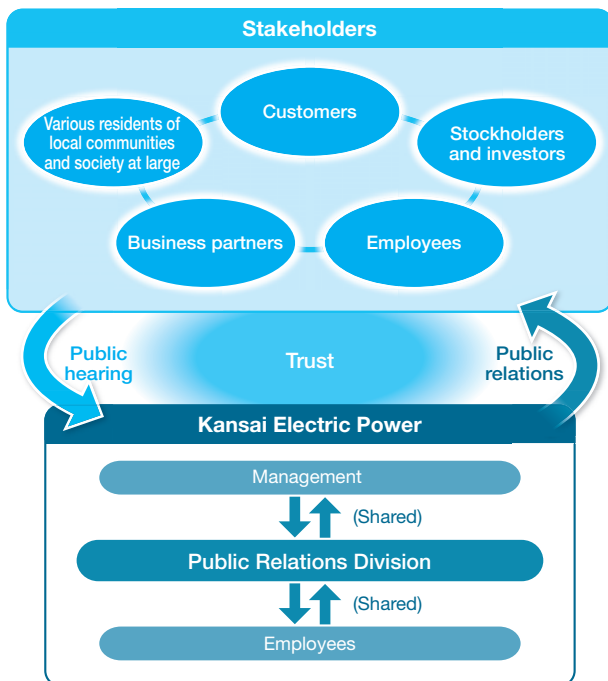
stakeholders’ opinions and requests and obligingly disclose accurate information. In this way we are working to strengthen our relationship of trust with stakeholders while earning public understanding of our operations.

Reflecting community opinions in our business activities

Employees in our various business locations create opportunities to visit our customers in their homes in addition to holding meetings for exchanging opinions with local experts and opinion leaders to hear their comments and requests. We then strive to reflect these views in our business operations.

We also pursue a variety of activities to gauge public opinion, both in the course of our daily work and through opportunities created to promote interaction with local residents. Opinions received through such initiatives are listed in our *Danbo-no-Koe* database. These are then shared throughout the company to improve our operations.

In addition, interest on the part of local governments and residents in energy-related issues has increased since the Great East Japan Earthquake, and we are working to respond rapidly to these expectations and requests so that we can share local energy issues with communities and identify the best measures to take.



Kansai Electric Power takes advantage of many opportunities to engage in face-to-face communication with stakeholders. We give serious consideration to our



Danbo-no-Koe database

Working with the media

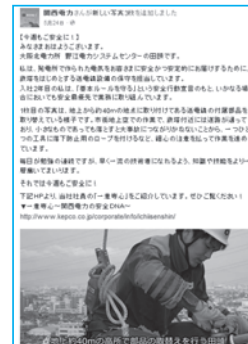
Information reported by television and newspapers has a significant impact on customer perceptions of and attitudes toward our Company. We hold regular press conferences with our president and make other efforts to provide information actively to the media. At the same time, we respond rapidly and accurately to media inquiries to promote understanding of our business operations.



Regular press conference with our president

well as continuous updates on Facebook and Twitter. As of June 2015, our Facebook fans have topped the 90,000 mark.

Using our website as a focal point, we are employing a wide variety of communications tools, including social media, to disseminate more detailed information to many more members of the public.



Web [Kansai Electric Power Official YouTube Page](https://www.youtube.com/user/kandenofficial)
<https://www.youtube.com/user/kandenofficial>
Web [Kansai Electric Power Official Facebook Page](https://ja-jp.facebook.com/kanden.jp)
<https://ja-jp.facebook.com/kanden.jp>

Information released on our website

In view of the diversifying media environment, we have been investing more effort in information dissemination via the Internet.

In 2013, we thoroughly updated our website to facilitate information searches and increase clarity. Since then, we have implemented a series of improvements in response to customer comments.



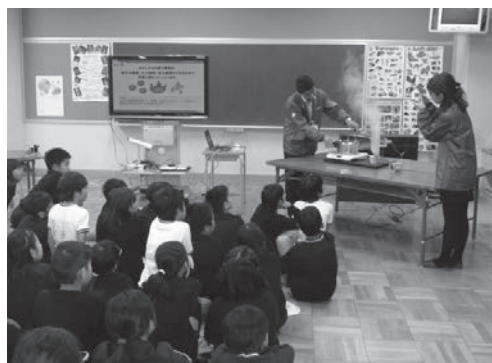
Web [Kansai Electric Power Website](http://www.kepco.co.jp/english/)
<http://www.kepco.co.jp/english/>

We are taking steps to disseminate information in video form on our website in an approachable manner. We have included web videos that provide a tour of a nuclear power plant that even visitors normally never have the opportunity to see, as well as short video dramas about family bonds and energy-efficiency. These highly popular videos are available on YouTube and elsewhere on the web and have attracted many views. Furthermore, we have provided more focused localized content such as our employees' thoughts regarding safety as

Education for the next generation

We believe it is important that we convey the importance of energy to children, who will forge the future, and ensure they develop an affinity for this essential part of the economy. Toward this end, our employees visit local elementary and junior high schools to give lessons on energy.

In these lessons, we introduce the structure of the power generation and transmission system; how electricity is used; the importance of energy conservation; and global warming issues. Using our ingenuity, we have fun with these easy-to-understand lessons.



Classroom lesson

Disclosing information on our nuclear power stations

We utilize our website, newspaper advertising, and other means to disseminate information concerning our initiatives to enhance safety and reliability at our nuclear power plants.

We remain committed to proactively releasing information through a variety of means to restore public trust in nuclear power generation.



Website



Newspaper insert (Echizen Wakasa no Fureai)

Providing information through print publications

We are making use of print publications and various other media to provide a wider range of information to enhance understanding of the Kansai Electric Power Group's business operations. For example, each issue of our corporate communications magazine *Yaku*, aimed at opinion leaders, features specialized information as well as an in-depth report on a specific theme of social or current importance.



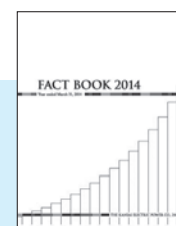
Yaku
communication
magazine

Information for shareholders and investors

We strive to provide information to investors and shareholders in a prompt, impartial manner. We provide data through a variety of means to domestic and international institutional investors, individual investors, public organizations, and a wide range of other interested parties. Our efforts to promote interactive communication include regular company briefings presented by the president, as well as regular meetings between executive officers, including the president, and domestic and overseas investors. Our management thus makes an active effort to engage in discussion with the investment community and incorporate feedback from the capital markets into our business operations. In addition, we provide an outline of our business, our management objectives, financial data, and other useful information on a timely basis.



Corporate information and IR
(Kansai Electric Power
website, updated as needed)



Fact Book
(published
annually)



Kanden Semi-Annual News
(issued twice yearly)



Shareholders and Investors (IR information)
<http://www.kepcoco.jp/english/corporate/ir/>

Internal communication

We share important management information internally to enhance employee understanding and are working to further motivate employees and create a sense of workplace unity. In March 2015, our in-house web portal was updated to make it easier for employees to read and use.

Our in-house newsletter, *The Kansai Denryoku Shimbun*, offers a variety of detailed management and other information, with in-depth special features on particularly important subjects.

Additionally, we utilize our in-house video networking system and our in-house web portal to relay management plans from management to employees and convey ideas and messages in an easy-to-understand way.

In the future, we will continue to promote stimulating communication among coworkers, workplaces, and groups.



In-house web portal