

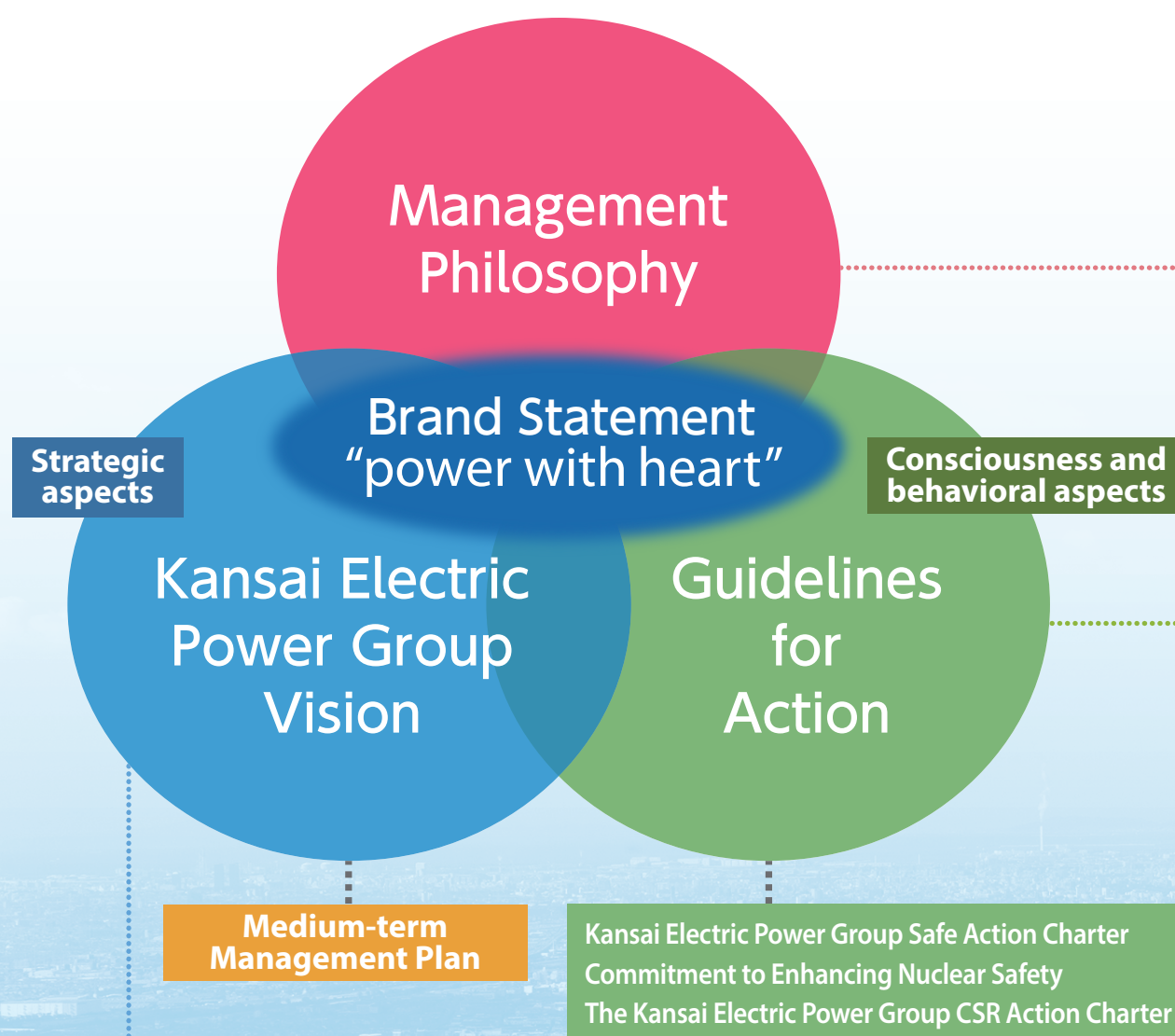
# The Kansai Electric Power Group Has a Solid Sense of Values for a New Energy Era

Since our founding, our Group has been operating business by “continuously serving our customers and communities” as our mission of primary importance. To fulfill this mission we manage the company with a customer-first point of view.

While the environment surrounding the electric power industry is changing dramatically as exemplified by the full liberalization of retail electricity sales in April 2016, business opportunities are expanding, owing to full liberalization of retail gas sales scheduled for 2017 and other factors.

As a new energy era is truly upon us, we must actively respond to the new business environment to achieve long-term sustainable growth, therefore we established a new policy that will guide our approach to the future through this Management Philosophy, along with Guidelines for Action and the Kansai Electric Power Group Vision.

## — The Kansai Electric Power Group Philosophy System —



## Management Philosophy

By giving top priority to safety and fulfilling social responsibilities as the axis of business management and upholding our mission of “continuing to serve our customers and communities,” we at the Kansai Electric Power Group will realize a bright, affluent future and keep close relationship with our customers and communities into the future.

## Guidelines for Action

Based on the concept of valuing people, the Kansai Electric Power Group will contribute to sustainable development of communities through fair business activities.

Each one of our directors and employees will demonstrate a “sense of mission” and “spirit of challenge” which have been cultivated so far and give our best in our duties as a good member of society and also fulfill the following fundamental responsibilities.

### Fundamental Responsibilities

- Give top priority to ensuring safety.
- Surely implement CSR.
- Keep changing to accomplish our abiding mission.

### Safe Action Declaration

I vow to do the following myself in order to both maintain my own safety and preserve the happiness of my friends and family.

- Always think about what I can do for safety
- Follow rules and procedures
- Act without hesitation to protect colleagues from danger
- Respond to unplanned situations by stopping and consulting
- Communicate actively

Note: For details, refer to page 118.

### CSR Action Principles

1. Safe and stable delivery of products and services as chosen by customers
2. Proactive approach with a view to creating ever better environment
3. Proactive Contributions to Development of Local Communities
4. Respect for human rights and development of favorable work environment by taking advantage of diversity
5. Highly transparent and open business activities
6. Strict enforcement of compliance

Note: For the original text of the principles, refer to page 24.

## Kansai Electric Power Group Vision

### What we aim to be in the future

We will provide a wide range of safe, comfortable and convenient services from a viewpoint of our customers and business partners, and gain their trust to be selected as the best partner in everyday life and business so we keep growing at home and abroad while fulfilling our resolve to play expected role as Japan's leading company in the energy sector.

### Our policies

We will work to do the following based on our Guidelines for Action.

#### Delivering services from the customer's perspective

- Keep up with changing needs to improve service contents and develop new services, and enhance our service lineup in a broad range of businesses centered on energy.
- Meet our customers' expectations by offering solutions best suited to their needs.

#### Being selected as the best partner and continuing to grow

- Become familiar to our customers and continue to be selected among a lot of business operators. Also, build good relationships with our business partners and customers to grow together.
- Proactively enter businesses, including overseas markets, where we can take advantage of our strength, and expand revenue.

#### Fulfilling expected role as Japan's leading company

- Acquire a significant market share in Japan as a comprehensive energy service provider.
- Regarding the power generation business, lead the nuclear power sector and realize the best mix with thermal power, hydropower and renewable energy so we can contribute to achieving S+3E simultaneously.
- In the transmission and distribution business, take all possible measures to ensure stable power supply as a licensed operator responsible for regional energy network.