



CSR Action Principles

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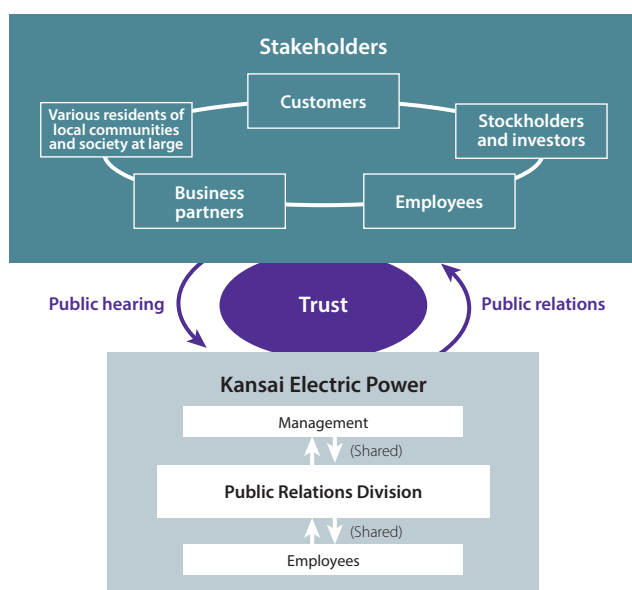
## Highly Transparent and Open Business Activities

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 through timely transmission and disclosure of information, the Kansai Electric Power Group will promote increased communication with all members of society and conduct business activities that are 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.



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

## 5 Highly Transparent and Open Business Activities

### 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.



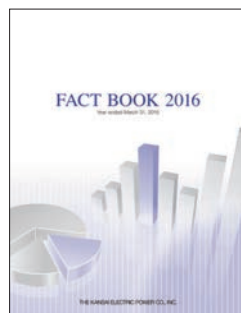
Press conference

### 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.



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



Fact Book  
(published annually)

### Information released on our website

Considering the diversification of the media environment, we are focusing our strength on distributing information through the Internet. To enable our customers to quickly access the information they want to know, we extensively overhauled the design of each of the pages on our website, including the top page (changes rolled out starting in December 2016).

Moreover, many people have viewed our web videos, which we have executed with a variety of plans and innovations. Using video we are presenting the beliefs of our company (brand statement) through human stories, in a tie up with a YouTuber, conveying the engineering abilities of our company that support the stable supply of power, and providing easy-to-understand explanations of energy issues including nuclear power.

We are also focusing efforts on the utilization of social media. On Facebook and Twitter, we are posting articles with a greater focus on workplaces, including the thoughts of our company employees about the safe and stable supply of power. (We broke 130,000 as our number of Facebook fans.) In addition, we are posting heart-warming photographs with the theme of "light" on Instagram.

As we keep making improvements based on the opinions and other ideas of our customers, we want to continue making the most of every communication channel and working to be able to transmit even clearer information to even more people.



Website



YouTube video



Facebook



YouTube video



Instagram

## 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 features specialized information as well as an in-depth report on a specific theme of social or current importance.



Yaku  
communication magazine

## Internal communication

We are working to energize communication among employees, between workplaces and within the Group in order to share important management information and promote understanding as well as to further raise both the sense of workplace unity and employee work motivation and meaning. 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. First published in 1959, we celebrated the 1000th issue in March 2016. In addition, we utilize our in-house TV and our in-house web portal to distribute and share information about our management plans and other topics. We renewed our in-house web portal in January 2017. We are using these tools to undertake in-house communication while devising easy-to-understand ways to convey ideas and messages from management.



April 2017 issue of The Kansai Denryoku Shimbun



Classroom lesson

## Assisting energy 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.

Number of lessons given annually

541

## 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.



Echizen Wakasa no Fureai