

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

### Reflecting community opinions in our business activities

Through public relations and public consultation efforts, we are providing timely and appropriate information to our stakeholders, including our customers and members of society. In addition, we are endeavoring to have people understand the businesses of our company by conducting face-to-face communication using various opportunities.

Moreover, we are adding the opinions and requests that we receive from our stakeholders to our Danbo-no-Koe database. We strive to earn trust from our stakeholders by sharing these data among our management and other employees to improve our business activities.



POWER MOVIE 2017 introduces our company and business activities

### 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.

Furthermore, we provide an overview of our businesses, management objectives, financial data and other information in a timely and appropriate manner using our corporate website and other means.



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

### 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

### Sharing information through mass media

We utilize various forms of mass media to convey information about the business activities of our corporate group to customers and other members of society in a timely and appropriate manner.

We are taking advantage of the strengths of each type of media when providing information. For example, television commercials can convey information in an easy-to-understand manner with video and music while newspaper advertisements enable readers to view relatively large amounts of information.

By conveying useful information to customers and other members of society, we will continue working to build understanding of our company businesses.



Newspaper advertisement (placed December 2017)

### Information released on our website

Considering the diversification of the media environment, we are also focusing efforts on the utilization of social media. On Facebook and Twitter, we are focusing on actions at our workplaces, including images of our employees involved in the safe and stable provision of power. We are active on Instagram with the theme "light = warmth."



Instagram

Considering evaluations from third-party organizations and others, we improved our website with the goal of making it more attractive and easy to understand, updating it with a simple design. Enhancing the variety of content, with a focus on our attitudes and beliefs about safety, has led to an increase in the number of site accesses.

We released a video on the Internet called "Kurobe Dam—the future in their hands" (in Japanese). Since 2018 is the 60th anniversary of the opening of the Omachi Tunnel, we wanted to present the Kansai Electric Power Company fighting spirit that we applied during the construction of the Kurobe Dam along with our "power with heart" brand statement.

We will continue to use the Internet and try to communicate with even more people in the future.



"Kurobe Dam—the future in their hands" video (in Japanese)

5 Highly Transparent and Open Business Activities

Efforts to promote understanding about energy

We are actively working to help our stakeholders deepen their understanding about energy by, for example, conducting power plant tours and "on-site" classes as well as through the production of public relations tools.

Since November 2017, we have been utilizing virtual reality in our power plant tours to enable participants to visually experience the insides of reactor pressure vessel buildings and other places. We are also undertaking new efforts, including the public opening of the Keage Power Station, which has historical value as the first commercial hydroelectric power plant in Japan.

In addition, we are actively conducting "on-site" classes in which our employees visit elementary and junior high schools as lecturers to convey the importance of energy to the children who will be responsible for the future.

With manga artist Hiroshi Kinoshita and Kyoto Seika University, we have jointly produced manga booklets that present energy issues with humorous illustrations as a public relations tool with the goal of having even more people take an interest in energy.

Through various opportunities, we will continue striving to use diverse methods for unfolding efforts to promote understanding about energy among our stakeholders.



Keage Power Station, open to the public from March 2018

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.

In the *Echizen Wakasa no Fureai* local community magazine, we provide information related to nuclear power and the region to citizens of Fukui Prefecture.

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



*Echizen Wakasa no Fureai*

Internal communication

We are striving to invigorate communication among employees, workplaces and group companies by sharing information that is important for management and that is related to our businesses. We do this so that each individual employee can receive the trust of stakeholders through face-to-face communication.

Our in-house newsletter, *The Kansai Denryoku Shimbun* (first published in 1959), offers a variety of detailed management and other information, with in-depth special features on particularly important subjects. In addition, we utilize our in-house TV and our in-house web portal to share information about our management plans and other topics.



Nuclear power plant tour using virtual reality

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Strict Enforcement of Compliance

In all aspects of its business activities, the Kansai Electric Power Group will comply with all laws and regulations, internal rules and business ethics and will ensure strict enforcement of compliance as the basis of our management. The Group as a whole will build the structure that should ensure these actual practices and will strive to maintain and improve its structure.



Promoting compliance activities with the entire group

Promoting compliance activities

In our corporate group, the Office of General Administration (legal), acting as our compliance headquarters, oversees compliance promotion for the entire group with guidance from the Compliance Committee, which is chaired by our company president.

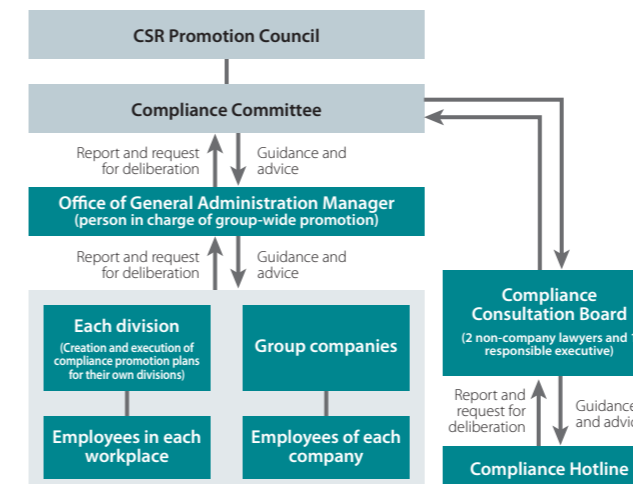
All divisions in our company and all of our group companies are promoting compliance independently, with their individual "compliance promotion plans" established by themselves according to the characteristics of their own businesses and work duties, utilizing the PDCA cycles under the leadership of their division heads, company presidents and others.

Efforts to promote compliance

For fiscal 2018, we have raised two fundamental policies for compliance promotion: "compliance promotion with increased sensitivity to cope with new business domains and dramatically changing business environments" and "reinforcement of awareness and behavior for strict observation of laws and rules in the development of each business." Moreover, we have selected four major themes for compliance promotion that we should think about and pursue as a whole corporate group. They are "thoroughness in the practice of fair competition," "thoroughness in appropriate behavior in cooperative industry relationships," "thoroughness in the execution of appropriate business management," and "thoroughness of conduct that demonstrates understanding of good social sense during and outside work."

Keeping in mind these fundamental policies and major themes, as a group-wide efforts, we will keep expressing our attitude toward thoroughness in compliance by messages from our top management, as well as conducting lectures related to the major themes, continuous information distribution via e-mail magazines and others. Through such efforts, we will cultivate the awareness of all group employees continuously.

Kansai Electric Power Group Compliance System



Results of questionnaire given to all employees on CSR (executed November 2017)

Are you acting with awareness of compliance on a daily basis? (responses from just our company)

"Yes." **95.3%**