

January 15, 2016

The Kansai Electric Power Co., Inc.

**Setting of the new price menu for low-voltage customers such as household-users
and developing the new services closely-attached to costumers livelihood**

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We now set the new electricity price menu and start the new services useful for customers' livelihood so that customers can keep using our company even after the full liberalization of electric power retail starts in April 2016. At the same time, we will strive more to fulfill the services that we have supplied to customers.

1. New electricity price menu

e-Smart 10

This is the new electricity price menu in which the electricity price unit cost differs depending on the season or the time period during which a customer uses electricity and this plan sets the comparatively cheap hour during the night time of 10 hours from 22:00 to next morning 8:00 which is around 40% of one day. This is the menu for customers who has higher rate of use at night or a lot of electricity consumed in order to use electricity in more profitable base. We will start accepting orders from January 15 and start the contract on April 1.

If a customer joined e-Smart 10, whose use of electricity per month is 550 kWh (Meter rate lighting A), approximately 3,700 yen to 6,900 yen can be cheaper in a year depending on the using condition of electricity.*

In addition, the customer who joined e-Smart 10 can use the  (Hapi e-Living Support) service which is useful for your livelihood without charge until March 31, 2017 regarding the monthly price that is equal to the max. 1,200 yen** in total for one year. Furthermore, the customer can use the wide array of services that are useful for daily life on better deals at the preferential treatment price.

* Calculation terms and conditions:

- Annual electricity usage: 6,600 kWh
- It does not include the fuel cost adjustments but includes the promotion impost for the renewable energy power generation that is calculated based on the unit price which will be applied in and after May in 2015, however the discount by the account transfer payment is not applied.
- It includes the consumption tax amount.

**Customers can use this service free in the period from April 2016 to March 2017, which is usually 100

yen a month (without taxes).

2. Services useful for customers' livelihood

Start of  (Run-to-You Service regarding Electricity)

We will start the Run-to-You Service regarding Electricity to our customers' trouble with the indoor electrical installation on April 1, 2016. We have assisted customers for treatment methods by telephone communications until now. In addition, we will visit customers' house through 24 hours in 365 days as a rule by customers request and take prompt countermeasures.

Hapi e-Living Support Free Campaign

If customers would register until March 31, 2016, the monthly payment for 3 months starting from the start of services will be free (Usually 100 yen without tax).

Outline of service:

We will provide the following services in a set from January 18 to our customers who have registered in

 (Hapi e-Miruden).

[1] Run-to-You Service for 24 hours 365 days to your trouble in a house

(Trouble example)

- Water doesn't come out
- Window glass is broken
- You've lost your key

[2] Preferential Treatment Service that can be used in a daily life

Usage fee at eating places or lodging facilities is given at the preferential treatment price.

Renewal of  (Hapi e-Points)

Customers will be able to earn Hapi e-Points by using Hapi e-Miruden from April 1, 2016. You can use earned points to exchange with items more than 200 kinds or use in our group companies' service useful for your livelihood and exchange points with other companies' service by alliance agreement.

Newly, it will be possible to exchange points with WALLET point of KDDI Corporation and Okinawa Cellular Telephone Company, d point of NTT docomo, Inc., Ponta point of Loyalty Marketing, Inc. and WAON point of AEON Retail Co., Ltd.

Fulfilling of Hapi e-Miruden

The Hapi e-Miruden service has provided the Point Passbook (started from October in 2015) that manages various kind of points to be earned in the life of customers in a lump so that this service is useful not only for the energy usage but also for the entire livelihood, and Hapi e-Miruden will provide more contents from February.

- Supermarket special sale information is provided every day for about 1,400 shops of 32 companies in the Kansai area. (Scheduled to start the service in February)
- Use of MyPost* from Hapi e-Miruden.(Scheduled to start the service in March)

* MyPost is the mail reception service on the Internet subject to the important documents by Japan Post Holdings Company.

We aim at the earliest restarting of nuclear power plants of which safety has been confirmed and we also promote examination to perform the price reduction of electricity prices at the early stage as much as possible in the next fiscal year when we could realize their full scale operation.

At the same time, we strive to supply the attractive price menus and services to customers and keep them to continue selecting our company through the thorough challenge for management efficiency, development of the total energy business including gas, fulfilling group services and alliances with other companies.

Particularly, concerning the gas business for residential use, we accelerate the examination so that customers can select us as a total energy carrier in anticipation of the full liberalization of gas retail in 2017.

Notes:

- We are performing the partial review of the contents of supply terms and conditions based on the full liberalization of retails for the price menu which is currently set as the selection clause.
- Today, we are reporting the change of electricity supply provisions and selection clause (to perform on February 1, 2016) according to the regulations of the electricity supply provisions for the account transfer discount to Minister of Economy, Trade and Industry.