

5 Highly Transparent and Open Business Activities

Enhancing communication with stakeholders

Practicing face to face communication

Kansai Electric Power practices appropriate information disclosure for stakeholders to promote understanding of the company's operations on the part of society. We also listen carefully to society's opinions and expectations, and work to secure trust from our customers by reflecting this input in our business activities.

Reflecting community opinions in our business activities

Our business locations seek to create opportunities to visit customers in their homes, as well as hold discussions with local experts and opinion leaders to obtain their opinions and expectations, which we then strive to reflect in our business activities. We also pursue a variety of activities to gauge public opinion, by creating contexts within which we can interact with local residents as well as in the course of our daily work. Our Danbo-no-Koe database serves as a repository for opinions received from local communities, which can then be shared throughout the Group 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.

Working with the media

Information reported by television and newspapers has a significant impact on customer perceptions of and attitudes toward Kansai Electric Power. 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.

Information release on our company website

Following the Great East Japan Earthquake, we worked to restore trust in our operations by aiming for more transparent business activities, and our website gained in importance as a means for broad, rapid, and meticulous information dissemination. In addition, in view of today's diversifying media environment, we are investing more effort in information dissemination via the Internet. With our website as an anchor, we use a wide variety of communication channels, such as social media, and strive to address customer concerns and requests.



Daily, active information release via our website and Facebook page

Web **Kansai Electric Power Website**
<http://www.kepco.co.jp/english/>

Kansai Electric Power Official Facebook Page
<https://www.facebook.com/kanden.jp>

Interaction with local communities via PR facilities

We have established PR facilities at our power plants and other locations to help society better understand our business activities and the initiatives being taken in the electric power industry, and enhance communication with local communities.

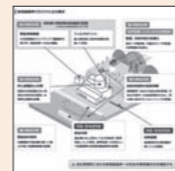
In March 2013, we upgraded our Mihama Nuclear Power PR Center. The center was established in 1967 as Kansai Electric Power's first PR facility for a nuclear power plant. The goal of this upgrade was to help deepen public understanding of the measures we are taking to ensure safety in the wake of the accident at TEPCO's Fukushima Daiichi Nuclear Power Station. In addition, we incorporated input from previous center visitors to provide exhibits on the characteristics of non-nuclear power generation technologies, as well as on the importance of having the right mix of energy sources.

Information disclosure following the Great East Japan Earthquake

We utilize press conferences, the company website, newspaper inserts, and other means to disseminate information concerning the status of our initiatives to enhance safety at our nuclear power plants. Going forward, we will continue to provide information actively through a variety of means to restore trust in nuclear power generation.



Press release



Website



Newspaper insert
 (Echizen Wakasa no Fureai)

Providing information through print publications

We are making use of media, including print publications, to provide a wider range of information for deeper understanding of the business activities of the Kansai Electric Power Group. Each issue of our corporate communications magazine *Yaku* features an in-depth report on a theme of social or current importance, with specialist information aimed at opinion leaders. We also regularly publish *Watt*, a PR publication that provides information relating to our operations and electric power, along with topics relating to lifestyles and local communities.



Yaku
 (issued quarterly)

Information for shareholders and investors

Kansai Electric Power strives to provide information to investors in a prompt, impartial manner. We provide information through a variety of means to domestic and overseas institutional investors, individual investors, public organizations, and a wide range of other investors. 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 use pamphlets and our website to provide interested parties with an outline of our business, our management objectives, financial data, and other useful information.



Kanden Semi-Annual News
 (issued twice yearly)



Fact Book
 (published annually)



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

Web **Shareholders and Investors (IR Information)**
<http://www1.kepco.co.jp/english/ir/index.html>

Internal communication

We share important management information internally to encourage employee understanding, and are working to vitalize communication between coworkers and workplaces to create a sense of workplace unity and enhance employee motivation. We use a range of internal channels, and by making best use of the characteristics of each channel, ensure that information reaches each of our employees. For example, our Group Portal Site utilizes video and other material to disseminate time-sensitive information and promote Group-wide information sharing. Our in-house newsletter, *Kansai Electric Power News*, offers a variety of detailed management and other information, with in-depth special features on particularly important subjects. Moreover, when there is a need to convey messages from management to employees, for example, concerning management plans, we utilize our in-house video networking system. By conveying employee responses to management regarding such information, we are also able to practice interactive communication.



Prompt and accurate information release via *Kansai Electric Power News* (issued monthly)



Group Portal Site enables information sharing by Group companies