

Promoting Efforts to Achieve Sustainable Management

Group Business

The Kansai Electric Power Group provides distinctive total solutions to realize even better living and business for our customers

Since the Great East Japan Earthquake, our customers' needs and expectations with regard to energy have become more diversified than ever before. Reflecting such circumstances, the Kansai Electric Power Group is promoting efforts to benefit customers by offering a wide variety of innovative products and services and providing total support for their energy management needs.

As a result of the full liberalization measures at the retail level now being investigated in Japan in connection with electric power system reforms, competition over prices and services is expected to intensify, but the Kansai Electric Power Group is promoting corporate innovations that go beyond conventional frameworks in an effort to be our customers' provider of choice, and the Group is actively making efforts to achieve industry-leading business reforms and to develop new services.

Specifically, to meet the diversified needs of our customers, the Group is proposing ways to save energy, reduce costs, and cut down on CO₂ and enabling customers to use energy efficiently and comfortably. In addition, the Group is offering total solutions as only it alone can provide, through combinations of Group services in three fields: comprehensive energy supply, IT, and amenity services in daily life.

Comprehensive Energy Supply

Offering comprehensive solutions to help our customers make the best use of energy

The needs of our customers are growing more diverse. They want energy that is safe and secure, but they also want to save energy, reduce costs, and cut down on CO₂ emissions. Given this, the Kansai Electric Power Group is offering safe and stable energy solutions that achieve optimal energy use for customers by combining our electricity supplies with gas and other services. We are striving to earn the trust of our customers as their best energy partner, and to grow our comprehensive energy supply business.

To do this, the Group is striving to meet all of our customers' needs related to energy use by focusing on Utility Services, which include the design and construction of utility equipment (e.g. equipment for receiving and transforming electricity, boilers, air conditioners, and home power generation equipment), and the operation, maintenance, and management of that equipment. We are combining this with energy supply services for gas and other sources of energy, and with energy management services aimed at achieving the efficient use of energy through energy diag-

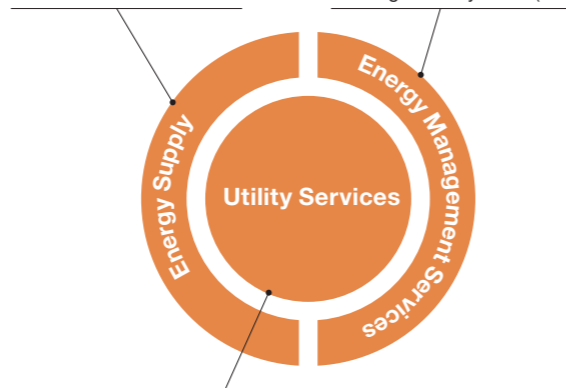
nostics and management support. As a result, our Utility Services have come to be used not only in industrial settings, such as factories, but also in more diverse fields, such as office buildings and hospitals.

Stable delivery of energy to customers

- Gas, LNG sales, fuel oil sales for co-generation
- On-site energy supply (electricity, steam)

Enabling customers to achieve optimal energy use

- Energy diagnostic services
- Proposal of optimal energy systems
- Energy management support
- Provision of energy management systems (EMS)



Assisting customers with all aspects of their utility equipment

Services are provided to meet customers' needs related to their utility equipment, covering some or all areas ranging from design and construction to operation, maintenance, and management

Information and Telecommunications (IT)

Offering appealing services closely connected to customers' lives and businesses

In our IT business, we are striving to further improve customer satisfaction by utilizing an optical-fiber network that covers the entire Kansai region and are preparing a broad menu of services designed to help us stay one step ahead of our customers' needs, primarily centered on our FTTH services.

We are working to enable residential customers to use our eo HIKARI services as their household lifelines. We are offering an integrated set of three optical-fiber network services – Internet, phone, and television – under the eo HIKARI brand and are bolstering eo MOBILE INTERNET*¹, a mobile broadband service. As a result, our FTTH services have been highly rated in customer satisfaction surveys con-

ducted by multiple third-party institutions, and as of the end of March 2013, we had reached a total of 1.4 million FTTH line contracts.

We are contributing to the success of our business customers by offering them a variety of telecommunications services under the BUSINESS HIKARI brand, such as high-speed Internet, Ethernet private lines*², VPN services*³, mobile communications, and optical-fiber telephone services. We also propose solutions through data center services.

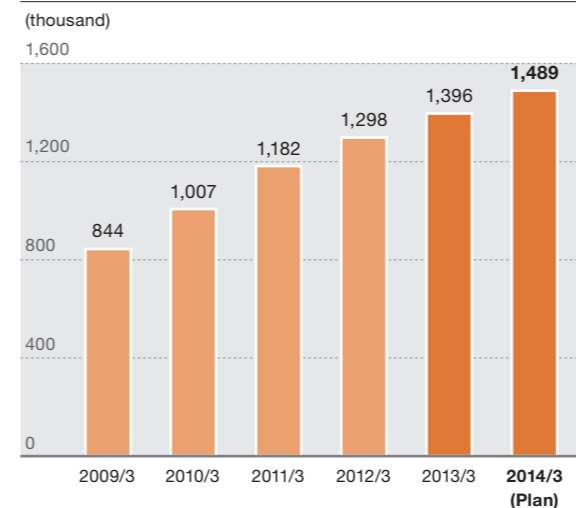
Going forward, we will be working to strengthen our network business, centered around our FTTH services, and our IT infrastructure and total solutions business for corporate customers. We will offer appealing services that are closely linked with our customers' lives and businesses, and will make efforts to expand our IT business so that it becomes a second pillar of revenue alongside our electric power business.

*¹ eo MOBILE INTERNET: A mobile broadband service that includes our own public wireless LAN services, which we have developed across the Kansai region, and 3G services with a max. speed of 21 Mbps.

*² Ethernet private lines: A dedicated line service that uses the Ethernet standard, which is highly compatible with LAN equipment used in corporate networks.

*³ VPN service: A service that uses various types of telecommunications networks (Ethernet, IP, Internet) and connects multiple points in a virtual private network that is protected using encryption and authentication technologies.

Number of FTTH Line Contracts



Amenity Services in Daily Life

Striving to be the best partner for our customers, providing safe, secure, comfortable, and convenient lifestyle options

In our amenity services in daily life business, we develop a closer relationship with our customers by offering various services that will offer them greater safety and security, as well as added comfort and convenience. By offering a diverse range of services, we strive so that customers will view the Kansai Electric Power Group as the best partner for their everyday needs.

In this sector, we provide services that will have a direct impact on customers in their everyday lives, such as home

security and nursing care, health management support, food delivery, and housework services.

In the future, we will strive to bolster our offerings by tailoring them to the diverse life stages and life cycles of our customers. This will allow us to provide even better lifestyle support to our customers.

In our real estate services, we are offering high quality homes and offices that combine Group products and services with condominiums and buildings that save energy, reduce costs, and cut down on CO₂ emissions, that serve as progressive models for future buildings, and that are well suited to today's low-carbon society. We are also supporting the creation of comfortable housing through a combination of housing performance evaluation services, the sale of residential facilities and equipment, and home renovation services.

To continue to be able to reliably offer housing that contributes to our customers' desires to save energy, reduce costs, and cut down on CO₂ emissions, we are further strengthening our networks with developers and are working on complex development proposals and large-scale building development projects.

Lifestyle and Real Estate Services



Logements Tower Umeda (MID Urban Development)



Bellepage Nara Ayameike (Kanden Joy Life)