

Enhancing communication with stakeholders

Practicing face to face communication

Kansai Electric Power practices appropriate information disclosure to stakeholders in order to promote public understanding of the company's operations. We also listen carefully to society's opinions and requests and work to obtain the trust of stakeholders by reflecting this input in our business operations.

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 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. Our Danbono-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 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.



Regular press conference with our president

Information released on our website

In view of the diversifying media environment, we have been investing more effort in information dissemination via the Internet.

In November 2013, we updated our website to facilitate searches and increase clarity.

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



In December 2013, we established a corporate YouTube channel in order to share video on the Internet with the aim of disseminating information in video form in a friendly manner.

Using our website as an anchor, we employ a wide variety of communications tools, including social media, to disseminate accurate information to more customers on a timely basis.

Web **Kansai Electric Power Official Facebook Page**
<https://ja-jp.facebook.com/kanden.jp>
Kansai Electric Power Official YouTube Page
<http://www.youtube.com/user/kandenofficial>



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 deepen public understanding of the measures we are taking to ensure safety. We provide exhibits showing the characteristics of non-nuclear power generation technologies as well as the importance of having the right mix of energy sources.

Information disclosure following the Great East Japan Earthquake

We utilize press conferences, our website, newspaper advertising, and other means to disseminate information concerning the status of our initiatives to enhance safety 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.



Website



Newspaper insert (Echizen Wakasa no Fureai)

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*, published regularly, features an in-depth report on a specific theme of social or current importance. It includes specialized information aimed at opinion leaders.



Yaku

Information for shareholders and investors

We strive 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 provide an outline of our business, our management objectives, financial data, and other useful information on a timely basis.



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://www.kepcoco.jp/corporate/ir/>

Internal communication

We share important management information internally to enhance employee understanding and are working to stimulate communication among coworkers, workplaces, and groups in order to motivate employees and create a sense of workplace unity. 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, *The Kansai Denryoku Shimbun*, offers a variety of detailed management and other information, with in-depth special features on particularly important subjects. Additionally, we utilize our in-house video networking system to relay management plans and convey messages from management to employees. By directly conveying employee responses to management regarding such topics, we are promoting interactive communication.

Prompt and accurate information release via *The Kansai Denryoku Shimbun* (issued monthly)

