

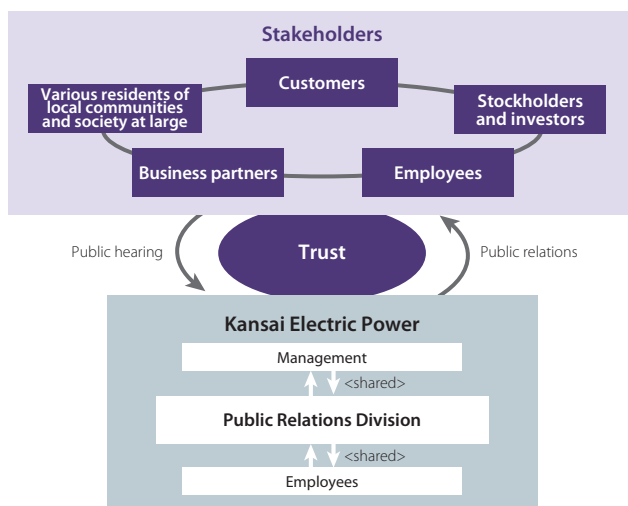
Highly Transparent and Open Business Activities

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 hearing activities, we deliver information to our stakeholders in a timely and appropriate manner to promote their understanding of our businesses. Their opinions and requests are shared with management and employees and reflected in our business activities so we can keep their trust. We will seek their understanding of our businesses, including nuclear power generation, and conduct highly transparent and open business activities with the thought represented by our brand statement, "power with heart."



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.

Working with the media

Information reported by television and newspapers has a significant impact on stakeholder 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.

5 Highly Transparent and Open Business Activities

Sharing information through mass media

We utilize various forms of mass media to convey information about nuclear power generation, our efforts associated with our brand statement, “power with heart,” and 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. We will continue working to build understanding of our company businesses.



Information released on our website

The Internet environment changes day by day. To further increase accuracy in matching information that our customers need and that which we want to deliver, we make use of digital and other technologies.

Through our website, we offer various kinds of enhanced contents based on our attitude and thoughts toward safety. Social media is also utilized in conveying such information.

Particularly, we are prepared to swiftly deliver information in case of a typhoon, earthquake or other disasters, taking advantage of the characteristics of websites and social media, respectively. We will continue to use the Internet and try to communicate with even more people in the future.

The Kansai Electric Power Official SNS

- Facebook
- Twitter
- Instagram
- YouTube

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.

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.

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.

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

Disclosing information on our nuclear power stations

We utilize television commercials, newspaper advertising, our website, PR magazines, 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

Our employees put “power with heart” into practice and inter-company and inter-group communication is vitalized by sharing important matters in business management, such as nuclear power generation, information about our businesses and initiatives related to “power with heart.”

Future plans

To elicit an understanding of our businesses, including the comprehensive energy business and nuclear power generation, we disclose and deliver information in a timely and appropriate manner through mass media, our website and all other media, as well as through face-to-face communication undertaken by each one of our employees.

Ahead of the spin-off of the transmission and distribution sector scheduled in April 2020, the environment surrounding us is likely to change even more drastically. Amid such circumstances, we will continue sincerely delivering our efforts to fulfill our unchanged mission of safe and stable supply of energy and enhanced safety at nuclear power stations along with efforts that we will newly challenge.

With our wish to “be a source of power for our customers and communities by serving them with sincerity and passion” as represented by our brand statement “power with heart,” we will listen carefully to their opinions and requests and continue with highly transparent and open business activities, thereby becoming a corporate group that continues being chosen.



Masaaki Ikeda

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The Kansai Electric Power
Company