

# Kansai Electric Power Group Purpose & Values

In March 2021, we formulated the Kansai Electric Power Group Purpose & Values as our new management philosophy. Under this philosophy, the Group's ultimate overarching concept, the Group has announced that it will carry out business activities that promote the Values of Fairness, Integrity, Inclusion, and Innovation to achieve its Purpose of Serving and Shaping the Vital Platform for a Sustainable Society for the benefit of its customers and society.

存在意義 Purpose

「あたりまえ」を守り、創る

Serving and Shaping the Vital Platform  
for a Sustainable Society

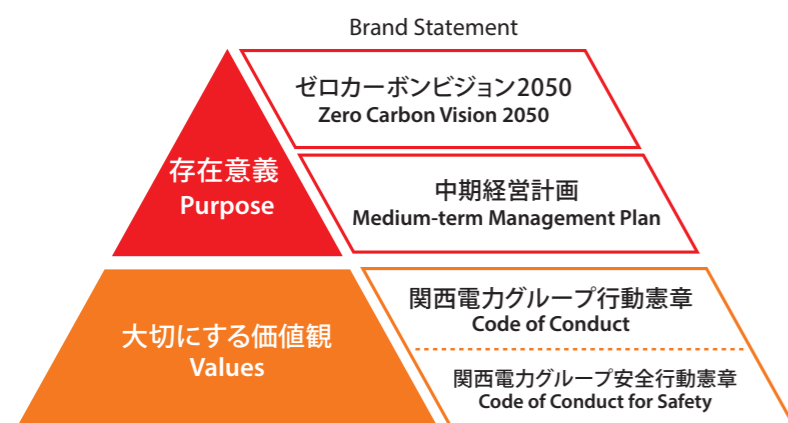
大切にしている価値観 Values

公正 × 誠実 × 共感 × 挑戦  
Fairness × Integrity × Inclusion × Innovation

私たちは、安全を守り抜くことを前提に、  
「公正」「誠実」「共感」「挑戦」を大切に行動します

With dedication to safety and security, we will act upon the values of Fairness, Integrity, Inclusion and Innovation

We have positioned our Zero Carbon Vision 2050 and Medium-term Management Plan as the concrete embodiment of our Purpose, and the Kansai Electric Power Group Code of Conduct and Kansai Electric Power Group Code of Conduct for Safety as an enactment of the Values we hold dear. Our Brand Statement forms a concise summary to publicize the Group's corporate stance internally and to the public.



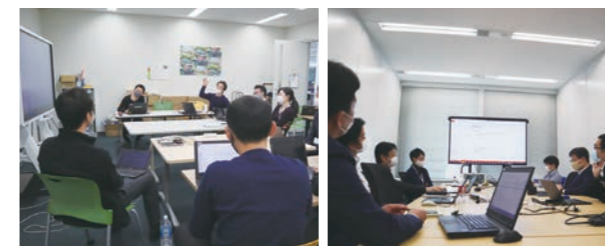
Brand Statement

*power with heart*

We wish to be a source of power for our customers and communities by serving them with sincerity and passion.

## Formulating the management philosophy

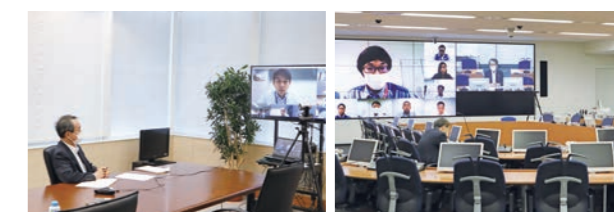
To formulate our new management philosophy, we enacted the following process: we assembled a review team comprising mid-level employees, including those from group companies, and through discussions with frontline staff and other methods, the team was able to gather employee feedback. The resulting proposals for the new philosophy were then given to management, who took them on board. Management then held repeated discussions, while exchanging opinions with outside directors and Compliance Committee members, and summarized their findings in the Purpose and Values detailed above.



Mid-level employees discussing the management philosophy

## Activities to implement the management philosophy

We have established an activity plan to spread awareness of the new management philosophy among all employees and to promote putting it into practice in daily tasks. Based on this plan, we are actively working on activities that include opinion exchanges between management and employees, varied types of training, workplace-specific discussions, and support activities for group companies. One aspect of the activities is the Conduct Cards, which list the Management Philosophy, Compliance Checklist, and Safe Action Declaration, that we distribute to all employees to carry. The backs of the cards display each employee's personal conduct vows, and employees use these cards to check their conduct and goals in their own work.



Exchange of opinions between management and employees (commonly known as Sosei-Komi or communication for creation) (Implemented remotely from the perspective of preventing the spread of COVID-19)