

Appendix 1:

Outline of the Kansai Electric Group's Management Vision

I. Preface

Although the Kansai Electric Group is facing a drastically changing business climate, our mission remains unchanged. Operating on the customer-first principle, we will continue to provide our customers with the highest level of service. In order to attain this mission, we will continuously carry out reforms. The Kansai Electric Group will continue to change in order to accomplish its unchanging mission.

II. The Business Climate -- Five Trends

1. The Emergence of a Maturing Society and Expanding Consumer Needs
2. A Changing Energy Market
3. The Emergence of a Recycling-Oriented Society
4. The Advent of a Ubiquitous Network Society
5. Growing Expectations for Business Enterprises' Roles in Society

III. The Corporate Goal to which We Aspire

Corporate Goal

With energy supply as our core business, we will aspire to become No. 1 in customer satisfaction in this area that forms the basis of our customers' daily lives.

Action Guidance

I will do my best to keep our customers satisfied.

IV. Working to Embody Our Ideal Corporate Goal

- We deliver the best possible services that provide customer great satisfaction.
- We fulfill our corporate social responsibility.
 - *The safe and steady delivery of products and services*
 - *A progressive approach toward environmental issues*
 - *A vital contribution to the development of local communities*
 - *A respect for human rights and the creation of an excellent working environment*
 - *Transparent and open activities*
 - *The Enforcement of strict compliance with rules and regulations*
- We call upon each employee's expertise to deliver customer satisfaction.
- We work toward the growth of our group by securing anticipated profits.