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Message from the Management

In tandem with revisions to Japan's regulations governing the electric power industry implemented in March 2000, liberalization of the retail energy market has commenced in earnest as relates to customers with special high-voltage requirements. This segment accounts for roughly a 30% share of The Kansai Electric Power Company's total electricity sales.

In order to remain the power provider of choice to our customers in this new era of competition, we are mustering our comprehensive group resources to respond to the diversified requirements of our customers. Greater management efficiency enabling the delivery of electricity at ever less cost, the provision of a wider palette of rate schedule options, and the development of ever more attentive customer services are just some of the challenges The Kansai Electric Power Co., Inc. (Kansai EP) is taking up today.

We are also continuing our efforts to ensure stable supplies of high-quality electricity, and addressing such issues as energy security and global environmental protection through the operation of facilities focused on nuclear power.

Thanks to the loyal support of our many customers and shareholders, in May 2001 Kansai EP celebrated its 50th anniversary since its founding. By continuing to respond solidly to evolving demands and expectations, we pledge to maintain our commitment to ongoing development in the 21st century.

We ask for your continued support and understanding in the coming years.



Yoshihisa Akiyama
Chairman of the Board of Directors

Yohsaku Fuji
President and Director