



Message from the President

For over half a century, since its establishment in 1951, the overarching mission of the Kansai Electric Power Group has been the safe and stable distribution of electric power to the communities it serves. This mission continues to guide every aspect of the Group's operations.

In recent years, the business environment in which the Group operates has changed almost beyond belief. Oil prices have fluctuated wildly, the world became engulfed in a financial crisis, and moves toward establishing a low-carbon society have accelerated.

Yet some factors are constant. No matter how much the business environment changes, the Kansai Electric Power Group remains as committed as ever to supporting abundant and comfortable living for its customers and the growth and development of the region.

As a provider of one of society's most vital lifelines, the Group is intent on fulfilling its duties to the public, contributing to the achievement of a low-carbon society, and pressing forward toward a brighter future for all.

Of course, this commitment also means that we must reflect carefully on issues such as the accident at Mihama Power Station Unit 3 and take to heart the lessons learned. It is only by assuring uncompromising safety and thorough compliance that the Group can fulfill its corporate social responsibilities and earn the trust of all stakeholders.

This is the Kansai Electric Power Group that we are working to build today.

Shosuke Mori
President and Director