

# A stable and safe supply of electricity—our commitment to this principle will never change.

## Serving our customers is our first priority. It's the starting point of everything we do.



Shiro Otagaki  
First president

Kansai Electric Power was still a newly established company in 1951 when its first president, Shiro Otagaki, called for it to maintain a "Maedaregake Spirit" (the spirit of consideration for and service to others) as a private-sector company. He wanted the new company to uphold the mercantile traditions of Osaka and put customer service as its first priority. In 1964, this spirit was epitomized in "The Establishment of Kanden Services" as the Group's corporate philosophy.

### "The Establishment of Kanden Services" (Internally announced in 1964)

- To meet the public's need for abundant, high-quality, reasonably priced electricity
- To provide sincere, attentive service to the best of our ability
- To contribute to the development and prosperity of the local community

## They said Kurobegawa No. 4 would be impossible, but Kansai Electric Power's strong commitment to power supply got the project done.



In February 1958, the most difficult part of the Kurobegawa No. 4 project, the Kanden Tunnel, was completed.

During Japan's postwar recovery, energy shortages were a chronic problem. The nation's urgent need was to generate power via the Kurobe River, which flowed at high volume through Japan's deepest valley. Unfortunately, the forbidding natural conditions of the valley rendered human intrusion virtually impossible. The consensus on Kurobegawa No. 4, the proposed new dam and plant at this site, was that it was impossible. But Kansai Electric Power's determination to deliver electricity to customers, regardless of the effort required, won the day. After seven years, and through the efforts of over 10 million people, Kurobegawa No. 4 Power Plant began operations.



In August 1962, the No. 3 power generator of Kurobegawa No. 4 Power Plant began operations.

## After the earthquake, all Group companies united as one to fulfill our mission of restoring power as soon as humanly possible.



Recovery work after the Hanshin-Awaji Earthquake

The Hanshin-Awaji Earthquake leveled the Kobe area on January 17, 1995, with a magnitude of 7.3 on the Richter scale. With the region's infrastructure in ruins, power generation and distribution equipment was devastated, leaving some 2.6 million homes without power. Kansai Electric Power moved swiftly to establish an emergency disaster measures headquarters, working round the clock to effect recovery. Employees scrambled through the rubble without sleep or rest. Assistance poured in from other power companies and affiliated companies throughout Japan, and we were encouraged by our customers, who cheered us on or sometimes criticized us. Finally, on January 23, just 153 hours after the earthquake struck, provision of emergency power supply to stricken areas was complete. As the lights came on once more in city streets, customers throughout the region offered messages of thanks. For everyone at Kansai Electric Power who lived through it, the experience of the entire Kansai Electric Power Group working as one to overcome horrendous adversity is a memory that will never be forgotten.



Sections of the Hanshin Expressway collapsed in the earthquake.



## Our goal to meet the needs of the times: to achieve a low-carbon society with a stable energy supply.

The business environment for the energy industry changes moment by moment, but the mission of the Kansai Electric Power Group never changes—to provide customers with a safe and stable supply of electricity. Moreover, as the world faces the urgent issue of global warming, Kansai Electric Power, whose operations are so intimately connected to the environment, must move quickly to become a low-carbon energy supplier. No matter how difficult the circumstances, the Kansai Electric Power Group is committed to supporting the sustainable development of its customers and the community, as it has done since its foundation.

### Kansai Electric Power Group Management Vision

To be No. 1 in customer satisfaction among suppliers of basic daily needs, with energy at the core of our business

The growth of the Group as a whole

Delivering the best possible service

Fulfilling corporate social responsibilities

Linking the efforts of every employee to the task of delighting customers

### Kansai Electric Power Group CSR Action Charter

#### CSR Action Principles

1. Safe, Stable Delivery of Products and Services
2. Progressive Approach to Environmental Problems
3. Proactive Contributions to Development of Local Communities
4. Respect for Human Rights Development of Favorable Work Environments
5. Highly Transparent and Open Business Activities
6. Strict Enforcement of Compliance