

3. Initiatives Aimed at Electrical Use

We are engaged in the promotion of initiatives aimed at reducing power usage among customers as well as at our offices.

Helping Customers to Conserve Electricity

[Providing Energy-Saving Information]

Through our membership website, "Kirei Life Plus," we provide customers with handy information about how they can save energy. The site offers a variety of fun and easy-to-understand articles, images and videos by experts who share their insights and tips on how to reduce electricity usage in our daily lives.

In addition, users who register as Kirei Life Plus members have access to resources which allow them to objectively check and evaluate their household's energy-saving efforts, such as by comparing average electrical usage among similarly priced power plans and by checking "Energy Conservation Rankings" which let them compare their electrical use with other, similarly-sized households.



Energy Conservation Ranking

[Power Meter Data Notification Service]

We provide a service enabling electrical usage data measured by a smart meter every 30 minutes to be sent to a HEMS (home energy management system) installed in the customer's home. This lets customers check their electricity usage in real-time and then explore more energy-efficient means of saving electricity.

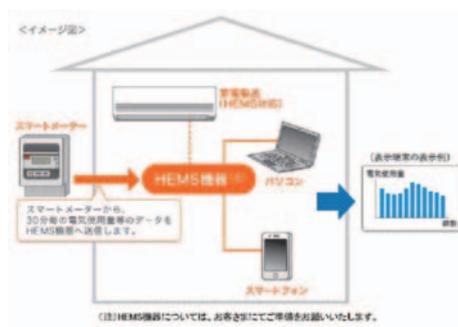


Image of Power Meter Data Notification Service