

## Electricity Demand in October 2009 (Bulletin)

### Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in October 2009, measured in terms of the total electricity sales of the 10 power companies, was down 6.3% from the last year to 68.1 billion kWh.

- Outside the liberalized segment, lighting demand declined by 1.1% due principally to decreased cooling demand caused by lower temperatures from September to October, compared with a year ago, in spite of a longer meter-reading period than the last year.

Commercial demand in the liberalized segment decreased by 3.6%.

### Demand Volume and Year-on-year Basis by Month and Use

|                                  |   |                               | This Month<br>(October) | Prev. 3 Month |        |        |
|----------------------------------|---|-------------------------------|-------------------------|---------------|--------|--------|
|                                  |   |                               |                         | September     | August | July   |
| Volume<br>(GWh)                  | Other than<br>Eligible<br>Customers'<br>Use | Lighting                      | 20,267                  | 22,315        | 24,952 | 21,287 |
|                                  |   | Power                         | 3,391                   | 4,224         | 4,761  | 3,964  |
|                                  |   | Lighting & Power Total        | 23,657                  | 26,539        | 29,713 | 25,251 |
|                                  | Eligible<br>Customers'<br>Use               | Commercial Power              | 16,313                  | 18,769        | 19,992 | 18,351 |
|                                  |   | Industrial Power              | 28,167                  | 28,459        | 28,089 | 28,693 |
|                                  |   | Eligible Customers' Use Total | 44,480                  | 47,228        | 48,081 | 47,044 |
|                                  | Total Electricity Sales                     |                               | 68,137                  | 73,767        | 77,794 | 72,295 |
|                                  | (Large Industry)                            |                               | 22,725                  | 22,538        | 22,097 | 23,037 |
| Year-on-<br>year<br>Basis<br>(%) | Other than<br>Eligible<br>Customers'<br>Use | Lighting                      | 98.9                    | 98.2          | 89.8   | 102.4  |
|                                  |   | Power                         | 94.4                    | 95.6          | 85.1   | 98.4   |
|                                  |   | Lighting & Power Total        | 98.2                    | 97.7          | 89.0   | 101.8  |
|                                  | Eligible<br>Customers'<br>Use               | Commercial Power              | 96.4                    | 96.5          | 94.6   | 99.1   |
|                                  |   | Industrial Power              | 88.9                    | 87.3          | 86.0   | 84.7   |
|                                  |   | Eligible Customers' Use Total | 91.5                    | 90.8          | 89.4   | 89.8   |
|                                  | Total Electricity Sales                     |                               | 93.7                    | 93.2          | 89.2   | 93.6   |
|                                  | (Large Industry)                            |                               | 88.8                    | 86.3          | 85.9   | 83.7   |

Remarks: 1) Figures in ( ) indicate breakdown.

2) Figures may not add up due to rounding.

### (Reference)

Large industrial demand was down year on year for thirteen consecutive months, decreasing by 11.2%.

This was due mainly to year-on-year decline in all major sectors including steel.

### (Reference) Large Industry Demand Volume and Year-on-year Basis by Sector

Units: GWh, %

|                    | This Month (October) |                       | Prev. 3 Months |        |      |
|--------------------|----------------------|-----------------------|----------------|--------|------|
|                    | Volume               | Year-on-year<br>Basis | September      | August | July |
| Textiles           | 384                  | 85.1                  | 78.8           | 78.8   | 77.1 |
| Paper & Pulp       | 855                  | 86.0                  | 84.8           | 82.8   | 81.4 |
| Chemicals          | 2,343                | 92.2                  | 86.2           | 86.3   | 83.9 |
| Ceramic            | 908                  | 85.3                  | 84.0           | 82.7   | 81.7 |
| Steel              | 2,645                | 79.0                  | 76.8           | 73.3   | 67.8 |
| Non-Ferrous Metals | 1,290                | 88.0                  | 84.8           | 79.6   | 80.9 |
| Machinery          | 5,973                | 86.1                  | 83.2           | 83.5   | 80.5 |

Remarks: The latest revision of Japan Standard Industry Classification applied on April 1, 2008 was reflected to the definition of each industry sector for the figures in and after April 2009.

The year-on-year basis in and after April 2009 are calculated after the adjustment of the results of the year-ago period according to the latest Japan Standard Industry Classification.

### (Reference) Large Industry Demand Year-on-year Changes (%)

|        | 4     | 5     | 6     | 7     | 8     | 9     | 10    | 11   | 12    | 1     | 2     | 3     |
|--------|-------|-------|-------|-------|-------|-------|-------|------|-------|-------|-------|-------|
| FY2000 | 3.5   | 4.7   | 4.2   | 5.2   | 5.0   | 1.5   | 2.6   | 2.8  | 2.6   | 3.8   | -1.7  | -0.3  |
| FY2001 | -0.4  | -1.0  | -2.3  | -1.2  | -4.5  | -6.0  | -4.7  | -5.5 | -6.0  | -6.3  | -5.2  | -4.9  |
| FY2002 | -1.8  | -0.4  | -1.4  | 0.4   | 2.2   | 2.9   | 2.4   | 3.1  | 4.0   | 5.2   | 3.2   | 4.2   |
| FY2003 | 2.7   | 1.8   | 0.8   | -4.3  | -2.6  | 0.8   | -0.6  | -0.1 | -0.4  | 0.4   | 3.2   | 1.3   |
| FY2004 | 2.2   | 1.3   | 4.6   | 7.6   | 4.5   | 2.8   | 2.3   | 2.3  | 1.8   | 1.6   | -0.1  | 1.7   |
| FY2005 | 1.0   | -0.8  | 0.5   | -1.6  | 1.7   | 1.9   | 2.7   | 2.3  | 4.6   | 3.7   | 2.8   | 2.9   |
| FY2006 | 3.1   | 4.9   | 4.0   | 4.7   | 5.6   | 3.1   | 5.5   | 6.7  | 5.4   | 4.5   | 5.0   | 6.1   |
| FY2007 | 4.6   | 5.1   | 4.1   | 3.0   | 4.8   | 5.8   | 4.0   | 2.8  | 2.8   | 3.8   | 8.0   | 2.2   |
| FY2008 | 3.3   | 3.8   | 2.2   | 6.5   | -0.0  | 0.6   | -0.5  | -5.2 | -13.0 | -18.7 | -26.4 | -24.4 |
| FY2009 | -20.5 | -19.4 | -17.0 | -16.3 | -14.1 | -13.7 | -11.2 |      |       |       |       |       |