

Electricity Demand in September 2010 (Bulletin)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in September 2010, measured in terms of the total electricity sales of the 10 power companies, was up 16.2% from the last year to 85.7 billion kWh.

- Outside the liberalized segment, lighting demand rose by 26.9% due principally to increased cooling demand caused by record high temperatures in this summer.

Commercial demand in the liberalized segment increased by 10.4%.

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

| | | | This Month (September) | Prev. 3 Month | | |
|----------------------------------|---|-------------------------------|---------------------------|---------------|--------|--------|
| | | | | August | July | June |
| Volume (GWh) | Other than Eligible Customers' Use | Lighting | 28,317 | 27,320 | 22,584 | 18,569 |
| | | Power | 5,216 | 5,164 | 4,095 | 3,057 |
| | | Lighting & Power Total | 33,533 | 32,484 | 26,679 | 21,626 |
| | Eligible Customers' Use | Commercial Power | 20,728 | 21,236 | 18,816 | 16,201 |
| | | Industrial Power | 31,460 | 31,208 | 31,434 | 29,773 |
| | | Eligible Customers' Use Total | 52,188 | 52,444 | 50,250 | 45,974 |
| | Total Electricity Sales | | 85,721 | 84,928 | 76,929 | 67,600 |
| | (Large Industry) | | 24,883 | 24,669 | 25,362 | 24,149 |
| Year-on- year Basis (%) | Other than Eligible Customers' Use | Lighting | 126.9 | 109.5 | 106.1 | 102.4 |
| | | Power | 123.5 | 108.4 | 103.3 | 100.2 |
| | | Lighting & Power Total | 126.4 | 109.3 | 105.7 | 102.1 |
| | Eligible Customers' Use | Commercial Power | 110.4 | 106.2 | 102.5 | 99.3 |
| | | Industrial Power | 110.5 | 111.1 | 109.6 | 110.8 |
| | | Eligible Customers' Use Total | 110.5 | 109.1 | 106.8 | 106.5 |
| | Total Electricity Sales | | 116.2 | 109.2 | 106.4 | 105.0 |
| | (Large Industry) | | 110.4 | 111.6 | 110.1 | 112.0 |

Remarks: 1) Figures in () indicate breakdown.

2) Figures may not add up due to rounding.

(Reference)

Large industrial demand was up year on year for ten consecutive months, increasing by 10.4%.

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

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

Units: GWh, %

| | This Month (September) | | Prev. 3 Months | | |
|--------------------|------------------------|-----------------------|----------------|-------|-------|
| | Volume | Year-on-year Basis | August | July | June |
| Textiles | 395 | 115.6 | 117.0 | 111.5 | 110.1 |
| Paper & Pulp | 826 | 104.5 | 105.1 | 107.8 | 107.2 |
| Chemicals | 2,406 | 109.3 | 111.2 | 111.8 | 112.0 |
| Ceramic | 952 | 112.5 | 117.0 | 116.9 | 119.7 |
| Steel | 2,992 | 116.4 | 118.2 | 125.3 | 138.9 |
| Non-Ferrous Metals | 1,403 | 111.5 | 119.3 | 113.2 | 109.9 |
| Machinery | 6,876 | 112.5 | 113.9 | 111.4 | 112.6 |

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 (%)

| | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. |
|--------|-------|-------|-------|-------|-------|-------|-------|------|-------|-------|-------|-------|
| 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 | -6.2 | 1.9 | 10.8 | 17.7 | 19.9 |
| FY2010 | 15.2 | 12.4 | 12.0 | 10.1 | 11.6 | 10.4 | | | | | | |