

Electricity Demand in the First Half of Fiscal 2011 (Confirmed Report)

Demand Overview (Total Sales of 10 Power Companies)

Electricity demand in the first half of fiscal 2011, measured in terms of the total electricity sales of the ten power companies, was down for the first time in four half terms, decreasing by 7.9% from the last year to 422.2 billion kWh.

Outside the liberalized segment, lighting demand declined by 8.1% due principally to the effects of the Great East Japan Earthquake and to the efforts for saving electricity, in addition to decreased demand for cooling caused by generally lower temperatures this summer compared with the last year.

Commercial demand in the liberalized segment also dropped by 11.8%.

- **Lighting Demand (down 8.1% on the year, 134.29 billion kWh in total)**
- **Commercial Demand (down 11.8% on the year, 95.20 billion kWh in total)**

(Reference)

- **Large Industrial Demand (down 4.7% on the year, 137.00 billion kWh in total)**

Large industrial demand was down for the first time in four half terms, decreasing by 4.7%. This was due mainly to year-on-year decrease in all major sectors except for ceramics, being affected by the Great East Japan Earthquake and the efforts for saving electricity.

Demand Change by Company and Use (% change on year)

By Use		By Company											
		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total
Other than Eligible Customers' Use	Lighting	-2.3	-11.4	-12.5	-5.6	-4.3	-5.9	-4.9	-5.0	-4.5	-8.2	-0.7	-8.1
	Power	-4.4	-14.2	-14.2	-7.0	-7.8	-7.9	-7.1	-6.9	-5.2	-9.5	-2.1	-9.0
	Lighting & Power Total	-2.6	-11.8	-12.7	-5.8	-4.9	-6.2	-5.2	-5.4	-4.6	-8.4	-1.5	-8.2
Eligible Customers' Use	Commercial Power	-4.9	-20.4	-19.5	-7.7	-5.6	-5.0	-4.2	-4.7	-3.2	-11.9	1.8	-11.8
	Industrial Power	-2.4	-15.2	-10.0	-2.1	0.4	-0.7	-2.6	0.1	1.3	-5.1	-0.5	-5.1
	Sub-total	-3.6	-16.9	-14.2	-3.7	-1.3	-2.4	-3.0	-1.8	-0.5	-7.6	0.7	-7.6
Total Electricity Sales		-3.2	-15.1	-13.6	-4.4	-2.4	-3.8	-3.8	-3.2	-2.2	-7.9	-1.1	-7.9
(Large Industry)		-1.9	-16.1	-9.8	-1.4	0.9	-0.0	-2.6	0.7	2.3	-4.8	0.7	-4.7

Demand Change by Use

(Units: 100 GWh, %)

By Use		By Period		Prev. 3 Periods					
		This Period		2nd Half of FY2010		1st Half of FY2010		2nd Half of FY2009	
		1st Half of FY2011		1st Half of FY2010	2nd Half of FY2010	1st Half of FY2010	2nd Half of FY2010	1st Half of FY2009	2nd Half of FY2009
Other than Eligible Customers' Use	Lighting Total	1,342.9	-8.1	1,580.8	3.7	1,461.5	10.2	1,523.7	1.0
	Power	225.3	-9.0	226.9	1.7	247.6	8.3	223.1	-1.6
	Lighting & Power Total	1,568.2	-8.2	1,807.7	3.5	1,709.1	9.9	1,746.7	0.6
Eligible Customers' Use	Commercial Power	952.0	-11.8	974.2	-0.1	1,079.6	3.6	974.7	-1.1
	Industrial Power	1,702.2	-5.1	1,699.7	2.9	1,793.8	11.1	1,652.2	2.8
	Eligible Customers' Use Total	2,654.1	-7.6	2,673.9	1.8	2,873.4	8.2	2,627.0	1.3
Total Electricity Sales		4,222.3	-7.9	4,481.7	2.5	4,582.5	8.8	4,373.7	1.1

(Reference) Large Industry Demand Change by Sector

(Units: 100 GWh, %)

By Sector		By Period		Prev. 3 Periods					
		This Period		2nd Half of FY2010		1st Half of FY2010		2nd Half of FY2009	
		1st Half of FY2011		1st Half of FY2010	2nd Half of FY2010	1st Half of FY2010	2nd Half of FY2010	1st Half of FY2009	2nd Half of FY2009
Textiles		22.1	-1.2	22.1	8.7	22.4	14.8	20.3	-2.8
Paper & Pulp		46.9	-7.0	48.4	3.9	50.4	6.3	46.6	-1.1
Chemicals		136.9	-2.9	0.0	2.8	141.1	11.7	134.4	8.4
Ceramics		57.1	0.1	58.5	7.4	57.0	17.9	54.4	0.7
Steel		177.8	-0.6	184.2	15.1	178.9	31.0	160.0	8.6
Non-Ferrous Metal		78.3	-3.2	79.3	4.2	80.9	14.1	76.1	8.5
Machinery		359.1	-6.7	355.4	1.2	384.7	13.6	351.3	6.3
Large Industry Total		1,370.0	-4.7	1,365.8	3.2	1,438.2	11.9	1,322.9	4.1

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

Lighting & Power Demand Volume and Change by Company and Use (1st Half of FY2011)

FEPC

Electricity Demand in the First Half of Fiscal 2010 (Confirmed Report)

By Use \ By Company		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total
		Sales Volume (MWh)											
Sales Volume (MWh)	Lighting	5,406,909	10,785,347	44,091,661	16,916,719	3,758,914	23,999,906	8,910,641	4,618,703	14,260,120	132,748,920	1,539,406	134,288,326
	<Residential Lighting>	3,471,468	7,175,309	31,296,981	10,719,830	1,790,494	15,899,290	5,215,902	2,932,776	8,711,076	87,213,126	1,349,212	88,562,338
	Power	887,445	1,817,926	5,696,743	3,240,049	676,367	3,274,587	1,302,175	931,637	2,907,510	20,734,439	1,795,818	22,530,257
	<Low Voltage>	629,472	1,407,267	4,744,521	2,476,260	547,589	2,886,147	1,033,419	674,431	2,492,920	16,892,026	272,360	17,164,386
	Lighting & Power Total	6,294,354	12,603,273	49,788,404	20,156,768	4,435,281	27,274,493	10,212,816	5,550,340	17,167,630	153,483,359	3,335,224	156,818,583
	Eligible Customers' Use	8,570,882	22,283,150	80,390,215	43,036,091	9,654,814	46,629,129	19,758,633	8,660,047	25,804,185	264,787,146	627,211	265,414,357
	<Commercial Power>	4,187,143	6,885,969	33,141,897	11,429,053	2,615,751	17,258,982	5,794,312	3,321,822	10,235,161	94,870,090	327,586	95,197,676
	<Industrial Power>	4,383,739	15,397,181	47,248,318	31,607,038	7,039,063	29,370,147	13,964,321	5,338,225	15,569,024	169,917,056	299,625	170,216,681
Total Electricity Sales	14,865,236	34,886,423	130,178,619	63,192,859	14,090,095	73,903,622	29,971,449	14,210,387	42,971,815	418,270,505	3,962,435	422,232,940	
Yea-on-year Basis (%)	Lighting	97.7	88.6	87.5	94.4	95.7	94.1	95.1	95.0	95.5	91.8	99.3	91.9
	Power	95.6	85.8	85.8	93.0	92.2	92.1	92.9	93.1	94.8	90.5	97.9	91.0
	<Low Voltage>	94.8	84.2	84.2	91.5	91.5	91.8	92.4	92.6	94.2	89.3	97.3	89.4
	Lighting & Power Total	97.4	88.2	87.3	94.2	95.1	93.8	94.8	94.6	95.4	91.6	98.5	91.8
	Eligible Customers' Use	96.4	83.1	85.8	96.3	98.7	97.6	97.0	98.2	99.5	92.4	100.7	92.4
	<Commercial Power>	95.1	79.6	80.5	92.3	94.4	95.0	95.8	95.3	96.8	88.1	101.8	88.2
	<Industrial Power>	97.6	84.8	90.0	97.9	100.4	99.3	97.4	100.1	101.3	94.9	99.5	94.9
	Total Electricity Sales	96.8	84.9	86.4	95.6	97.6	96.2	96.2	96.8	97.8	92.1	98.9	92.1

2) Contracted Electricity Volume (kW) & Number of Contracts

By Use \ By Company		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total
		Contracted Electricity & Number of Contracts											
Contracted Electricity & Number of Contracts	Residential Lighting (Number of Contracts)	15,173,652	28,100,411	119,939,020	38,584,933	6,263,918	54,516,214	19,388,948	10,678,799	32,976,769	325,622,664	3,999,564	329,622,228
	Power Total (kW)	11,820,304	29,011,600	89,558,697	48,794,125	10,125,892	47,120,223	19,218,121	14,146,810	38,859,510	308,655,282	8,283,807	316,939,089
	<Low Voltage (kW)>	8,533,514	23,805,802	77,374,937	36,919,700	8,402,060	41,090,066	15,369,491	10,216,869	31,282,301	252,994,740	2,574,352	255,569,092
	Lighting & Power Total (Number of Contracts)	23,063,352	45,309,389	172,553,888	62,822,128	12,516,908	81,490,037	31,313,295	17,143,212	51,163,350	497,375,559	5,071,447	502,447,006

Remarks : 1. Figures in < > indicate breakdown.
2. Figures may not add up due to rounding.

Demand Volume and Change by Large Industry Sector (1st Half of FY2011)

FEPC

Electricity Demand in the First Half of Fiscal 2010 (Confirmed Report)

By Sector		By Company											9-Co. Total	Okinawa	10-Co. Total
		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu					
Sales Volume (MWh)	Mining & Manufacturing	Mining	42,471	46,695	78,976	23,056	0	44,750	72,732	23,867	79,105	411,652	2,289	413,941	
		Manufacturing	Foodstuffs	580,355	725,647	2,917,086	1,435,150	115,398	1,364,793	554,746	267,976	1,236,702	9,197,853	56,510	9,254,363
			Textiles		31,239	152,278	536,852	563,014	340,427	237,082	182,240	170,132	2,213,264	0	2,213,264
			Paper & Pulp	425,172	384,391	1,187,429	820,417	186,100	396,740	260,937	790,570	231,920	4,683,676	2,940	4,686,616
			Chemical	137,758	977,440	4,562,633	1,450,159	674,091	2,528,439	1,440,689	602,246	1,311,955	13,685,410	7,501	13,692,911
			Oil/Coal	27,001	6,431	215,144	56,586	2,646	209,930	270,419	207,481	46,729	1,042,367	22,393	1,064,760
			Rubber Products		159,336	327,324	359,303	8,923	184,094	160,237	29,254	304,135	1,532,606	0	1,532,606
			Ceramics	79,483	304,009	1,200,512	1,307,517	202,103	1,683,494	412,814	8,900	481,772	5,680,604	25,930	5,706,534
			Steel	464,314	933,709	3,793,154	3,185,789	431,844	4,138,949	3,137,458	439,538	1,198,420	17,723,175	57,862	17,781,037
			Non-Ferrous Metals	75,002	1,635,557	1,996,588	745,349	426,048	1,166,638	783,944		999,142	7,828,268	3,072	7,831,340
			Machinery	318,289	3,773,283	8,227,752	9,909,584	1,846,813	4,916,778	2,433,750	957,564	3,523,722	35,907,535	0	35,907,535
		Others	209,649	1,024,549	4,914,090	2,748,590	772,996	2,556,783	652,617	351,501	944,474	14,175,249	13,430	14,188,679	
	Manufacturing Total	2,317,023	9,955,591	29,493,989	22,555,296	5,229,976	19,487,065	10,344,693	3,837,270	10,449,103	113,670,006	189,638	113,859,644		
	Mining & Manufacturing Total	2,359,494	10,002,286	29,572,965	22,578,352	5,229,976	19,531,815	10,417,425	3,861,137	10,528,208	114,081,658	191,927	114,273,585		
	Others	Railways	157,711	531,876	2,747,452	1,321,017	112,675	2,324,691	615,685	48,114	558,116	8,417,337	4,410	8,421,747	
Other than Railways		314,816	1,027,812	6,257,078	1,663,266	335,641	2,291,812	690,364	256,866	1,219,226	14,056,881	244,669	14,301,550		
Others Total		472,527	1,559,688	9,004,530	2,984,283	448,316	4,616,503	1,306,049	304,980	1,777,342	22,474,218	249,079	22,723,297		
Total		2,832,021	11,561,974	38,577,495	25,562,635	5,678,292	24,148,318	11,723,474	4,166,117	12,305,550	136,555,876	441,006	136,996,882		

Remarks: Figures may not add up due to rounding.

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.

Demand Volume and Change by Large Industry Sector (1st Half of FY2011)

FEPC

Electricity Demand in the First Half of Fiscal 2010 (Confirmed Report)

By Sector		By Company											9-Co. Total	Okinawa	10-Co. Total
		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu					
Year-on-year Basis (%)	Mining & Manufacturing	Mining	98.0	87.3	96.6	106.2	0.0	99.5	97.0	97.4	99.4	97.0	88.5	97.0	
		Manufacturing	Foodstuffs	99.9	84.7	93.2	101.2	97.5	100.7	100.2	102.1	101.8	96.9	104.8	97.0
			Textiles		89.2	82.1	98.9	102.8	96.6	101.3	93.1	116.3	98.8	0.0	98.8
			Paper & Pulp	91.4	75.6	89.0	100.3	87.5	90.5	101.5	103.5	96.9	93.0	101.3	93.0
			Chemical	97.4	91.3	93.1	104.9	103.4	103.4	89.0	97.1	103.5	97.1	97.0	97.1
			Oil/Coal	129.0	38.0	78.7	98.3	92.8	110.0	119.3	99.8	102.2	100.0	112.1	100.2
			Rubber Products		97.6	87.5	95.2	93.8	99.4	102.1	96.2	106.8	96.9	0.0	96.9
			Ceramics	112.0	83.4	95.2	106.6	102.4	102.2	92.6	113.1	106.3	100.1	99.5	100.1
			Steel	103.9	62.5	102.6	104.0	112.6	99.1	101.7	101.4	113.6	99.4	98.4	99.4
			Non-Ferrous Metals	86.9	83.1	91.7	98.8	99.5	128.2	98.6		102.8	96.8	107.9	96.8
			Machinery	96.1	89.3	86.8	95.0	101.7	96.7	94.7	101.0	98.3	93.3	0.0	93.3
			Others	98.6	84.7	91.4	97.8	96.9	97.7	99.2	105.5	101.8	94.9	107.0	94.9
	Manufacturing Total	98.3	83.6	91.6	98.6	101.2	100.4	97.6	100.9	102.6	95.9	102.6	95.9		
	Mining & Manufacturing Total	98.3	83.6	91.6	98.6	101.2	100.4	97.6	100.9	102.5	95.9	102.4	95.9		
	Others	Railways	96.7	80.8	82.1	98.6	94.4	96.1	100.6	95.0	104.3	91.1	96.6	91.1	
		Other than Railways	97.3	88.4	87.3	98.8	98.7	99.9	91.7	98.7	99.1	92.4	99.5	92.5	
		Others Total	97.1	85.7	85.6	98.7	97.6	98.0	95.7	98.1	100.7	91.9	99.4	92.0	
Total		98.1	83.9	90.2	98.6	100.9	100.0	97.4	100.7	102.3	95.2	100.7	95.3		

Remarks: Figures may not add up due to rounding.

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.