

Electricity Demand in March 2013 (Confirmed Report)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in March 2013, measured in terms of the total electricity sales of the ten power companies, was down year on year basis, decreasing by 6.7% to 71.5 billion kWh.

- Outside the liberalized segment, lighting demand dropped by 8.9%, due principally to efforts by customers for saving electricity, in addition to a generally shorter meter-reading period compared with a year ago and decreased heating demands caused by relatively higher temperatures in March than the previous year.

Commercial demand in the liberalized segment declined by 4.8% due mainly to efforts by companies and other customers for saving electricity and decreased heating demands caused by relatively higher temperatures from in March than the previous year.

Lighting Demand (down 8.9% on the year, 25.79 billion kWh in total)
Commercial Demand (down 4.8% on the year, 15.10 billion kWh in total)

(Reference)

Large industrial user demand was down from a year ago for the tenth consecutive month, declining by 5.0%. This was mainly due to a year-on-year decrease in all major industries.

Demand Change by Use

| By Use | | By Month | | Year-on-year Change (%) | | | | | | | | | | | |
|------------------------------------|-------------------------------|----------|-----------|-------------------------|------|------|-------|------|------|------|------|------|-----------|------|------|
| | | FY2011 | Mar. 2012 | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. 2013 | Feb. | Mar. |
| Other than Eligible Customers' Use | Lighting Total | -5.0 | 6.8 | -4.2 | 0.0 | 0.5 | -12.4 | 6.5 | 0.1 | -3.3 | 3.4 | 10.6 | -0.7 | -1.3 | -8.9 |
| | Power | -5.3 | 7.3 | -4.7 | -1.2 | 1.8 | -16.5 | 4.2 | 0.5 | -4.1 | -0.9 | 7.5 | -2.4 | -4.9 | -9.3 |
| | Lighting & Power Total | -5.1 | 6.8 | -4.2 | -0.1 | 0.7 | -13.0 | 6.2 | 0.2 | -3.4 | 2.9 | 10.2 | -0.9 | -1.7 | -8.9 |
| Eligible Customers' Use | Commercial Power | -8.4 | 3.7 | 5.3 | 3.8 | 0.7 | -3.3 | 4.4 | 4.9 | 3.6 | 0.5 | 2.9 | 1.7 | -3.0 | -4.8 |
| | Industrial Power | -3.3 | 6.5 | 5.5 | 2.5 | -1.3 | -2.2 | -0.8 | -1.6 | -2.4 | -4.2 | -3.7 | -3.3 | -6.7 | -5.3 |
| | Eligible Customers' Use Total | -5.2 | 5.5 | 5.4 | 2.9 | -0.6 | -2.6 | 1.2 | 0.9 | -0.4 | -2.6 | -1.4 | -1.4 | -5.3 | -5.1 |
| Total Electricity Sales | | -5.1 | 6.1 | 1.4 | 1.8 | -0.2 | -6.3 | 3.0 | 0.6 | -1.4 | -0.7 | 3.1 | -1.2 | -3.8 | -6.7 |

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 | -7.3 | -1.5 | -11.8 | -8.3 | -1.7 | -10.6 | -9.2 | -9.4 | -5.7 | -8.9 | -9.3 | -8.9 |
| | Power | -0.6 | 0.3 | -14.6 | -11.3 | -5.0 | -12.7 | -14.0 | -11.1 | -7.5 | -9.7 | -2.6 | -9.3 |
| | Lighting & Power Total | -5.7 | -1.3 | -12.1 | -8.8 | -2.1 | -10.8 | -9.7 | -9.7 | -6.0 | -9.0 | -6.0 | -8.9 |
| Eligible Customers' Use | Commercial Power | -6.8 | -0.1 | -6.2 | -3.1 | -5.1 | -2.9 | -6.0 | -6.8 | -6.2 | -4.8 | 4.7 | -4.8 |
| | Industrial Power | -14.2 | -3.5 | -5.6 | -6.2 | -4.4 | -4.4 | -6.3 | -6.7 | -2.4 | -5.3 | -1.5 | -5.3 |
| | Sub-total | -10.5 | -2.4 | -5.9 | -5.4 | -4.6 | -3.8 | -6.2 | -6.7 | -3.9 | -5.1 | 1.4 | -5.1 |
| Total Electricity Sales | | -8.1 | -2.0 | -8.6 | -6.6 | -3.6 | -6.8 | -7.6 | -8.0 | -4.8 | -6.7 | -4.8 | -6.7 |
| (Large Industry) | | -19.4 | -3.6 | -5.1 | -6.1 | -3.9 | -3.9 | -5.9 | -7.3 | -1.4 | -5.0 | -2.3 | -5.0 |

(Reference) Large Industry Demand Change by Sector

| By Sector | | By Month | | Year-on-year Change (%) | | | | | | | | | | | |
|----------------------|--|----------|-----------|-------------------------|------|-------|------|------|------|-------|-------|------|-----------|-------|------|
| | | FY2011 | Mar. 2012 | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. 2013 | Feb. | Mar. |
| Textiles | | -3.5 | -8.6 | -3.8 | -2.8 | -10.2 | -8.7 | -8.5 | -7.5 | -6.3 | -13.2 | -8.5 | -7.8 | -9.7 | -2.4 |
| Paper & Pulp | | -6.6 | -6.2 | -3.5 | -2.9 | -6.8 | -9.6 | -5.7 | -7.0 | -10.3 | -9.9 | -9.0 | -10.2 | -9.7 | -7.6 |
| Chemicals | | -3.3 | 5.8 | 4.7 | -4.9 | -7.3 | -4.1 | -1.6 | 1.6 | -3.8 | -5.6 | -4.0 | -4.2 | -4.8 | -2.4 |
| Ceramics | | -0.6 | 1.7 | 3.3 | 0.6 | -1.6 | -2.7 | -4.4 | -1.3 | -4.2 | -4.1 | -4.3 | -4.0 | -7.7 | -4.5 |
| Steel | | 0.3 | 10.1 | 11.9 | 5.9 | 4.7 | 2.6 | -0.1 | -1.5 | -5.8 | -6.6 | -6.4 | -5.7 | -9.3 | -5.3 |
| Non-Ferrous Metals | | -2.2 | 17.9 | 14.2 | 3.8 | 2.6 | -4.3 | -8.1 | -5.3 | -4.1 | -4.8 | -6.1 | -5.5 | -10.1 | -9.9 |
| Machinery | | -3.9 | 9.8 | 8.3 | 4.5 | -3.0 | -2.1 | -2.6 | -5.3 | -5.7 | -7.2 | -6.2 | -5.5 | -9.4 | -8.0 |
| Large Industry Total | | -3.2 | 6.8 | 5.8 | 1.9 | -2.0 | -1.7 | -1.3 | -2.1 | -3.3 | -4.7 | -4.2 | -3.9 | -7.4 | -5.0 |

Lighting & Power Demand Volume and Change by Company and Use (March 2013)

FEPC

| By Company | | Hokkaido | Tohoku | Tokyo | Chubu | Hokuriku | Kansai | Chugoku | Shikoku | Kyushu | 9-Co. Total | Okinawa | 10-Co. Total |
|--------------------------|-------------------------|-----------|-----------|------------|------------|-----------|------------|-----------|-----------|-----------|-------------|---------|--------------|
| Sales Volume (MWh) | Lighting | 1,110,255 | 2,570,952 | 8,434,840 | 3,190,918 | 834,440 | 4,327,522 | 1,718,008 | 861,424 | 2,542,562 | 25,590,921 | 197,671 | 25,788,592 |
| | <Residential Lighting> | 635,391 | 1,522,660 | 5,781,050 | 1,917,149 | 331,205 | 2,696,534 | 903,262 | 492,218 | 1,402,204 | 15,681,673 | 163,716 | 15,845,389 |
| | <Low Voltage> | 370,239 | 398,451 | 862,776 | 513,105 | 116,917 | 464,744 | 197,772 | 142,099 | 398,968 | 3,465,071 | 212,533 | 3,677,604 |
| | Lighting & Power Total | 1,480,494 | 2,969,403 | 9,297,616 | 3,704,023 | 951,357 | 4,792,266 | 1,915,780 | 1,003,523 | 2,941,530 | 29,055,992 | 410,204 | 29,466,196 |
| | Eligible Customers' Use | 1,364,587 | 4,111,879 | 12,904,780 | 6,921,743 | 1,502,761 | 6,978,067 | 2,959,115 | 1,276,035 | 3,899,784 | 41,918,751 | 86,317 | 42,005,068 |
| | <Commercial Power> | 706,917 | 1,365,016 | 5,402,299 | 1,774,688 | 414,202 | 2,575,811 | 872,892 | 470,529 | 1,478,085 | 15,060,439 | 40,771 | 15,101,210 |
| | <Industrial Power> | 657,670 | 2,746,863 | 7,502,482 | 5,147,055 | 1,088,559 | 4,402,256 | 2,086,223 | 805,506 | 2,421,699 | 26,858,313 | 45,546 | 26,903,859 |
| | Total Electricity Sales | 2,845,081 | 7,081,282 | 22,202,396 | 10,625,766 | 2,454,118 | 11,770,333 | 4,874,895 | 2,279,558 | 6,841,314 | 70,974,743 | 496,521 | 71,471,264 |
| Yea-on-year Basis (%) | Lighting | 92.7 | 98.5 | 88.2 | 91.7 | 98.3 | 89.4 | 90.8 | 90.6 | 94.3 | 91.1 | 90.7 | 91.1 |
| | Power | 99.4 | 100.3 | 85.4 | 88.7 | 95.0 | 87.3 | 86.0 | 88.9 | 92.5 | 90.3 | 97.4 | 90.7 |
| | <Low Voltage> | 92.2 | 97.4 | 84.9 | 89.5 | 93.6 | 87.4 | 85.5 | 88.6 | 92.2 | 88.8 | 92.3 | 88.9 |
| | Lighting & Power Total | 94.3 | 98.7 | 87.9 | 91.2 | 97.9 | 89.2 | 90.3 | 90.3 | 94.0 | 91.0 | 94.0 | 91.1 |
| | Eligible Customers' Use | 89.5 | 97.6 | 94.1 | 94.6 | 95.4 | 96.2 | 93.8 | 93.3 | 96.1 | 94.9 | 101.4 | 94.9 |
| | <Commercial Power> | 93.2 | 99.9 | 93.8 | 96.9 | 94.9 | 97.1 | 94.0 | 93.2 | 93.8 | 95.2 | 104.7 | 95.2 |
| | <Industrial Power> | 85.8 | 96.5 | 94.4 | 93.8 | 95.6 | 95.6 | 93.7 | 93.3 | 97.6 | 94.7 | 98.5 | 94.7 |
| | Total Electricity Sales | 91.9 | 98.0 | 91.4 | 93.4 | 96.4 | 93.2 | 92.4 | 92.0 | 95.2 | 93.3 | 95.2 | 93.3 |

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

| By Company | | Hokkaido | Tohoku | Tokyo | Chubu | Hokuriku | Kansai | Chugoku | Shikoku | Kyushu | 9-Co. Total | Okinawa | 10-Co. Total |
|---|---|-----------|-----------|------------|------------|-----------|------------|-----------|-----------|-----------|-------------|-----------|--------------|
| Contracted Electricity & Number of Contracts | Residential Lighting (Number of Contracts) | 2,524,481 | 4,675,773 | 20,003,471 | 6,414,311 | 1,016,902 | 8,996,253 | 3,177,369 | 1,745,299 | 5,410,239 | 53,964,098 | 675,588 | 54,639,686 |
| | Power Total (kW) | 2,885,730 | 4,979,244 | 13,938,256 | 7,713,877 | 1,702,767 | 7,480,159 | 3,013,349 | 2,214,898 | 6,192,979 | 50,121,259 | 1,357,577 | 51,478,836 |
| | <Low Voltage (kW)> | 1,389,338 | 3,918,422 | 12,307,113 | 5,912,748 | 1,347,135 | 6,616,459 | 2,460,871 | 1,650,804 | 5,112,903 | 40,715,793 | 418,556 | 41,134,349 |
| | Lighting & Power Total (Number of Contracts) | 4,006,579 | 7,668,179 | 28,869,251 | 10,519,098 | 2,096,946 | 13,559,504 | 5,223,072 | 2,843,614 | 8,558,093 | 83,344,336 | 859,462 | 84,203,798 |

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

Demand Volume and Change by Large Industry Sector (March 2013)

FEPC

| By Sector | | By Company | Hokkaido | Tohoku | Tokyo | Chubu | Hokuriku | Kansai | Chugoku | Shikoku | Kyushu | 9-Co. Total | Okinawa | 10-Co. Total | |
|--------------------------|------------------------------|---------------|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-------------|------------|--------------|-----------|
| Sales Volume (MWh) | Mining & Manufacturing | Mining | 8,221 | 12,840 | 14,103 | 3,676 | 0 | 8,686 | 13,071 | 4,659 | 14,894 | 80,150 | 483 | 80,633 | |
| | | Manufacturing | Foodstuffs | 87,560 | 120,409 | 426,748 | 212,911 | 15,643 | 188,154 | 78,938 | 37,999 | 179,148 | 1,347,510 | 6,808 | 1,354,318 |
| | | | Textiles | | 4,455 | 24,449 | 74,750 | 83,848 | 49,156 | 36,493 | 28,103 | 27,395 | 328,649 | 0 | 328,649 |
| | | | Paper & Pulp | 20,621 | 66,998 | 200,541 | 129,068 | 25,842 | 67,071 | 43,727 | 106,507 | 36,735 | 697,110 | 408 | 697,518 |
| | | | Chemical | 22,461 | 162,566 | 734,613 | 241,538 | 109,425 | 365,584 | 167,801 | 94,652 | 227,446 | 2,126,086 | 1,107 | 2,127,193 |
| | | | Oil/Coal | 0 | 1,337 | 53,121 | 11,789 | 551 | 41,957 | 49,036 | 35,455 | 9,146 | 202,392 | 3,975 | 206,367 |
| | | | Rubber Products | | 27,389 | 47,567 | 54,532 | 1,640 | 26,156 | 25,832 | 4,343 | 51,232 | 238,691 | 0 | 238,691 |
| | | | Ceramics | 3,565 | 76,666 | 191,080 | 209,683 | 34,846 | 263,917 | 59,977 | 1,616 | 87,228 | 928,578 | 5,483 | 934,061 |
| | | | Steel | 48,612 | 261,968 | 727,832 | 539,955 | 69,172 | 679,330 | 476,332 | 75,742 | 219,605 | 3,098,548 | 11,496 | 3,110,044 |
| | | | Non-Ferrous Metals | 6,533 | 279,847 | 302,715 | 111,505 | 80,820 | 180,542 | 115,152 | | 148,128 | 1,225,242 | 539 | 1,225,781 |
| | | | Machinery | 54,714 | 591,281 | 1,218,944 | 1,688,033 | 259,844 | 664,214 | 377,121 | 141,012 | 526,293 | 5,521,456 | 0 | 5,521,456 |
| | | Others | 35,113 | 178,562 | 764,059 | 440,916 | 126,781 | 390,280 | 102,194 | 52,002 | 147,786 | 2,237,693 | 1,589 | 2,239,282 | |
| | Manufacturing Total | 279,179 | 1,771,478 | 4,691,669 | 3,714,680 | 808,412 | 2,916,361 | 1,532,603 | 577,431 | 1,660,142 | 17,951,955 | 31,405 | 17,983,360 | | |
| | Mining & Manufacturing Total | | 287,400 | 1,784,318 | 4,705,772 | 3,718,356 | 808,412 | 2,925,047 | 1,545,674 | 582,090 | 1,675,036 | 18,032,105 | 31,888 | 18,063,993 | |
| | Others | Railways | 32,719 | 119,566 | 475,402 | 216,261 | 19,442 | 359,736 | 103,836 | 8,125 | 89,931 | 1,425,018 | 582 | 1,425,600 | |
| Other than Railways | | 52,763 | 180,939 | 959,433 | 263,158 | 49,133 | 352,766 | 102,987 | 40,315 | 188,733 | 2,190,227 | 31,507 | 2,221,734 | | |
| Others Total | | 85,482 | 300,505 | 1,434,836 | 479,419 | 68,575 | 712,502 | 206,823 | 48,440 | 278,664 | 3,615,246 | 32,089 | 3,647,335 | | |
| Total | | 372,882 | 2,084,823 | 6,140,607 | 4,197,775 | 876,987 | 3,637,549 | 1,752,497 | 630,530 | 1,953,700 | 21,647,350 | 63,977 | 21,711,327 | | |

Remarks: 1. Figures may not add up due to rounding.

Demand Volume and Change by Large Industry Sector (March 2013)

FEPC

| By Sector | | By Company | | | | | | | | | | | Hokkaido | Tohoku | Tokyo | Chubu | Hokuriku | Kansai | Chugoku | Shikoku | Kyushu | 9-Co. Total | Okinawa | 10-Co. Total |
|------------------------|------------------------------|---------------|--------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----------|--------|-------|-------|----------|--------|---------|---------|--------|-------------|---------|--------------|
| | | | | | | | | | | | | | | | | | | | | | | | | |
| Year-on-year Basis (%) | Mining & Manufacturing | Mining | | 104.2 | 112.3 | 97.4 | 94.7 | 0.0 | 92.2 | 92.5 | 108.9 | 96.1 | 98.9 | 97.4 | 98.9 | | | | | | | | | |
| | | Manufacturing | Foodstuffs | 95.7 | 101.4 | 100.3 | 101.0 | 93.1 | 98.0 | 97.2 | 99.3 | 100.8 | 99.6 | 96.5 | 99.6 | | | | | | | | | |
| | | | Textiles | | 86.1 | 94.0 | 89.6 | 97.3 | 100.0 | 100.9 | 119.1 | 101.3 | 97.6 | 0.0 | 97.6 | | | | | | | | | |
| | | | Paper & Pulp | 38.1 | 110.4 | 95.2 | 96.7 | 106.9 | 110.6 | 98.5 | 83.1 | 96.2 | 92.4 | 91.0 | 92.4 | | | | | | | | | |
| | | | Chemical | 103.5 | 96.8 | 96.3 | 102.2 | 104.4 | 94.1 | 93.2 | 95.5 | 104.7 | 97.6 | 90.1 | 97.6 | | | | | | | | | |
| | | | Oil/Coal | | 80.9 | 135.1 | 123.4 | 91.5 | 111.7 | 120.7 | 98.1 | 107.3 | 116.3 | 93.1 | 115.8 | | | | | | | | | |
| | | | Rubber Products | | 96.8 | 89.4 | 91.3 | 95.9 | 96.0 | 91.7 | 94.8 | 100.8 | 94.0 | 0.0 | 94.0 | | | | | | | | | |
| | | | Ceramics | 30.2 | 109.7 | 94.8 | 93.6 | 104.3 | 97.0 | 90.6 | 99.9 | 94.6 | 95.5 | 99.1 | 95.5 | | | | | | | | | |
| | | | Steel | 59.5 | 105.6 | 102.9 | 86.1 | 89.4 | 92.9 | 91.0 | 94.7 | 110.5 | 94.6 | 108.8 | 94.7 | | | | | | | | | |
| | | | Non-Ferrous Metals | 43.3 | 83.6 | 88.3 | 96.7 | 103.1 | 98.4 | 86.9 | | 94.4 | 90.1 | 100.8 | 90.1 | | | | | | | | | |
| | | | Machinery | 94.7 | 93.9 | 87.3 | 93.2 | 91.9 | 94.3 | 95.5 | 88.6 | 93.3 | 92.0 | 0.0 | 92.0 | | | | | | | | | |
| | | Others | 100.3 | 96.3 | 92.8 | 93.8 | 94.4 | 97.4 | 96.3 | 95.0 | 96.7 | 94.7 | 103.3 | 94.7 | | | | | | | | | | |
| | Manufacturing Total | 75.7 | 95.7 | 94.0 | 93.3 | 96.2 | 95.7 | 93.8 | 92.3 | 98.6 | 94.4 | 100.7 | 94.4 | | | | | | | | | | | |
| | Mining & Manufacturing Total | | 76.3 | 95.8 | 94.0 | 93.3 | 96.2 | 95.7 | 93.8 | 92.5 | 98.5 | 94.4 | 100.7 | 94.4 | | | | | | | | | | |
| | Others | Railways | | 100.5 | 95.8 | 96.4 | 97.4 | 94.3 | 96.5 | 97.2 | 96.8 | 97.3 | 96.7 | 96.3 | 96.7 | | | | | | | | | |
| Other than Railways | | 98.2 | 103.4 | 98.5 | 99.3 | 96.1 | 98.8 | 96.6 | 95.2 | 99.7 | 98.9 | 94.9 | 98.9 | | | | | | | | | | | |
| Others Total | | 99.1 | 100.2 | 97.8 | 98.5 | 95.6 | 97.7 | 96.9 | 95.4 | 98.9 | 98.0 | 94.9 | 98.0 | | | | | | | | | | | |
| Total | | 80.6 | 96.4 | 94.9 | 93.9 | 96.1 | 96.1 | 94.1 | 92.7 | 98.6 | 95.0 | 97.7 | 95.0 | | | | | | | | | | | |

Remarks: 1. Figures may not add up due to rounding.