

INTRODUCTION

We are pursuing business activities, based on the following management principle: “The Keihan Group will create a comfortable living environment and contribute to society by establishing a network of dreams, hope, and trust.”

As a strategy based on this management principle, we established the Keihan Group Management Vision “Evolving Keihan-Vision 100” in April 2000, which looks ahead to FY2011, when we will mark the 100th Railway Opening Anniversary.

Everybody from the executives to the employees has worked together to pursue the “Re-Born21” plan, based on this management vision, so that our company could gain the financial strength needed to attain the profit-producing growth set up in “Vision 100,” and we were successfully listed on the first section of Tokyo Stock Exchange. We have therefore established ourselves as a successful company.

However, we are still just a "small" successful company. In the new Keihan Group Management Vision “Our Challenge to Keihan as First Choice”, we are aiming to become a “large” successful company. A “large” successful company is a company valuable enough to be chosen by many customers.

The new Vision “Our Challenge to Keihan as First Choice” is based on the following fundamental policy: “Create a Keihan Group worthy to be chosen by more customers, with a mission of supporting and enriching people’s lives.” This is looking ahead to FY2021, 10 years after the 100th Railway Opening Anniversary.

This is our decision: to become a company worthy to be chosen by more customers, and to be evaluated not as “Keihan is good enough” but as “Keihan is my first choice.”



Shigetaka Sato
President & CEO
Keihan Electric Railway Co., Ltd.