

# THINGS TO DO TO IMPLEMENT THE VISION

## 1 Improve the Keihan Area's Attractiveness

### ■ Nakanoshima

By promoting the Keihan group's comprehensive business as a new economic and cultural base in Osaka, and aggressively promoting travel, we will develop Nakanoshima into a core Osaka urban area for the Keihan group. We will promote this development with an eye to the further extension of the Nakanoshima line to reinforce the traffic network.

### ■ Kyoto

We will fortify the sightseeing business in the international tourist city of Kyoto by working together with the group companies, centering on transportation and hotels. We will expand our information network and advertise Kyoto to the world, to establish our position of "Kyoto is Keihan. Keihan is Kyoto."

### ■ Implement Aggressive Redevelopment in the Keihan Area

As for the group's existing facilities, we will aggressively work towards redevelopment and continue to improve the attractiveness of the area. We will also aggressively work to improve the attractiveness of redeveloped facilities along the lines not directly related to the group.

Core business development  
in the Osaka urban areas

Advertise  
"Kyoto is Keihan.  
Keihan is Kyoto."

KYOTO



NAKANOSHIMA

Area Along our Railway  
Line

Implement Aggressive  
Redevelopment



## **② Expand the Keihan Area**

We will aggressively promote competitive business and improve the Keihan brand value, to expand the Keihan area.

## **③ Establish the Keihan Brand**

As an important strategy, we will continue to establish the Keihan brand, based on our intention and client evaluations.

## **④ Maintain and improve customer confidence**

To continuously maintain and improve customer confidence, we will continue to develop the company culture and structure, so that the entire Keihan group understands that our mission is to provide safe and secure railway transportation.

## **⑤ Intensify sales ability from the viewpoint of the customer**

We will strengthen our ability to present ourselves to our customers, to become a company group highly regarded for its sales ability. The company business cannot stand without customers. We must always consider customer viewpoints and requests, in order to satisfy their needs.

## **⑥ Aggressive and vigorous business tie-ups**

For services, products, and business that cannot be provided by the Keihan group alone, we will aggressively initiate tie-ups with partner companies that are highly evaluated by customers, once we understand how they can help improve the attractiveness of the Keihan area.