

First Half of FY2009 ended September 30, 2008

Financial Results Presentation

From “ Jump21 ” towards “ ATTACK 2011 ”

-- Keihan Group in Recent Months --



November 21, 2008

Keihan Electric Railway Co., Ltd.

(Tokyo Stock Exchange 1st/Osaka Securities Exchange 1st 9045 <http://www.keihan.co.jp/>)

[Notes on forecasts]

Descriptions of business forecasts and future prospects are based on current information and certain assumptions about factors that may affect future business. The actual results of operating performance may differ from these forecasts.

Nakanoshima Line Opened on October 19

The Nakanoshima Line enters the central culture, tourist, and business zone, which is expected to grow.



Nakanoshima Line Opened on October 19

- The area is crowded with people – attracted to the commercial and cultural facilities.

“MINAMO”

(Watanabebashi and Oebashi Stations)



Italian bar,
Standing wine bar,
Fast food, Café,
Bookstore,
Convenience store, etc.
A total of 11 stores



“Art Area B1”

(Naniwabashi Station)



Access way to RIHGA ROYAL Hotel

(Nakanoshima Station)



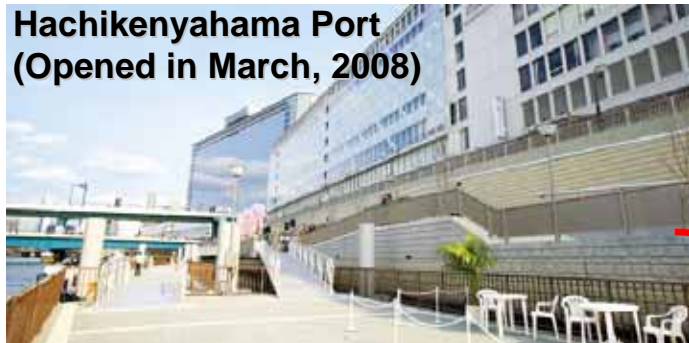
Total project cost for Nakanoshima Line

- ◆ Total project cost is expected to be approx. 130 billion yen, after a reduction of approx. 20 billion from the initial budget of 150.3 billion.

Urban Renewal Urgent Improvement Area Nakanoshima



Various redevelopment projects are being conducted through cooperation between the government and private companies.



Keihan and Obayashi cooperative development of Nakanoshima

Naniwabashi Sta.

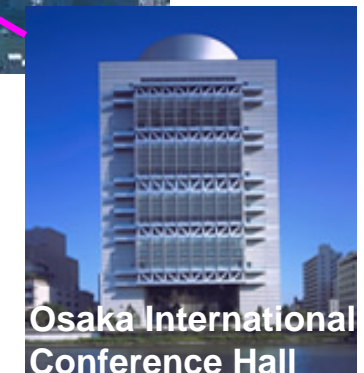
Oebashi Sta.

Watanabebashi Sta.

Nakanoshima Sta.



Includes Asahi Broadcasting Corporation, ABC Hall, high-rise condominiums, etc. (The town launched in May, 2008.)

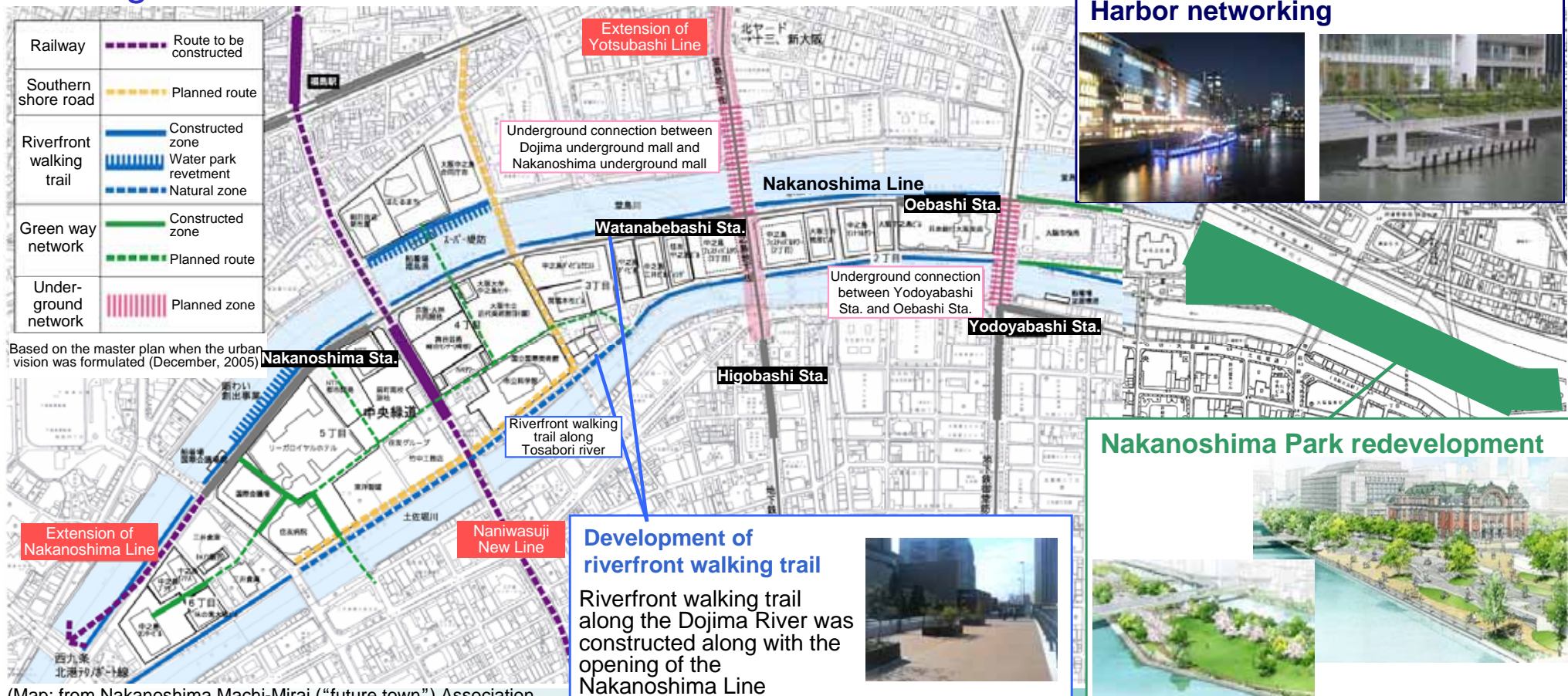


Status of Nakanoshima area development

Progress of town development

Nakanoshima area is being developed in cooperation with other nearby companies and municipalities.

Promoting the town development with emphasis on culture, art, and an international image, in order to improve the brand value of this area, which is recognized as “the Center of Kansai.”



Status of Nakanoshima area development

Currently-planned events

“Performance of Corteo by Daihatsu in Osaka”

Period: July 29 through
September 30 in 2009
Expected attendance:
Approx. 300,000



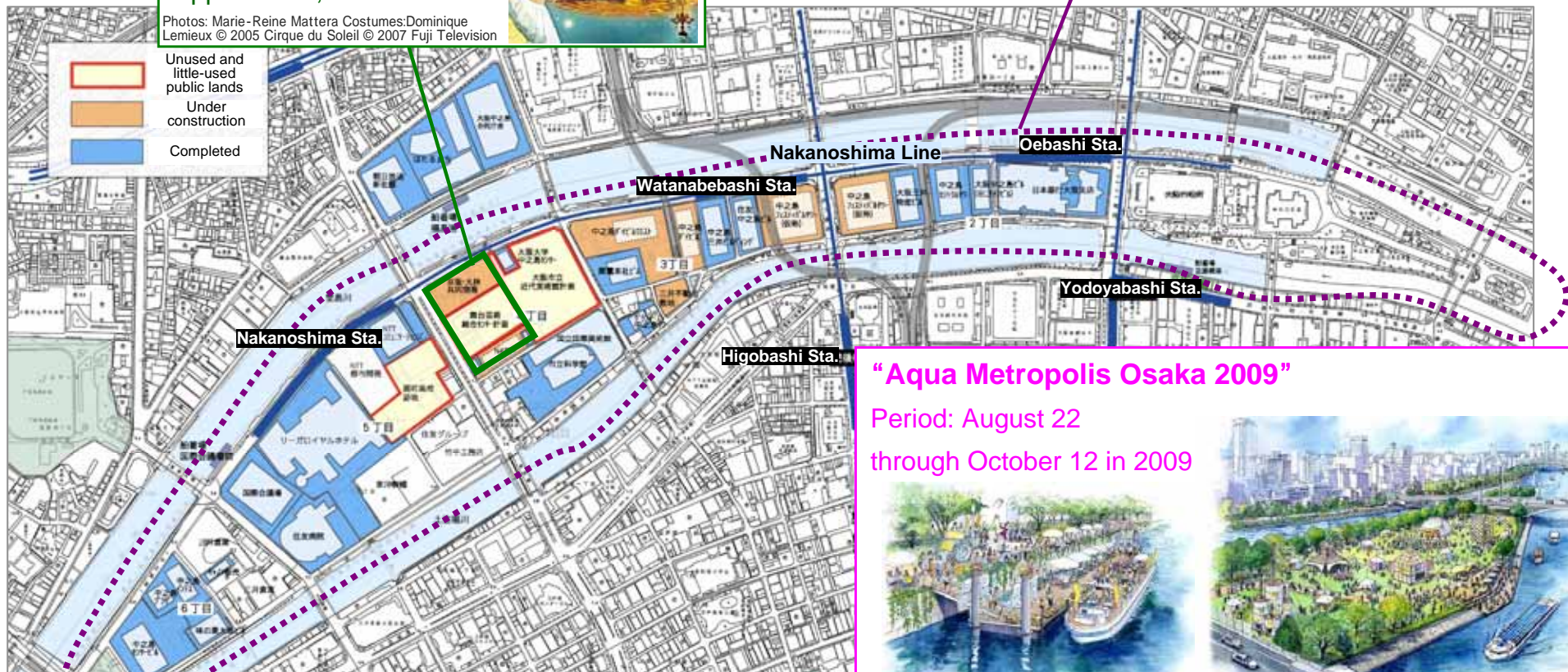
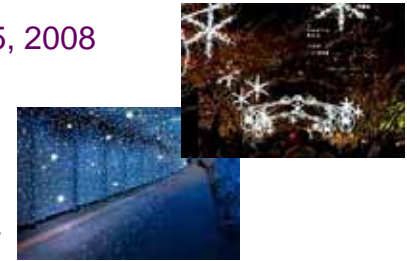
Photos: Marie-Reine Mattera Costumes: Dominique Lemieux © 2005 Cirque du Soleil © 2007 Fuji Television

“OSAKA Hikari-Renaissance 2008”

Period: December 1 through 25, 2008

Attendance:
Approx. 1,150,000
(2007 figure)

* This is the sixth consecutive year.



“Aqua Metropolis Osaka 2009”

Period: August 22
through October 12 in 2009



(Map: from Nakanoshima Machi-Mirai (“future town”) Association materials)

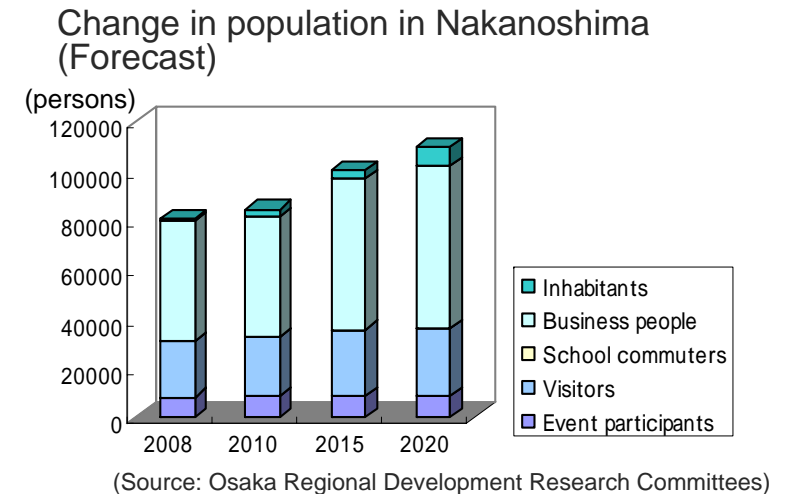
Addressing the Challenges of the Nakanoshima Line

◆ Increase of population

Development of office buildings, condominiums, and cultural facilities

Seeking various events

**Promotion of the town as popular
for visiting at any time of day or night**



◆ Stimulating and enhancing the demand through public information to improve the railway network

Nakanoshima Line provides direct access between the inner-city district and Rakuhoku area in Kyoto and the inner-city district of Osaka, remarkably improving the traffic from East to West.

e.g. From Kyobashi station to Osaka International Conference Hall: Approx. 10 minutes by Nakanoshima Line. (Previously, approx. 25 minutes was needed by other lines)

It will become the southern gate of the Kitashinchi and Umeda districts.

◆ With an eye to further line extension

Direct Access Between Nakanoshima and Kyoto



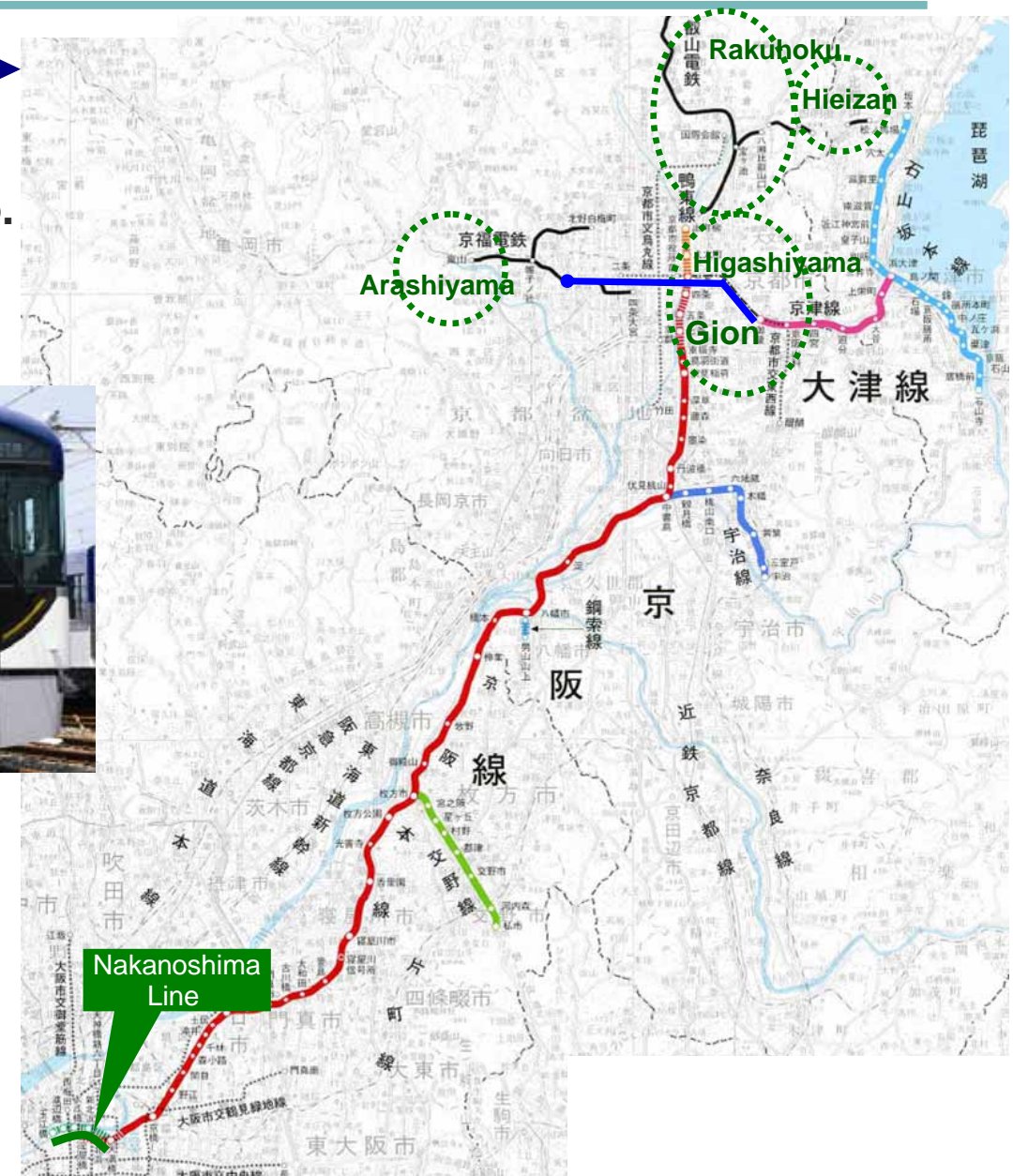
Stimulating demand in both districts

The express train provides 60-minute direct access between Nakanoshima and Gionshijo.

~ Making sightseeing in Kyoto and Aquapolis Osaka more comfortable and convenient.



From Kyoto to Nakanoshima
From Nakanoshima to Kyoto



Expanding Measures for Increasing the Railway Revenue

◆ Allowing sightseeing in Gion and Higashiyama by linking the line from JR Kyoto Station through Tofukuji Station to the Keihan Line.

~ Fortify cooperation with JR WEST to establish the Tofukuji route

Partial expansion of JR Tofukuji station (by leasing part of the

Keihan Tofukuji station platform to JR WEST)

Joint PR: Train change time table, Station yard information display, etc.

Sales of "Kyoto Momiji (Maple) ticket," etc.

<Revenue increase effect>

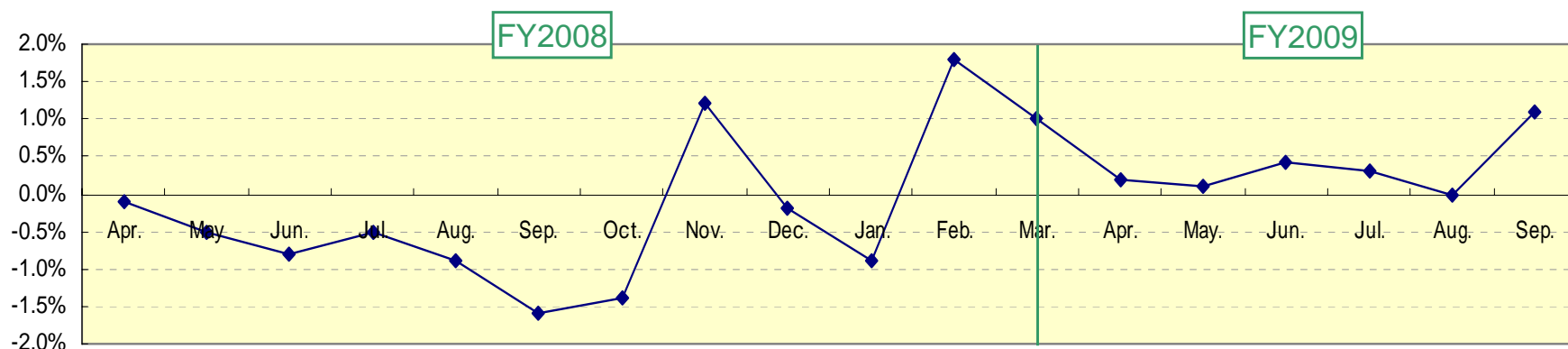
First week of April in 2008 (Cherry blossom viewing):

9% increase over the previous year

Approx. 6 to 7% increase at regular days



Change in transportation revenue (year-on-year rate)



Security Measures

◆ Total renewal of Automatic Train Stop (ATS) system

For “Railway Technical Standard Regulation” revised in July, 2006:
Current ATSs were improved to obey the regulation in advance.

The system will be systematically updated to enhance security.
(From current point control system with speed check function into multi-information continuous control system)

< Plan >

FY2010: Test and evaluation of the system

FY2015: Begin to use the system in some areas

FY2017: System incorporated into the entire Keihan line

<Total investment>

4 billion yen (Forecast)

Expanding and Fortifying the Leasing Service



◆ Acquisition of “Keihan Dojima Building” (Business started on September 24, 2008)

First step for expanding and fortifying measures in real estate leasing business put up in “ATTACK 2011”

Keihan will work to make its brand deepened in the Nakanoshima area.

<Facility outline>

Location: 1-31, Dojima 2-chome, Kita-ku, Osaka-shi (Residence indication)

* 4-minute walk from Watanabebashi Station

3-minute walk from JR Tozai Line Kitashinchi Station, and others.

Completion: September, 2004

Total floor area: 11,630.78m²

Construction: Steel-framed reinforced concrete structure,
10 floors above ground and 1 floor under ground



◆ “KiKi Kyobashi” (Opened on November 28, 2008)

Commercial complex based on the theme of information and culture transmiss
Using “Kyobashi Kagetsu” Theater of Yoshimoto Kogyo Co., Ltd. as the core
business in this building, it will highlight “ food ” symbol of Osaka.



Business cooperation for introducing private brand products

Keihan concluded a basic agreement for introducing the private brand product “V Select” (developed and introduced by Valor Co., Ltd.) into “FREST.”

We will improve the gross profit margin and also enrich products adapted to low-end consumer needs to attract more customers.

V Select

Concept: Provision of products for daily life with security at lower prices.

Products: Approx. 500 items such as seasonings, snacks, dairy products, beverages, and ham and sausage products.

* Items to be adopted into FREST will be determined after due consultation.

Expanding and fortifying the property management business

For the renewal of large-scale commercial facilities outside the domain area, Keihan accepted the supervision of tenant composition and leasing business.

Utilizing our accumulated know-how, we will work to improve the system and expand the business.

Establishment of Superior Business Hotel Chain



◆ Promoting superior business hotels at locations in front of stations of major government-designated cities

Accelerate the opening of more chain hotels throughout Japan

Keihan will provide “Safe, Comfortable, Clean and Reasonable” living spaces and quality services, allowing guests to relax in comfort.



Hotel Keihan Asakusa (tentative name)

"Hotel Keihan Universal Tower" (641 rooms, opened in May, 2008)

"Hotel Keihan Sapporo" (200 rooms, to be opened in June, 2009)

"Hotel Keihan Asakusa" (tentative name) (178 rooms, to be opened in Autumn, 2009)



Aiming at “3,000 rooms” during the “ATTACK 2011” period