

TEPCO Group Company Branding for the New Holding Company System

August 18, 2015

Tokyo Electric Power Company

1. Name/logo mark of each company within the TEPCO Group*

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*Effective from April 1st, 2016 upon the founding of the Holding Company

Holding Company

Tokyo Electric Power Company Holdings

TEPCO

Tokyo Electric Power Company Holdings

Fuel & Thermal
power generation company

**TEPCO Fuel & Power,
Incorporated**

TEPCO

TEPCO Fuel & Power

General power transmission
and distribution
company

**TEPCO Power Grid,
Incorporated**



TEPCO Power Grid

Electricity retail
company

**TEPCO Energy Partner,
Incorporated**

TEPCO

TEPCO Energy Partner

Company trade name

English

TEPCO Fuel & Power, Incorporated

Japanese

東京電力フュエル & パワー株式会社



Origin of the name

Company name clearly refers to its business domain by adopting the words “Fuel” and “Power.” These words are connected to enhance value by integrating fuel procurement with power generation at a high level, and express our determination to become an advanced energy company.

English

TEPCO Power Grid, Incorporated

Japanese

東京電力パワーグリッド株式会社



The phrase “Power Grid” is adopted which refers to a power transmission and distribution network to express our determination to become a leader in this industry.

English

TEPCO Energy Partner, Incorporated

Japanese

東京電力エナジーパートナー株式会社



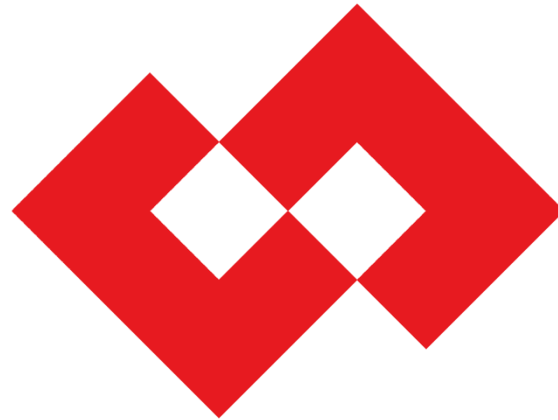
The name expresses our determination to answer customer needs with passion through various energy-related services and products in the field of electricity as well as become a progressive partner who excels beyond the field of electricity sales as we engage with our customers.



“TEPCO,” a common and cordial abbreviation of Tokyo Electric Power Company, is now our logo mark which communicates an image of a leading company in the field of energy that is progressive and global.

To express our strong determination to fulfill the responsibility for revitalizing Fukushima, the color red will continue to be adopted as our corporate color.

* Tokyo Electric Power Company Holdings, TEPCO Fuel & Power, Incorporated and TEPCO Energy Partner, Incorporated.



The eternity sign, which symbolizes the constant supply of electric power, is expressed with thick, straight lines for a feeling of stability. The shape resembles a firm handshake, and expresses our determination to live up to the expectations of our customers and partners.

The color red, which is the same as the color of the Tokyo Electric Power Company Holdings logo mark, is adopted to express a sense of unity across the whole Group.

To ensure the neutral status of the power transmission and distribution business, this business company uses an original logo mark that differs from that of the other two business companies.

The Energy for Every Challenge

As expressed in the word “Challenge,” TEPCO aims to be the chosen partner in this industry while remaining highly competitive and fulfilling its responsibility. TEPCO will continue to provide a stable supply of electricity and moreover, contribute to improving the lives of our customers. In every business field, we pledge to pursue a higher goal.

The word “Energy” here refers not only to our business domain, but to our passion and power to serve people.

The Energy for Every Challenge

We will never forget Fukushima.

From this commitment comes the rebirth of the TEPCO Group.

This is our challenge. To fulfill our responsibility for the Fukushima Daiichi nuclear accident, we are decommissioning a critically damaged nuclear power station, an undertaking of unprecedented complexity. At the same time, we are pioneering a new age in Japan's energy market by separating our power generation, transmission and distribution, and retail businesses.

As we continue to provide a stable supply of electricity, we pledge to pursue robust innovations that will address the needs of our customers and business partners.

Energy is more than the core of our business.

It fuels our commitment and passion to benefit society.

Japan's electricity market is now facing a major revolution that includes the deregulation of electricity retailing (April 2016) and legal separation of the power transmission and distribution sector (2020).

Despite the fundamental changes in Japan's electricity industry, TEPCO will continue to fulfill its responsibility for the Fukushima Daiichi nuclear accident as well as maintain and provide a low-cost and stable power supply.



- TEPCO Group will strive to improve its corporate value by spinning off the fuel and thermal power generation, transmission and distribution, and retail businesses, so that each will adopt the most effective business strategy possible according to their attributes.
- The Holding Company takes responsibility for compensation, decommissioning and revitalization related to the Fukushima nuclear accident. It also focuses on efficient business management and the strengthening of competitiveness by devising management strategy for the whole Group and executing optimal distribution of business resources.
- Based on this business management system, TEPCO Group will establish a sustainable revenue base for corporate revival and fulfill its responsibilities for the Fukushima nuclear accident as it generates resources for Fukushima's revitalization. Therefore, improving the corporate value of the whole Group.