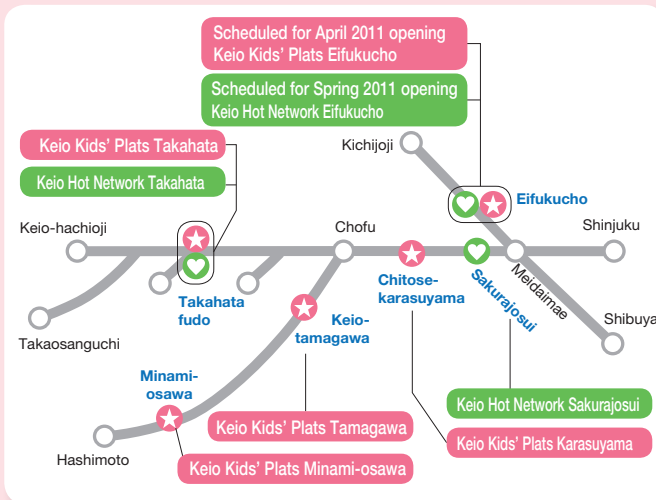


The Preferred Lifestyle, Location and Rail Line

Creating neighborhoods that attract both young families and active seniors



★ Child-Rearing Support Services

The Keio Group is engaged in the development of child-rearing support services as one way of improving value along our rail lines. Licensed child-care "Keio Kids' Plats" centers operated by Keio Kosodate Support Co., Ltd. have been built along the Keio Tamagawa, Takahatafudo, Chitose-karasuyama, and Minami-osawa lines. Keio Kosodate Support Co., Ltd. also runs child-rearing support centers on contract for several local governments. Keio Kosodate Support Co., Ltd. will continue to develop child-rearing support services in many different ways, helping parents raise healthy and happy children in the neighborhoods adjacent to our rail lines.



Inquiries
Keio Kosodate Support Co., Ltd. ☎ 03-5369-2592 (weekdays 9:30 to 18:00)
(Japanese only)

♥ Senior Security Service

Looking to create communities in which seniors can live in safety and peace of mind, Keio established the popular Senior Security Service. A premium plan service area has been introduced throughout the neighborhoods bordering the Keio and Inokashira lines. This service dispatches security staff to respond to emergencies.

Service Area All areas served by the Keio and Inokashira lines

Inquiries

0120-84-5410
Toll-Free [available only within Japan]
(Business Hours 10:00 to 20:00)
(Japanese only)

<p>Emergency Contact Simply push the SOS button to report an emergency!</p>	<p>Safety Confirmation Email message sent if no movement is detected!</p>	<p>Fixed-Price Phone Plan Unlimited usage for family members!</p>	<p>In-Person Safety Check ALSOK safety staff sent into action! *contract with ALSOK</p>
<p>Regular Plan Basic Monthly Plan from ¥2,900 (including tax)</p>		<p>Premium Plan Basic Monthly Plan from ¥3,950 (including tax)</p>	

The Senior Security Service received the MCPC Award 2010 Incentive Award (sponsored by the MCPC; Sponsors: Ministry of Internal Affairs and Communications, Ministry of Economy, Trade and Industry, etc.) in recognition of its success in the adoption of mobile computing technology.



Fiscal 2009 Financial Report April 1, 2009 to March 31, 2010
Focus on Keio Group Five-Year Medium-Term Management Plan

INVESTOR'S GUIDE KEIO

けいおう

Securities Code: 9008

KEIO 京王

This document includes projections based on current assumptions/forecasts about the future. Actual earnings may differ from projections due to various factors.

Published June 2010 INVESTOR'S GUIDE KEIO

Publisher/Keio Corporation
(Finance Department)
9-1 Sekido 1-chome, Tama-shi,
Tokyo 206-8502, Japan
Keio Website www.keio.co.jp/

■ Inquiries regarding IR information

Keio Corporation (Finance Department) ☎ +81-42-337-3166

Our constant commitment is to safety and to the success of neighborhoods near our rail lines—to become the Top Brand in Trust.

President and Representative Director Keio Corporation




I wish to express my sincere appreciation to all of our Keio Group customers.

During the fiscal year under review (fiscal 2009), the Keio Group continued to actively invest in medium- and long-term capital equipment to improve the safety of our railway business, as well as introduce greater efficiency in our business activities. As a result, consolidated net income amounted to ¥11.9 billion, with net income of ¥8.8 billion for Keio Corporation. This was the result of a poor business environment combined with higher depreciation expenses associated with capital investment in our transportation business. We declared a year-end dividend of ¥3 per share, bringing our annual dividend to ¥6 per share.

We will focus on the execution of our Keio Group Five-Year Medium-Term Management Plan, working toward long-term business growth.

We have written our Keio Group Five-Year Medium-Term Management Plan (Fiscal 2010 to Fiscal 2014), which will be implemented starting in fiscal 2010. This plan provides a structure whereby the Keio Group will be able to ensure profitable operations in the current business environment.

Specifically, this plan includes the continuing advancement of transportation safety management and ATC (Automatic Train Control System), as well as adding barrier-free access in our stations. We are also continuing construction on large-scale grade crossings and elevated lines near the Chofu Station.

These activities are part of our engagement in further safety and service improvements—one of our undeniable responsibilities as a public transportation services provider. The success of communities located near our rail lines is another priority for the Group. We are advancing area development near the Kichijoji, Chofu, and Sasazuka stations, expanding our leasehold properties, rolling out new retail locations under various Group companies, and creating new businesses to add value to the neighborhoods near our rail lines.

At the same time, the Keio Group is working to improve our cost structure and strengthen our financial footing. This is part of our preparation to meet future changes in the business environment, and to establish a business framework that can support large-scale construction projects.

These initiatives are designed to support Group profitability and a stable financial underpinning, allowing us to return a portion of our profits to our shareholders. Fiscal 2013 will mark our 100th anniversary in the railway and city bus business. We are looking forward to this occasion as signaling a new start in the next era of Keio Group expansion and growth.

We will continue to accomplish our social responsibility as a corporation, promoting environmentally sound business practices. Our goal is to become the Top Brand in Trust, and we ask you to join in and support our efforts.

To Become the Top Brand in Trust

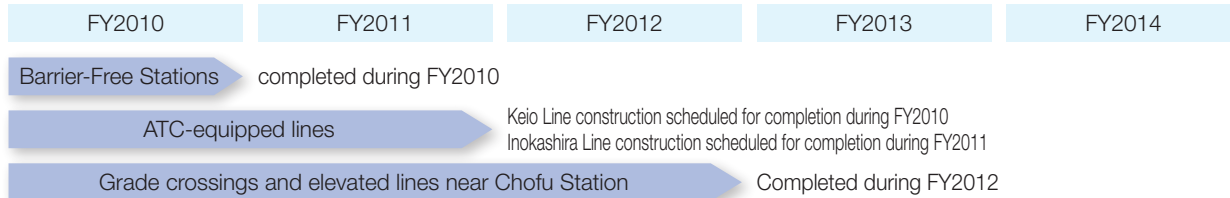


	FY 2009 (Actual)		FY 2014 (Target)	FY2009 (Actual) vs. FY 2014 (Target)
Consolidated Operating Revenues	¥403.2 billion	➔	¥410.0 billion	+ 6.8 billion
Consolidated Net Income	¥11.9 billion		¥16.0 billion	+ 4.1 billion
Consolidated EBITDA (note)	¥65.8 billion		¥70.0 billion	+ 4.2 billion

(Note) Consolidated EBITDA = Consolidated Operating Income + Depreciation Expense

We are creating safer, more reliable rail lines and more vibrant neighborhoods.

Ongoing Safety and Service Improvements



An elevated station helps create barrier free access at the Eifukucho Station



ATC-equipped Sagami-hara Line



<Grade crossings/elevated lines near Chofu Stn.> Shaft near Chofu Stn. West Side

The Keio Group continues to pursue its vital role as a public transportation services provider by creating improved safety and services. In addition to adding barrier-free access in our stations, we are equipping lines with ATC (Automatic Train Control System), and are nearing completion of the construction of grade crossings and elevated lines near the Chofu Station.

Creating Successful Neighborhoods Near Our Rail Lines - Adding to the Power of Community -

Area development and project implementations near the Kichijoji, Chofu, and Sasazuka stations are powering a new life and attitude in neighborhoods near the Keio rail lines.



Keio Kichijoji Station Building [conceptual diagram]

Keio Kichijoji Station Building

Fiscal 2010 area development near the Kichijoji Station is designed to generate revenues and improve the Keio Group brand. At the same time, we will also be starting the Keio Kichijoji Station Building renovation project to improve overall safety at, and nearby, the Kichijoji Station.

Keio Juki Building (Sasazuka)

We are currently coordinating with interested parties to ensure a smooth Keio Juki Building renovation project.

Shinjuku Area

We are considering a variety of plans regarding the future vision of our properties in this area.



Seiseki-sakuragaoka Area

We are continuing work on our Seiseki-sakuragaoka Shopping Center activation project.

Chofu Project (above ground)

We are currently making basic plans for above ground projects near the Chofu Station after the conclusion of the grade crossing/elevated line construction.

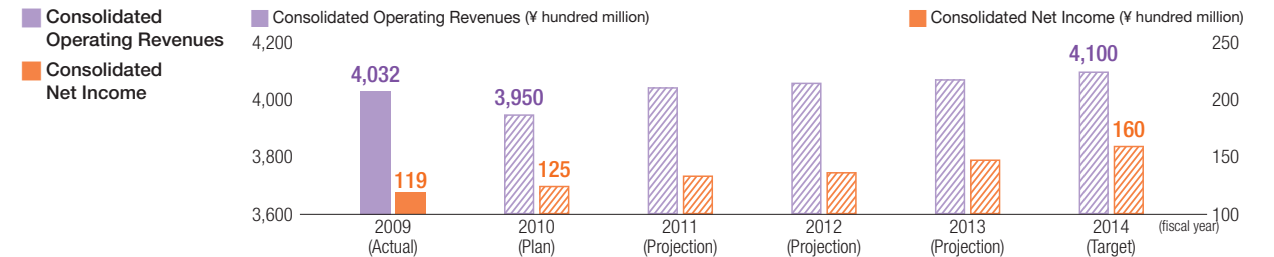
We are creating a solid business framework through restructuring and reinforcement.

Cost Restructuring and a Stronger Financial Footing

The combination of low-cost management and investment capital generated by our own operations will allow us to significantly reduce interest-bearing debt.

Return to Profitability

FY 2014 Target: Consolidated Net Income of ¥16.0 billion.



Build a Strong Financial Footing

FYE 2014 Targets: Shareholder's Equity Ratio 40%, D/E Ratio 1.1 times.

	FY2009 (Actual)	FY2014 (Target)
Shareholders' Equity Ratio	34.1 %	40 %
D/E Ratio	1.2 x	1.1 x
(Reference) Interest-bearing debt	¥308.7 billion	¥330.0 billion

*D/E Ratio = Interest-bearing debt ÷ Shareholders' Equity

Return Profits to Shareholders

Our updated profit-sharing policy is to target a consolidated dividend payout ratio of 30%, ensuring an appropriate level of profit distribution to our shareholders.

Long-Term Business Growth

Fiscal 2013 will mark our 100th anniversary in the railway and city bus business. We are looking forward to this occasion as signaling a new start in the next era of Keio Group expansion and growth. To be a corporate group that continues to grow. We can accomplish our goals through programs that meet the diversified needs and lifestyles of the local communities we serve.

Priority Initiative 1 Ongoing Safety and Service Improvements

Safety Improvements

- (1) We are continuing the pursuit of zero preventable accidents through the conscientious execution of transportation safety management. Safety is our top priority. This basic awareness of safety is being instilled throughout all levels of our organization.
- (2) We will complete changing the Keio Line signal system to ATC during Fiscal 2010. Construction on above-ground equipment on the Inokashira Line is moving forward, scheduled to switch over during Fiscal 2011.
- (3) We are retrofitting stations and reinforcing elevated track pilings and tunnels to improve the degree of earthquake resistance in our structures. After completing work on the elevated bridge at our Kichijoji Station, we will start renovations on the station building itself.
- (4) The adoption of new safety equipment and continuing safety education in our bus service and other Group transportation businesses represent two of the ways we are enhancing our safety management structure.

Offering Reliable, Comfortable Transportation Services

- (1) We are presently renovating stations to eliminate level differences to comply with the New Barrier-Free Act in Japan. The Tsutsujigaoka, Higashi-fuchu and seven other stations will be redesigned with the majority of operations taking place in the



Higashi-fuchu Station [conceptual diagram]

- elevated station house. The Chitose-karasuyama and two other stations will be equipped with ramps and elevators. With the exception of the Shimo-kitazawa Station, all Keio stations will have eliminated level differences.
- (2) During fiscal 2010, we will install telephones on the platform, allowing customers to contact station personnel quickly when necessary. We will also install platform monitors in every station that display up-to-date track and station information. These efforts to offer more information will further improve the safety and confidence for our customers on the platform.

Progress of Major Construction Projects

- (1) We are looking at fiscal 2012 to complete construction of the grade crossings and elevated lines near the Chofu Station. Tunnel excavation between stations is progressing toward completion during the fiscal year, and the frameworks for the Kokuryo, Fuda, and Chofu stations are moving ahead.
- (2) Toward the project approval and project launch of the construction of elevated lines west of the Sasazuka Station, we are working together with the Tokyo Metropolitan government which is the controlling body of the project to elevate rail lines, advancing procedures for "urban planning and environmental impact assessment in the area near the Daitabashi – Tsutsujigaoka Stations."
- (3) In addition to the grade crossing and quadruple line tracks conversion projects of the Odakyu Line, we will also begin renovations on the Shimo-kitazawa Station.



Below the Kokuryo Station Tracks

TOPICS

Keio/Inokashira Lines Welcome 105 New Carriages

During fiscal 2009, we introduced 60 new 9000 Series carriages to the Keio Line, and 45 new 1000 Series carriages to the Inokashira Line. This marked the completion of our three-year plan to bring 220 new carriages into operation. All new carriages are equipped with VVVF inverter control devices that provide top-level energy efficiency (see page 13). These new carriages also have extra space for wheel chairs, in-car information displays for station

stops, platform stair locations, etc., chimes that sound when the door is about to open/close, and other equal-access measures that make our carriages convenient for all of our customers. We converted all of the Inokashira Line cars to the 1000 Series, which holds more passengers, and allows us to transport greater numbers of customers with more efficiency.



A 1000 Series carriage on the Inokashira Line

Priority Initiative 2 Creating Successful Neighborhoods Near Our Rail Lines - Adding to the Power of Community -

Area Development and Implementation

(See page 4)

New Initiatives

- (1) We will complete construction of our Eifukucho Station Building commercial facilities, which will go into operation during the fiscal year. Construction of commercial space in our Higashi-fuchu and Tsutsujigaoka Stations is underway. We will complete construction on the Midoricho 3-Chome Apartments (working name) project in Fuchu City, and we are currently planning our Yoyogi Koen Apartments (working name) project.
- (2) The Keio Dentetsu Bus Group and Nishi Tokyo Bus are working to open new routes, as well as expand current routes.
- (3) Keio Store (supermarket) is building a new location at Kugayama, while renovating retail space in Eifukucho. Keio Shoseki Hanbai (bookstore), Keio Retail Service (station kiosk), and Keio Shokuhin (bakery) will also open new locations in conjunction with station renovations.
- (4) We will establish a new operating company in preparation for opening our first Senior Residence location.
- (5) We will open our third Keio Hot Network location (Eifukucho), expanding our lifestyle support services offerings along the Inokashira Line.

- (6) We will strive for stable management of all four Keio Kids' Plats facilities, including our newest Minami-Osawa center (licensed child-care center), which opened in April 2010. We will also have all of the necessary tasks to open the Keio Kids' Plats Eifukucho center completed by April 2011.
- (7) The Keio Passport Card is our Group-sponsored card. We are looking at ways to reinvigorate card partners, as well as expand card membership and transaction volume. We believe stronger member services, a variety of new points promotions, customer analysis, and more active sales programs will help us with our goals in this area.



Eifukucho Station Building [conceptual diagram]



Midoricho 3-Chome Apartments (working name) [conceptual diagram]

Priority Initiative 3 Environmental Activities

- (1) As environmental regulations become more stringent, we will come together as a Group of companies to take a more active stance in activities related to environment management systems.
- (2) Eighteen of the Keio Line 7000 Series carriages will be equipped to a more energy-efficient VVVF inverter control. As a result, 96% of our entire fleet will be VVVF carriages by the end of fiscal 2010.

TOPICS

Grand Opening of "Kitchen Court Mitaka" (Keio Store)

In March 2010 we opened "Kitchen Court Mitaka" (Keio Store) near the JR Mitaka Station. Kitchen Court is our high-end supermarket, tailored to the needs of the urban lifestyle. The Mitaka store represents our fifth Kitchen Court location.

Keio Store now has 30 locations operating along the Keio rail lines. We will continue to open new stores during fiscal 2010, increasing our ability to compete in the retail sector.



Kitchen Court Mitaka

Financial Overview

POINT
1

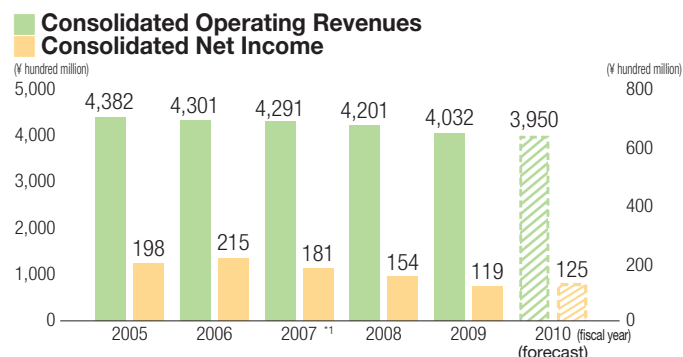
Consolidated Operating Revenues Fall to ¥403.2 billion

The recession had a negative impact on our transportation, merchandise sales, and leisure services businesses—all experiencing declining revenues. As a result, consolidated operating revenues were ¥403.2 billion, down 4.0% year on year.

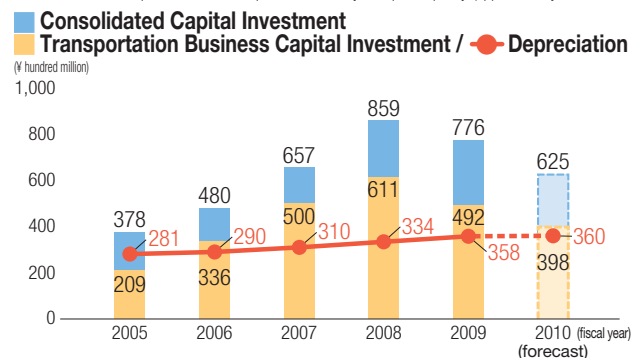
POINT
2

Consolidated Net Income Falls to ¥11.9 billion

With greater capital investment in the transportation business, Group depreciation expense has also increased. Consolidated operating income also decreased. The result was consolidated net income of ¥11.9 billion, representing a 22.5% drop compared to the same period in the prior fiscal year. Cost-cutting efforts in all Group companies, however, buoyed our results, which were 8.9% higher than our planned ¥11.0 billion yen.



*1 Fiscal 2007 marked the last period in which we recorded extraordinary gains on the reversal of reserves in connection with a special reserve for expansion of railway transport capacity. (approximately ¥2.3 billion annually).



Fiscal 2010 Outlook

The Group has announced a forecast of ¥395.0 billion for consolidated operating revenues (2.0% year-on-year decrease). Despite lower revenues, consolidated net income is expected to be ¥12.5 billion (4.4% year-on-year increase), owing mainly to improvements in extraordinary gains/losses.

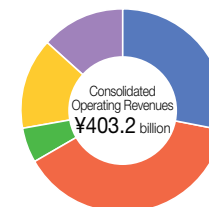
Capital Investment

We have taken an aggressive stance in making investments in capital equipment that will improve the safety and services of our rail lines. During fiscal 2008, consolidated capital investment amounted to ¥85.9 billion. As noted on page 4, we are in a period in which our major capital investment needs is nearing completion. Consolidated capital investment for fiscal 2010 is planned at ¥62.5 billion.

Segment Overview

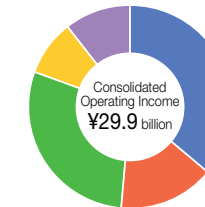
Consolidated Operating Revenue Detail (composition ratio)

Transportation	28.3%
Merchandise Sales	38.4%
Real Estate	5.6%
Leisure	14.5%
Other	13.2%



Consolidated Operating Income Detail (composition ratio)

Transportation	36.3%
Merchandise Sales	15.2%
Real Estate	29.3%
Leisure	8.9%
Other	10.3%



*Composition ratio is the ratio of operating revenues and operating income, including inter-segment transactions.

Transportation

Operating Revenues: ¥127.0 billion
(2.9% year-on-year decrease)

Operating Income: ¥11.2 billion
(16.5% year-on-year decrease)

● Keio Corporation (Rail), Keio Dentetsu Bus, Keio Jidousha, and seven other companies

While construction continues on large-scale apartment complexes near our rail lines, the recession has driven passenger revenues down 1.1% year-on-year (1.0% decline for train pass sales, 1.2% decline for non-train pass sales). Both our Tokyo Metro and Tama city bus operations experienced falling revenues, as did our taxi business—negatively affected by slack demand.

Merchandise Sales

Operating Revenues: ¥172.4 billion
(6.9% year-on-year decrease)

Operating Income: ¥4.7 billion
(18.4% year-on-year decrease)

● Keio Department Store, Keio Store, Keio Shoseki Hanbai, and six other companies

In September 2009, Keio Department Store opened its first small-scale satellite operation at the Mitsui Shopping Park LaLaport Shin Misato retail center. The weak economy, however, kept consumer spending down, which had a negative effect on revenues. Our retail store business also experienced lower comparative revenues due to competition and other factors. We opened a Keibundo Bookstore in September 2009 in Musashi Koganei. However, lower sales at existing stores resulted in overall revenue declines for our bookselling business.

Real Estate

Operating Revenues: ¥25.3 billion
(5.7% year-on-year increase)

Operating Income: ¥9.1 billion
(3.3% year-on-year decrease)

● Keio Corporation (Development), Keio Realty & Development, Keio Chika-Chushajou

Our land and building leasing business experienced greater comparative revenues. This result was due in part to the fact that the partially acquired Nihonbashi Koamicho office building in March 2009 was in operation for the full fiscal year. We also completed construction on the ACOLT Shinjuku Ochiai apartment complex during April 2009. Finally, the commercial Shinjuku Sanwa Toyo Building acquired in December 2009 began new operations during the fiscal year. Our real estate sales business experienced greater comparative revenues due to the sale of the Hachioji Minamino City property.

Leisure

Operating Revenues: ¥65.2 billion
(7.8% year-on-year decrease)

Operating Income: ¥2.7 billion
(16.1% year-on-year decrease)

● Keio Plaza Hotel, Keio Travel Agency, Keio Agency, and four other companies

Revenues in our hotel business were down due to lower demand for lodging at our Keio Plaza Hotel, despite the July 2009 opening of a Keio Presso Inn in Kudanshita. Our travel service and ad agency businesses also experienced lower comparative revenues on lower volume.

Other

Operating Revenues: ¥59.1 billion
(1.4% year-on-year increase)

Operating Income: ¥3.1 billion
(27.2% year-on-year increase)

● Keio Setsubi Service, Keio Juuki Seibi, Keio Construction, and eight other companies

Our construction business experienced higher year-on-year construction revenues, while higher orders for railway car maintenance business also experienced revenue growth.

*The Company organization overlaps transportation, merchandise sales, real estate, and other business segments.
*Operating revenues and operating income noted in this segment overview include inter-segment transactions.

Consolidated Financial Statements

Consolidated Balance Sheets (overview) (Units: ¥ millions)

Category	(Reference) Prior Consolidated Fiscal Year March 31, 2009	Current Consolidated Fiscal Year March 31, 2010
Assets		
Current Assets	110,681	92,251
Noncurrent Assets	581,410	639,477
1 Total Assets	692,091	731,728
Liabilities		
Current Liabilities	167,850	171,976
Noncurrent Liabilities	285,368	310,231
2 Total Liabilities	453,218	482,207
Net Assets		
Shareholders' Equity	234,582	242,772
Valuation and Translation Adjustments	4,290	6,748
Total Net Assets	238,873	249,521
Total Liabilities and Net Assets	692,091	731,728

Consolidated Statements of Income (overview) (Units: ¥ millions)

Category	(Reference) Prior Consolidated Fiscal Year April 1, 2008 to March 31, 2009	Current Consolidated Fiscal Year April 1, 2009 to March 31, 2010
Operating Revenues	420,150	403,247
Operating Expenses	386,569	373,299
Operating Income	33,581	29,947
Non-Operating Income	2,557	2,118
Non-Operating Expenses	5,878	5,801
Ordinary Income	30,260	26,264
Extraordinary Income	1,347	996
Extraordinary Loss	4,353	5,328
Income before Income Taxes and Minority Interests	27,254	21,932
Income Taxes	11,807	9,956
Net Income	15,446	11,976

Consolidated Statements of Cash Flows (overview) (Units: ¥ millions)

Category	(Reference) Prior Consolidated Fiscal Year April 1, 2008 to March 31, 2009	Current Consolidated Fiscal Year April 1, 2009 to March 31, 2010
3 Net Cash Provided by (Used in) Operating Activities	43,986	54,663
4 Net Cash Provided by (Used in) Investing Activities	(82,844)	(91,813)
5 Net Cash Provided by (Used in) Financing Activities	31,474	20,448
Effect of Exchange Rates on Cash and Cash Equivalents	1	6
Net Increase (Decrease) in Cash and Cash Equivalents	(7,382)	(16,694)
Cash and Cash Equivalents at Beginning of period	58,167	50,784
Cash and Cash Equivalents at End of period	50,784	34,090

Consolidated Statements of Changes in Net Assets (Units: ¥ millions)

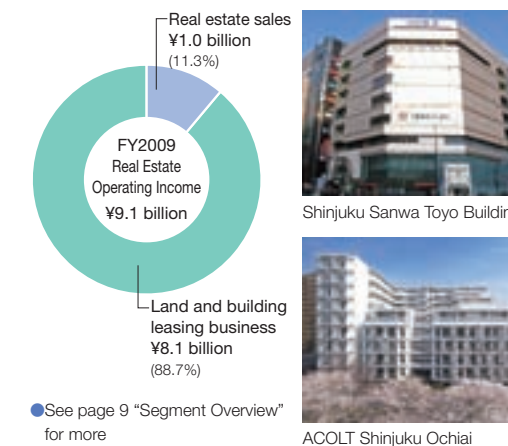
Category	Shareholders' Equity					Valuation and Translation Adjustments	Total Net Assets
	Capital Stock	Capital Surplus	Retained Earnings	Treasury Stock	Total Shareholders' Equity		
Balance, March 31, 2009	59,023	42,010	152,572	(19,024)	234,582	4,290	238,873
Changes during the Fiscal Year							
Dividends from Surplus			(3,666)		(3,666)		(3,666)
Net Income			11,976		11,976		11,976
Purchase of Treasury Stock				(142)	(142)		(142)
Disposal of Treasury Stock		(0)		23	23		23
Net Changes of Items Other Than Shareholders' Equity						2,457	2,457
Total Changes of Items during the period	—	(0)	8,309	(118)	8,190	2,457	10,648
Balance, March 31, 2010	59,023	42,010	160,882	(19,143)	242,772	6,748	249,521

- Total assets** amounted to ¥731.728 billion, representing an increase of ¥39.636 billion due to purchases of tangible fixed assets and investment securities.
- Total liabilities** increased by ¥28.988 billion due to issuances of corporate bonds and increase in long-term debt, amounting to ¥482.207 billion.
- Net cash provided by operating activities** amounted to ¥54.663 billion. While net income before income taxes decreased, lower income tax payments and other items led to a ¥10.677 billion increase in cash.
- Net cash used in investing activities** amounted to ¥91.813 billion, representing a year-on-year increase in cash outlays of ¥8.969 billion due mainly to purchases of investment securities.
- Net cash provided by financing activities** amounted to ¥20.448 billion, representing a ¥11.025 billion year-on-year decrease mainly due to lower acquisition of capital through borrowings.

Real Estate Business Gives Rise to Stable Profits

The Keio Group's real estate business consists of the land and building leasing business (focused on new development and property management) and the real estate sales business (sales of homes, etc.). Starting in the 1980s, our real estate operations have primarily used Group-owned land to develop leasehold properties, building a solid real estate leasing business. During fiscal 2009, the real estate business started to expand operations, acquiring commercial property (Shinjuku Sanwa Toyo Building) and completing the construction of an apartment complex (ACOLT Shinjuku Ochiai).

At present, the land and building leasing business and the real estate sales business have an operating income composition ratio of approximately nine-to-one, with leasehold properties providing stable income to the Group. Our real estate business not only contributes to improved value along our rail lines, but also plays an important role as the second-most-valuable revenue source following our transportation business.



To become the Top Brand in Trust, the Keio Group is actively involved in Corporate Social Responsibility (CSR) activities.



Safety Initiatives

- Promotion of transportation safety management at each transportation business company
- Grade crossings/elevated lines and installation of ATC, other safety measures in railway business
- Safety training, safety programs and other education
- More



Training at the rail operations training center

Our Contributions to Society

- Child-rearing support services
- Lifestyle support services (Keio Hot Network)
- Career experience program for grade school students "Keio Kids' Job Corps"
- Charity concerts "Keio Music Festival"
- "Keio Sincere Staff" special subsidiary for the advancement of employment for the handicapped
- More



Keio Music Festival

Environmental Initiatives

- **Railway business initiatives**
 - Conversion to energy-efficient carriages
 - Introduction of solar energy systems
 - Installation of low-power station signs, etc.
 - Station energy conservation
 - Water savings in station restrooms, etc.
- **Development business initiatives**
 - Greening of exterior walls at retail stores
- **Group company initiatives**
 - Convert Keio Department Store waste into fertilizer
 - Green installation on Keio Plaza Hotel rooftop
- **Community-based initiatives**
 - Keio Clean Campaign
 - Support for replanting forests near Mt. Takao
 - More



Keio Clean Campaign



Introducing energy-efficient carriages to fight global warming.

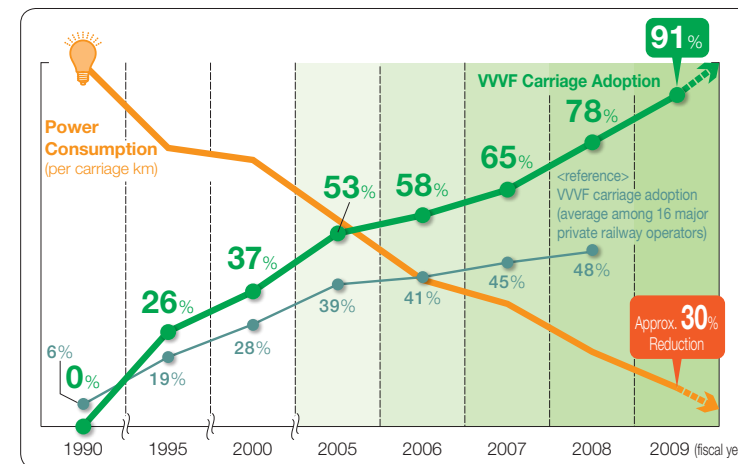
The amount of CO₂ output when transporting one person one kilometer by train is lower than for your average family car. Rail transportation is very environmentally friendly. But at Keio, we are looking to make trains an even better friend of the environment. We have been converting our carriages to energy-efficient models, reducing the amount of electricity needed to run, and further reducing CO₂ output.

During fiscal 1998, we equipped all of our carriages with regenerative braking to help conserve energy. Since the introduction of the 8000 Series carriages on the Keio Line in fiscal 1991, we have continued to introduce VVVF inverter control equipment in each new series up through our Keio Line 9000 Series and Inokashira Line 1000 Series (see page 6). Recently, we retrofitted the Keio Line 7000 Series with VVVF, and we continue to implement other measures that make our

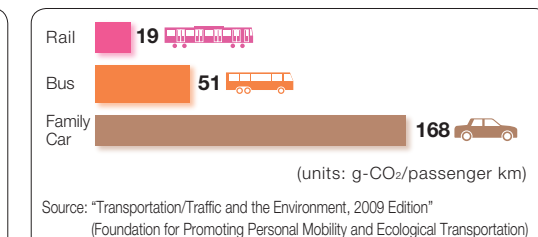


carriages as green as possible. As a result of our efforts, 91% of our carriages were outfitted with VVVF as of fiscal 2009, the top among all 16 major private railway operators. Today, VVVF carriages use around 30% less electricity per carriage kilometer than in fiscal 1990.

Keio VVVF adoption and power consumption



CO₂ output comparison (per passenger km)



See the Keio website for our "Safety Society Environment" report.

www.keio.co.jp/



Safety Society Environment 2009 CSR Report (Japanese only)

*This is just one example of CSR activities at the Keio Group. Each Group company is involved in a number of other CSR initiatives.

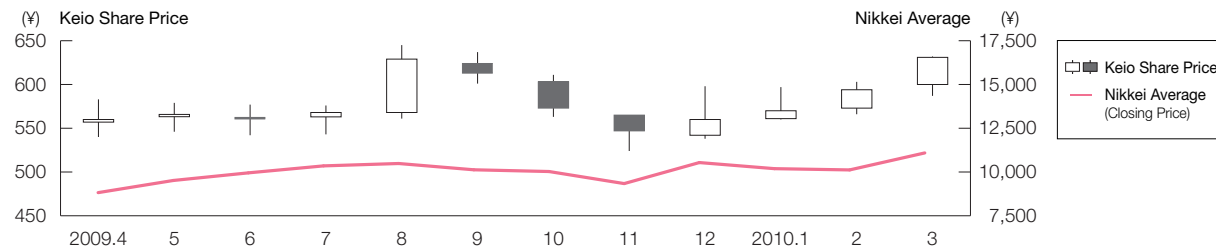
Corporate Data (as of March 31, 2010)

Established June 1, 1948
 Head Office 9-1 Sekido 1-chome, Tama-shi, Tokyo 206-8502, Japan
 Paid-In Capital ¥59.023 billion
 Number of Employees 2,402

Corporate Officers (as of June 29, 2010)

Chairman and Representative Director Kan Kato
 President and Representative Director Tadashi Nagata
 Managing Director Shigeo Tanaka
 Managing Director Toshiaki Kanou
 Managing Director Noriaki Kawasaki
 Director Taizo Takahashi
 Director Mamoru Yamamoto
 Director Ichiro Komada
 Director Yasushi Komura
 Director Hiroshi Hayasaki
 Director Sadao Kato
 Director Shuichi Shimakura
 Director Masahiro Naito
 Director Shizuo Hayashi
 Director Norifumi Miyachi
 Director Yasuo Gomi
 Director Yasuhiro Shimura
 Director Toshio Yamamoto
 Standing Auditor Toyoaki Suzuki
 Standing Auditor Norio Kuroiwa
 Auditor Shinsuke Kume
 Auditor Mitsuharu Suzuki

Share Price History (April 2009 through March 2010)



Stock Information (as of March 31, 2010)

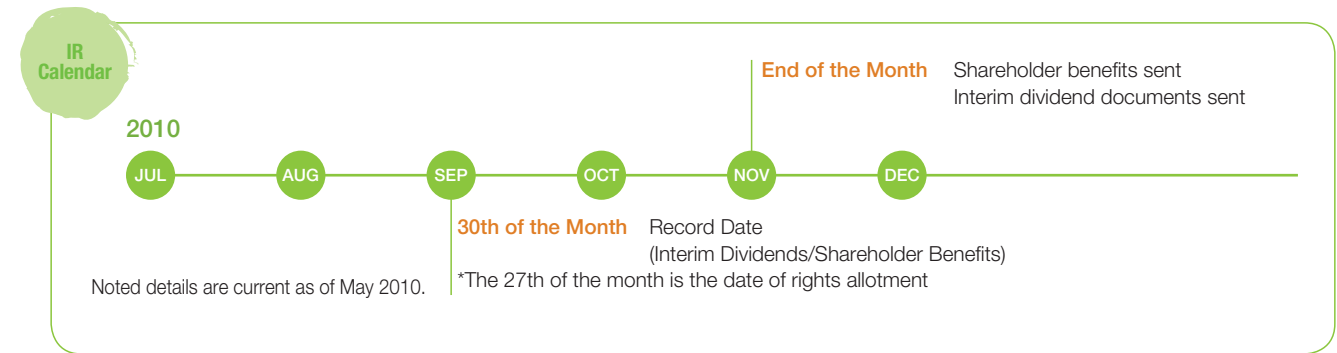
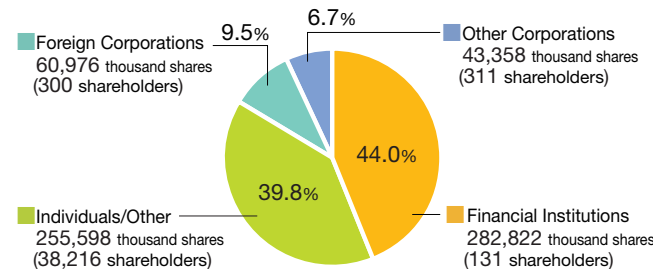
Total Number of Authorized Shares 1,580,230,000 shares
 Total Number of Issued Shares 642,754,152 shares
 Number of Shareholders 38,958

Principal Shareholders

Shareholder Name	Number of Shares Held (thousands)	Ownership Ratio (%)
Nippon Life Insurance Company	44,948	7.4
The Dai-ichi Mutual Life Insurance Company	31,750	5.2
Taiyo Life Insurance Company	29,310	4.8
The Sumitomo Trust and Banking Co., Ltd.	18,240	3.0
Japan Trustee Services Bank, Ltd. (Trust Account)	18,022	2.9

(Note 1) Ownership ratio represents the percentage owned of all issued stock (less treasury shares).
 (Note 2) The Company owns 31,710 thousand shares in treasury stock; this figure has been omitted from the principal shareholders identified above.
 (Note 3) Pursuant to a reorganization, "The Dai-ichi Mutual Life Insurance Company" became "The Dai-ichi Life Insurance Company, Limited" as of April 1, 2010.

Share Distribution (as of March 31, 2010)



Investor Information

Fiscal Year: April 1 to March 31 of the following year
Ordinary General Meeting of Shareholders: June
Basis Date (Record Date): Ordinary General Meeting of Shareholders Voting Rights Settlement: March 31
 Year-End Dividends and Shareholder Benefits: March 31
 Interim Dividends and Shareholder Benefits: September 30
Method of Public Notice: Published on the Keio website. (www.keio.co.jp/company/stockholder/koukoku/index.html)
Shareholder Record Administrator and Special Account Management Institution: The Sumitomo Trust and Banking Co., Ltd. 5-33 Kitahama 4-chome, Chuo-ku, Osaka
Mailing Address: Sumitomo Trust Bank Stock Transfer Agency Department 1-10 Nikko-cho, Fuchu-shi, Tokyo 183-8701, Japan

Inquiries about Keio Group stock

Inquiries and forms for procedures related to Company stock (address/name changes, changes to dividend receipt methods/bank transfer account, request for purchase/sale of odd lot shares, etc.) vary according to whether you have an account established with a securities firm. Accordingly, please refer to the following.

[Shareholders who have Accounts with a Securities Firm] → Please contact the securities firm where you have an account.
 [Shareholders who do not have Accounts with a Securities Firm (special account shareholders)] → Sumitomo Trust Bank Stock Transfer Agency Department. ☎ 0120-176-417 (available only within Japan) (Weekdays 9:00 to 17:00; closed weekends and holidays)

For more detailed IR information

The Keio website
 More Investor Relations and Company information available at our website.

www.keio.co.jp/

Keio Corporation Search

Click Here! → IR-企業情報

Top IR / Company Information (Japanese)