

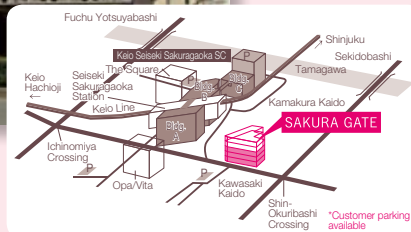
Scenes from
Our Rail Lines

A New Face in Seiseki Sakuragaoka; the “Sakura Gate” Opens!!



This spring, we opened the New Annex “Sakura Gate” in our Seiseki Sakuragaoka Shopping Center. Sakura Gate is a facility integrating beauty and fitness services under the theme “healing and health.” Facilities include an upscale private salon for ladies, a golf shop, a beauty salon, and even a calm and relaxing café—a total of five stores for the enjoyment of our clientele.

SAKURA GATE



Floor Guide

- 3F Legato
- 2F Victoria Golf Seiseki Sakuragaoka Store
Beauty Stage Bimai
- 1F Pizza Salvatore Cuomo Seiseki Sakuragaoka
Café Garden

Keio Seiseki Sakuragaoka Shopping Center

The Keio Seiseki Sakuragaoka Shopping Center is the largest shopping center in the Keio Group. Integrated with the Keio Line Seiseki Sakuragaoka Station and bus terminal, this commercial facility boasts nearly 120 stores, including a Keio Department Store and a

Keio Store for fresh food and daily necessities. The shopping center has become a part of the Tama district lifestyle, featuring conveniences such as universal design restroom facilities, services for customers with children, etc.



Fiscal 2008 Financial Report April 1, 2008 to March 31, 2009
Focus on Fiscal 2009 Management Plan

INVESTOR'S GUIDE KEIO

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Published June 2009
INVESTOR'S GUIDE KEIO

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Securities Code: 9008

KEIO 京王

Our constant commitment is to safety and adding value along our rail lines—to become the Top Brand in Trust.

Left: Kan Kato, Chairman and Representative Director, Keio Corporation



Right: Tadashi Nagata, President and Representative Director, Keio Corporation




First, we wish to express our appreciation to all of our Keio Group customers.

During the fiscal year under review (fiscal 2008), the Keio Group was active in medium to long-term capital investment to improve safety levels in our railway business. At the same time, we steadily and efficiently expanded our business operations. As a result, we recorded consolidated net income of ¥15.4 billion, while net income for Keio Corporation amounted to ¥11.1 billion. We declared a year-end dividend of ¥3 per share, bringing our annual dividend to a total of ¥6 per share (including an interim dividend of ¥3 per share). We will make every effort to maintain this dividend level for the next fiscal period and beyond.

Becoming the preferred lifestyle location and rail line

Despite the difficult business environment of recent years, the Keio Group has continued to pursue a course that places top priority on safety, continuing to practice safety-centric transportation management in our railway business. Likewise, we have demonstrated our commitment to greater safety, including the adoption of ATC (Automatic Train Control System). We have started converting stations and carriages to a barrier-free format, offering reliable, comfortable transportation services. The construction of grade crossings and elevated lines near the Chofu Station is just one example of major construction projects

in which we are currently engaged.

Yes, capital investment expenses associated with these initiatives will increase. But to secure greater stability in our business, we must become more competitive as a corporate group, acquiring leasehold property that produces consistent profits, opening new corporate retail locations, and more.

We are rebuilding and renovating existing lease properties along and around our rail lines, while at the same time developing commercial facilities and rental housing properties that utilize company-owned land and spaces created via railway construction. By creating greater value along our rail lines—our “Keio Hot Network” lifestyle support service is just one example—the Keio Group is reaching toward higher levels of growth.

As we continue to further enhance our corporate governance functions, we are also promoting business activities that are environmentally conscious.

At a Board of Directors meeting held after the conclusion of our 88th Ordinary General Meeting of Shareholders on June 26, 2009, Kan Kato and Tadashi Nagata were nominated and installed as Chairman and President, respectively. Under the leadership of this new organization, we will work harder than ever to achieve our corporate philosophy of the Group by establishing the Keio name as a Top Brand in Trust. We ask for your continued support as we pursue these efforts.

June 2009

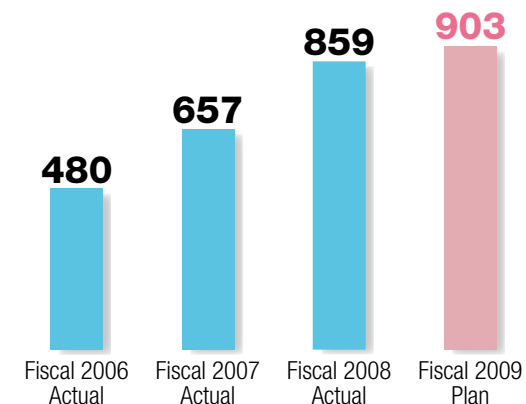
The Group plans for ¥90.3 billion in Group-wide capital investment, focusing on safety and adding value along our rail lines.

The Keio Group has finalized its Fiscal 2009 Keio Group Management Plan.

Toward Becoming a Top Brand in Trust



Consolidated Capital Investment (Units: ¥100 million)



	Fiscal 2008 Actual	Fiscal 2009 Plan
Consolidated Operating Revenues	¥420.1 billion	¥417.6 billion
Consolidated Net Income	¥ 15.4 billion	¥ 11.0 billion
Consolidated EBITDA	¥ 67.0 billion	¥ 63.5 billion

*See pages 8 to 11 for more financial information.

1 Even Greater Safety in our Railway Business

1 Safety Improvements

What is ATC (Automatic Train Control System)?

→ A signal system for continuous train control



While the ATS (Automatic Train Stop System) performed train speed checks at certain points on the track, the newer ATC incorporates a computer system that continually controls trains to run at appropriate speeds, improving overall safety.

Doing away with the old signals, now train control platforms will be equipped with speed limit (see ▼ on the photo) displays installed on the speedometers.



- (1) Pursuing a safety goal of zero preventable accidents, we have instituted a PDCA cycle function that utilizes alert information and internal audits to create accident prevention systems as evidence of our continued commitment to safety-centric transportation management. We will introduce more practical education and training programs, instilling and passing on skills to new generations of human resources, who represent the front line in safety management.
- (2) We will complete converting the Sagami-hara Line signal system to ATC. In addition, the installation of ground equipment will be completed along the Keio Line, and we will be starting nighttime operating tests. We are also moving forward with laying communications cables and installing ground equipment for the Inokashira Line.
- (3) A total of 60 new 9000 Series carriages will be introduced to the Keio Line, and 45 new 1000 Series carriages to the Inokashira Line.
- (4) We are continuing construction of elevated tracks and tunnel reinforcement to improve earthquake resistance in our structures. We are also working on other projects, including the renovation of the elevated bridge that straddles Inokashira-dori at the Kichijoji Station.



Training at the Rail Operations Training Center

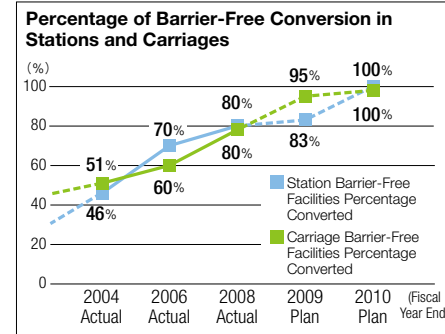


A 1000 Series Carriage on the Inokashira Line



Construction at Kichijoji Station

2 Reliable, Comfortable Transportation Services



- (1) We are forging ahead in our station renovation projects to eliminate abrupt floor elevation changes by the end of fiscal 2010. In addition to installing elevators in the Hirayamajoshi-Koen Station, we will also complete elevated station house work at the Eifukucho Station. We are in the middle of construction at the Roka-Koen Station and Mogusaen Station, and will begin work at the Chitose-Karasuyama Station, Higashi-Fuchu Station and other stations.
- (2) The installation of Voice/sound guidance system that provides information about station layouts will be completed at all stations. In addition, 115 carriages will be outfitted with full-color LCD information display screens.



Eifukucho Station [Conceptual Drawing]

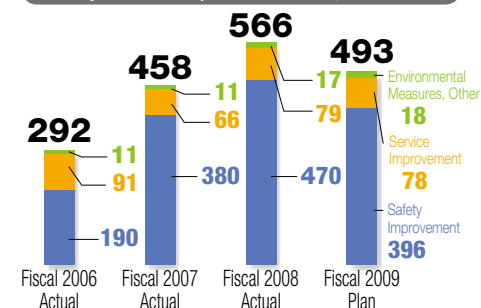
3 Major Construction Projects

- (1) Our goal is to complete construction for the grade crossings and elevated lines at the Chofu Station during fiscal 2012. Excavation work in the station section of the project is moving along, and we are using shield machines (special excavators) to dig a tunnel.
- (2) We are working with the Tokyo Metropolitan Government (the primary contractor of the project) in urban planning and environmental impact evaluations, preparing to receive approval and begin construction for grade crossings between Daitabashi Station and Hachimanyama Station in connection with the elevation of rail lines west of Sasazuka.



Tunnel Excavation between Kokuryo Station and Chofu Station

Railway Business Capital Investment (Units: ¥100 million)



The Company plans ¥49.3 billion in capital investment to move these projects forward. Of that amount, ¥39.6 billion will be dedicated to safety improvements.

Fire response measures have been completed for all underground stations.

Noting the subway fires that occurred in Korea in 2003, the Ministry of Land, Infrastructure, Transport and Tourism revised certain ordinances regarding fire spread prevention and evacuation passageways. The Tokyo Metropolitan Government also made changes to their city codes related to fire. Based on

these changes in law, the Company began construction on a new evacuation passageway for the Hatagaya Station, as well as installing smoke control equipment and fire-proof compartments at the Shinjuku Station. All fire response measures for underground stations were completed as of the end of fiscal 2008.



The newly constructed evacuation passageway at the Hatagaya Station (bottom) and above-ground exit (top)

Priority Initiative **2** Adding Value along our Rail Lines

1 Execution of Rail Line Development Projects

- (1) We are finalizing plans for rebuilding the Keio Kichijoji Station Building, and intend to begin construction during fiscal 2010.
- (2) We will begin initiatives to make effective use of the area around the shopping center in the Seiseki Sakuragaoka district.
- (3) We will finalize the direction and prerequisites for future concepts and development plans in the Shinjuku and Chofu districts.

2 Development of New Properties

- (1) Construction for commercial facilities have been completed at Frente Minami-Osawa (New Annex), Keio Retnade Kitano (Phase II), and Keio Fuchu Shopping Center "Prarito" (May of this year). In addition, we are continuing construction work on the Eifukucho Station Building.
- (2) Construction for leasehold properties has been completed for ACOLT Shinjuku Ochiai (April of this year) and Hi-ROOMS Shinsen (May of this year). Hashimoto 2-Chome Housing (tentative name) will also be completed during fiscal 2009.

3 Expanded Card Strategy

- (1) We will improve customer convenience by extending the redemption period for Keio Group shared point rewards.
- (2) We will expand our PASMO electronic money services to companies outside the Group.
- (3) We will start to put together customer strategies that encompass the Group as a whole.

4 Expanded Lifestyle Support Services

- (1) With the opening of our Keio Hot Network Sakurajosui Store (Store No. 2) in March of this year, we will expand our lifestyle support services across all districts serviced by the Keio and Inokashira lines.
- (2) We launched (in May of this year) a "Senior Security Service" in the Takahata district as one of many initiatives to create safe, prosperous communities.

5 New Business Initiatives

- (1) We are securing land and making other preparations to open the first of our senior residence business locations.



Frente Minami-Osawa (New Annex)
[Conceptual Drawing]



ACOLT Shinjuku Ochiai



Keio Department Store Lalaport Shin Misato
[Conceptual Drawing]

Priority Initiative **3** Enhanced Competitiveness

1 Keio Corporation

- (1) We are introducing capital facilities that will contribute to greater operational efficiencies in our railway business.
- (2) We will acquire existing properties for which we can expect stable income for our development business. We are also purchasing, leasing, or subleasing property to develop future Group stores and station-front locations, expanding the number of our leasehold assets.

2 Group Companies

- (1) We are working to maintain/expand Group business competitiveness for future growth.
 - Under the Keio Department Store business, we will be opening small-scale satellite stores in "Lalaport Shin Misato" to expand business opportunities and customers.
 - We are using sales promotions to maximize the utilization of the newly refurbished Concord Ballroom in the Keio Plaza Hotel.
 - Keio Dentetsu Bus Group continues to add new routes, addressing the needs of our ridership.
 - We will open the Keio Presso Inn Kudanshita location in July of this year; we are continuing the development of new Keio Presso Inn locations.
- (2) In order for greater strength in our lifestyle businesses, we intend to reorganize our station retail business and expand our food retail and supermarket business.

TOPICS

Expansion of Leasehold Assets.

We are actively expanding our base of leasehold assets to improve the value along our rail lines and secure stable revenues.

<Major Constructed or Acquired Properties>

	Office/Commercial Facilities	Leasehold Properties
Fiscal 2008	<ul style="list-style-type: none"> • Shimokitazawa Big Ben (acquired) • Keio Retnade Kitano (Phase 1) • Nihonbashi Koamicho Building (partially acquired) • Keio Seiseki Sakuragaoka Shopping Center New Annex Sakura Gate 	<ul style="list-style-type: none"> • Hi-ROOMS Meidai-mae A, B • Juicio Keio Hachioji
Fiscal 2009 (through June 30)	<ul style="list-style-type: none"> • Keio Fuchu Shopping Center "Prarito" 	<ul style="list-style-type: none"> • ACOLT Shinjuku Ochiai • Hi-ROOMS Shinsen

Construction for properties other than those designated as acquired/partially acquired has been completed.

Further Expansion of the Keio Presso Inn chain.

In February of this year, we opened the Keio Presso Inn Ikebukuro, offering many new services, including ladies single rooms. The Keio Presso Inn Kudanshita, the eighth location of the chain, will be opened in July of this year, establishing this brand as a limited service hotel chain with 2,000 rooms in total.



Keio Presso Inn Ikebukuro



Keio Presso Inn Kudanshita
[Conceptual Drawing]

Financial Overview

POINT
1

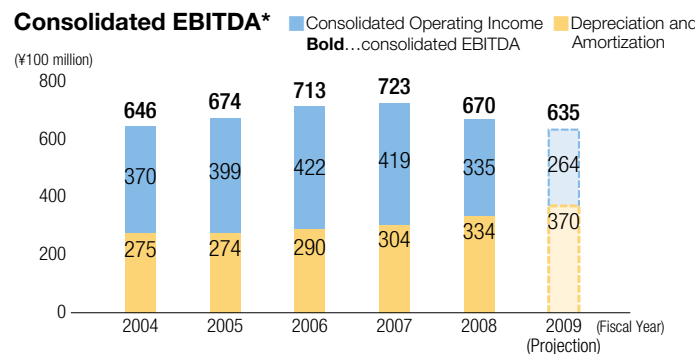
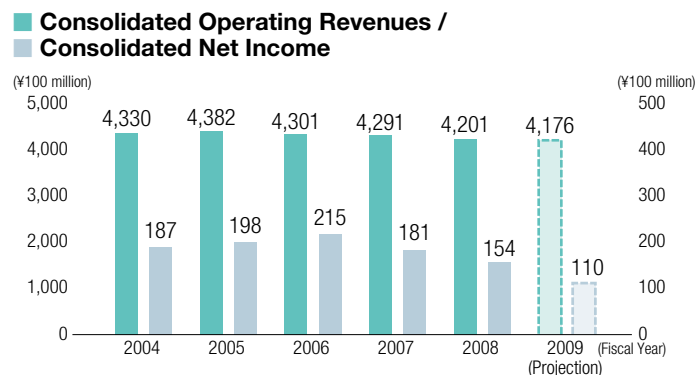
Consolidated Operating Revenues Total ¥420.1 billion

The Group recorded ¥420.1 billion in operating revenues, representing a 2.1% year-on-year decrease. This decrease was mainly due to the impact of a deteriorating business environment, particularly in Merchandise Sales and Leisure segments.

POINT
2

Consolidated Net Income Amounted to ¥15.4 billion

The Group experienced a decrease in consolidated operating income due to increased expenses associated with capital investment in our railway business. The completion of recording extraordinary gains associated with the reversal of reserves in connection with a special reserve for expansion of railway transport capacity during the previous consolidated fiscal year was another factor in this decrease. Accordingly, the Group recorded consolidated operating income of ¥15.4 billion, representing a 14.8% year-on-year decline.



Fiscal 2009 Outlook

We project consolidated operating revenues nearly on par with fiscal 2008, amounting to ¥417.6 billion (year-on-year decrease of 0.6%). Consolidated net income is expected to total ¥11.0 billion (28.8% year-on-year decrease), due to expenses associated with continued capital investment in our railway business and decreases in consolidated operating income.

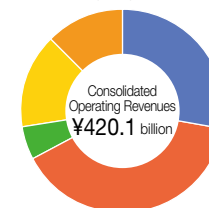
*EBITDA and Cash Generation

EBITDA is a simplified index indicating cash flows obtained through operating activities. The Group calculates EBITDA as operating income plus depreciation and amortization (representing expenses that do not involve cash outflow). The higher this number, the greater the ability to generate cash. This is one indicator of corporate financial health.

Segment Overview

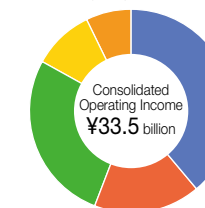
Consolidated Operating Revenue Detail (composition ratio)

Transportation	27.9%
Merchandise Sales	39.5%
Real Estate	5.1%
Leisure	15.1%
Other	12.4%



Consolidated Operating Income Detail (composition ratio)

Transportation	39.1%
Merchandise Sales	16.8%
Real Estate	27.3%
Leisure	9.6%
Other	7.2%



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

Transportation

Operating Revenues: ¥130.9 billion
(1.1% year-on-year decrease)
Operating Income: ¥13.5 billion
(30.7% year-on-year decrease)

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

Passenger revenue in our railway business increased due to continued construction of large-scale apartments and the strong performance of transportation to surrounding shopping destinations. However, the segment's revenue decreased overall due to a decline in advertising revenue. We began operations of our Shizuoka Line during December 2007 for intercity bus services in our bus service business. Our existing Chuo highwaybus service also demonstrated strong performance. Accordingly, this segment experienced increased operating revenues. Our taxi business experienced decreased revenues due to stagnating demand caused by the economic recession.

Merchandise Sales

Operating Revenues: ¥185.2 billion
(2.6% year-on-year decrease)
Operating Income: ¥5.8 billion
(17.6% year-on-year decrease)

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

The Kitchen Court Higashi Nakano store opened during December 2007, contributing to current full-year earnings in our retail store business), which experienced increased revenues. Book sales also experienced revenue growth due to new Keibundo Bookstore openings and full-year store operations. Meanwhile, the department store business experienced a decline in revenues due to slow consumption associated with the economic recession.

Real Estate

Operating Revenues: ¥23.9 billion
(0.9% year-on-year increase)
Operating Income: ¥9.4 billion
(4.8% year-on-year increase)

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

In our land and building leasing business, the Keio Motohongo Nursing Home began operations in February 2008, and in June 2008 the Group acquired the Big Ben commercial facility in Shimokitazawa. These factors contributed to increased revenues in the segment. Real estate sales experienced decreased revenues due to fewer home sales compared to the prior period.

Leisure

Operating Revenues: ¥70.6 billion
(4.3% year-on-year decrease)
Operating Income: ¥3.3 billion
(28.8% year-on-year decrease)

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

In our hotel business, Keio Presso Inn locations were opened in Kayabacho and Gotanda in March and May 2008, respectively. However, the partial closure of the Keio Plaza Hotel (Shinjuku) associated with renovation work, and the impact of the economic downturn combined to push segment revenues down. In addition, both the travel service business and ad agency business experienced decreased revenues due to decreased volume.

Other

Operating Revenues: ¥58.3 billion
(5.1% year-on-year increase)
Operating Income: ¥2.5 billion
(6.6% year-on-year decrease)

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

Our building maintenance business experienced increased revenues owing to increases in orders. The railway car maintenance business also experienced increased revenues due to increases in completed construction projects.

*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 Sheet Overview (Units: ¥ millions)

Category	(Reference) Prior Consolidated Fiscal Year March 31, 2008	Current Consolidated Fiscal Year March 31, 2009
Assets		
Current Assets	118,358	110,681
Noncurrent Assets	541,803	581,410
Total Assets	660,161	692,091
Liabilities		
Current Liabilities	179,443	167,850
Noncurrent Liabilities	236,532	285,368
Total Liabilities	415,976	453,218
Net Assets		
Shareholders' Equity	226,482	234,582
Valuation and Translation Adjustments	17,703	4,290
Total Net Assets	244,185	238,873
Total Liabilities and Net Assets	660,161	692,091

Consolidated Statement of Income Overview (Units: ¥ millions)

Category	(Reference) Prior Consolidated Fiscal Year April 1, 2007 to March 31, 2008	Current Consolidated Fiscal Year April 1, 2008 to March 31, 2009
Operating Revenues	429,190	420,150
Operating Expenses	387,248	386,569
Operating Income	41,941	33,581
Non-Operating Income	2,464	2,557
Non-Operating Expenses	5,533	5,878
Ordinary Income	38,872	30,260
Extraordinary Income	4,943	1,347
Extraordinary Loss	12,576	4,353
Income before Income Taxes and Minority Interests	31,239	27,254
Income Taxes-Current	16,814	10,431
Income Taxes-Deferred	(3,704)	1,376
Net Income	18,129	15,446

(Note) Figures are rounded to the nearest whole number.

Consolidated Statement of Cash Flows Overview (Units: ¥ millions)

Category	(Reference) Prior Consolidated Fiscal Year April 1, 2007 to March 31, 2008	Current Consolidated Fiscal Year April 1, 2008 to March 31, 2009
3 Net Cash Provided by (Used in) Operating Activities	56,881	43,986
4 Net Cash Provided by (Used in) Investing Activities	(59,428)	(82,844)
5 Net Cash Provided by (Used in) Financing Activities	17,194	31,474
Effect of Exchange Rates on Cash and Cash Equivalents	3	1
Net Increase (Decrease) in Cash and Cash Equivalents	14,650	(7,382)
Cash and Cash Equivalents at Beginning of period	43,516	58,167
Cash and Cash Equivalents at End of period	58,167	50,784

Consolidated Statement of Changes in Net Assets April 1, 2008 to March 31, 2009 (Units: ¥ millions)

	Shareholders' Equity					Valuation and Translation Adjustments	Total Net Assets
	Capital Stock	Capital Surplus	Retained Earnings	Treasury Stock	Total Shareholders' Equity		
Balance, March 31, 2008	59,023	42,025	140,812	(15,380)	226,482	17,703	244,185
Changes during the Fiscal Year							
Dividends from Surplus			(3,686)		(3,686)		(3,686)
Net Income			15,446		15,446		15,446
Purchase of Treasury Stock				(3,819)	(3,819)		(3,819)
Disposal of Treasury Stock		(15)		175	159		159
Net Changes of Items Other Than Shareholders' Equity						(13,412)	(13,412)
Total Changes of Items during the period	—	(15)	11,760	(3,644)	8,099	(13,412)	(5,312)
Balance, March 31, 2009	59,023	42,010	152,572	(19,024)	234,582	4,290	238,873

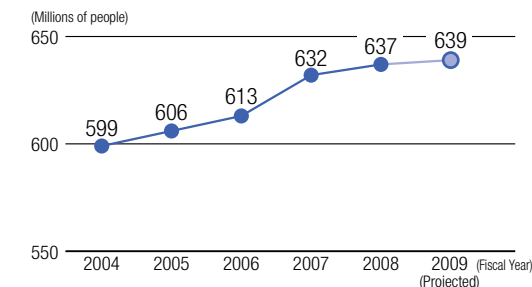
- 1 Total Additions of Assets +¥31.930 billion**
Despite a decrease due to valuation losses on investment securities, the total assets increased overall due to the addition of tangible fixed assets associated with increased capital investment in our railway business.
- 2 Total Additions of Liabilities +¥37.242 billion**
The increase in liabilities was mainly due to the issuance of unsecured corporate bonds series 27 and 28, and an increase in long-term debt.
- 3 Decrease in Net Cash Provided (Used in) Operating Activities (¥12.894 billion)**
This decrease in cash flows was mainly due to the combination of a decrease in net income before income taxes and an increase in income tax payments.
- 4 Increase in Net Cash Provided (Used in) Investing Activities +¥23.416 billion**
Cash flow used in investing activities increased due to the acquisition of tangible fixed assets associated with increased capital investment mainly in our railway business.
- 5 Increase in Net Cash Provided (Used in) Financing Activities +¥14.279 billion**
This increase was mainly due to increases in long-term debt.

A Stable Railway Business

Our railway business consists of the Keio Line originating in Shinjuku and the Inokashira Line originating in Shibuya. The total passenger operating length of both lines (combined distance) is 84.7km. During fiscal 2008, a total of 637 million passengers (about 1.76 million per day) used our rail lines. Since fiscal 1998, annual ridership has increased for the past 11 consecutive years.

Supported by this stable operating base, the Group will continue to work for greater safety, offering a reliable, comfortable rail service to our passengers.

Rail Ridership Trends



Keio Rank among the 15 Major Private Railways

	Keio	Rank
Passenger Operating Length (km)	84.7km	No. 13 (fiscal 2007)
Ridership	637 million	No. 4 (fiscal 2008)

Top 15 Major Private Railways: Keio, Tobu, Seibu, Keisei, Odakyu, Tokyu, Keikyu, Sotetsu, Meitetsu, Kintetsu, Nankai, Keihan, Hankyu, Hanshin, Nishitetsu

Cash flow is literally the flow of cash in a business. In other words, cash flow consists of actual expenditures in investment activities and expenses, as well as the funds coming into the company through sales. Cash flow is used as one method of showing the financial health of a company.

While there is no steadfast rule for categorization as a major private railways operator, the most common criteria consist of size (capital stock, operating length, ridership, etc.) and operations in one of the four major metro areas of Japan (Tokyo, Chukyo, Kinki, Fukuoka-Kita Kyushu and nearby work/school commutes).

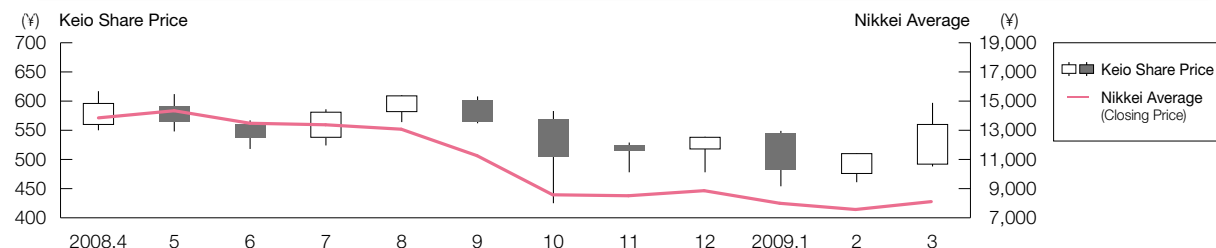
Corporate Data (as of March 31, 2009)

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	2,397

Corporate Officers (as of June 26, 2009)

Chairman and Representative Director:	Kan Kato
President and Representative Director:	Tadashi Nagata
Senior Managing Director and Representative Director:	Ryota Shimomura
Managing Director:	Kenkichi Matsuki
Managing Director:	Shigeo Tanaka
Director:	Norifumi Miyachi
Director:	Toshiaki Kanou
Director:	Noriaki Kawasaki
Director:	Hiroshi Hayasaki
Director:	Mitsuhiro Ishibashi
Director:	Shuichi Shimakura
Director:	Masahiro Naito
Director:	Shizuo Hayashi
Director:	Yasuo Gomi
Director:	Yasuhiro Shimura
Director:	Toshio Yamamoto
Director:	Yasushi Suzuki
Director:	Satoru Haruyama
Standing Auditor:	Toyoaki Suzuki
Standing Auditor:	Norio Kuroiwa
Auditor:	Shinsuke Kume
Auditor:	Mitsuharu Suzuki

Share Price History (April 2008 through March 2009)



Stock Information (as of March 31, 2009)

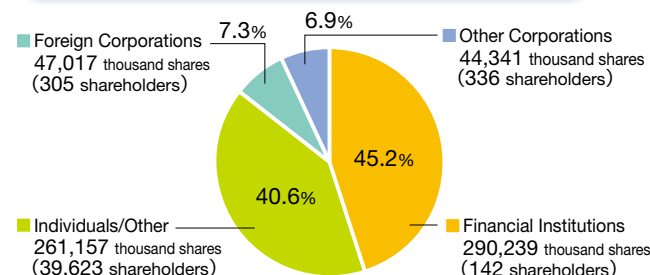
Total Number of Authorized Shares	1,580,230,000 shares
Total Number of Issued Shares	642,754,152 shares
Number of Shareholders	40,406

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
Japan Trustee Services Bank, Ltd. (Trust Account 4G)	23,684	3.9
Japan Trustee Services Bank, Ltd. (Trust Account)	20,102	3.3

(Note 1) Ownership ratio represents the percentage owned of all issued stock (less treasury shares).
 (Note 2) The Company owns 31,511 thousand shares in treasury stock; this figure has been omitted from the principal shareholders identified above.

Share Distribution (as of March 31, 2009)



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 & 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
Telephone(+):
 ☎ 0120-176-417 (Weekdays 9:00 to 17:00; closed weekends and holidays)

Please read the following for details about procedures related to Company 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.

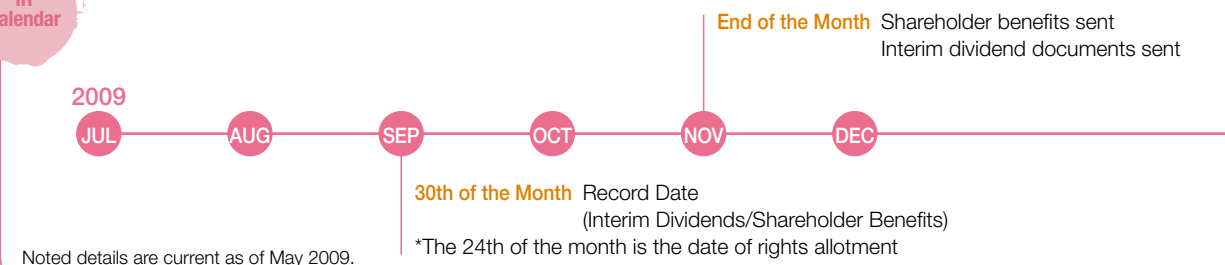
[Shareholders who have Accounts with a Securities Firm]

➡ Please contact the securities firm where you have an account.

[Shareholders who do not have Accounts with a Securities Firm (special account shareholders)]

➡ Please call the telephone number provided (+).

IR Calendar



For more detailed IR information

The Keio website "IR/Company Information" section offers more information for investors.

www.keio.co.jp/

Keio Corporation Search

Click Here!



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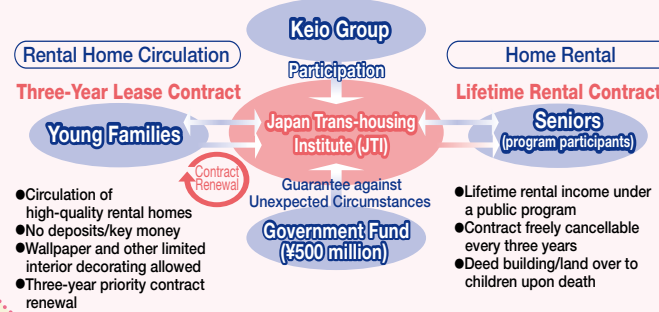
IR/Company Information

Continuing to Add Value along our Rail Lines!!

The Keio Group has sponsored many initiatives to become the preferred lifestyle location and rail line for a wide cross-section of seniors and young families

Moving Support Services

In cooperation with the Japan Trans-housing Institute (JTI), Keio sponsors a program to help seniors who are considering moving to other locations to sublease their homes to young families under rent guarantees.



Easy mobility along our rail lines

Greater lifestyle conveniences

The Preferred Lifestyle Location and Rail Line

Keio is actively involved in creating communities that are attractive to active seniors and young families.

Rail lines that facilitate childcare

Child-Rearing Support Services

Keio Kids' Plats Open near Rail Lines

Keio Kosodate Support Co., Ltd. now operates "Keio Kids' Plats" (child-care centers) in Tamagawa, Takahata Fudo and Chitose Karasuyama. The company plans to expand operations to respond to the needs of families living near our rail lines.



Keio Kids' Plats Karasuyama

Cooperation with Local Governments

Keio supports childcare in concert with the local community, operating "Keio Anviel Takahata," an apartment complex offering childcare support through local government facilities.

Lifestyle Support Services

Keio Hot Network Services Open (Takahata/Sakurajosui)

In March 2007, we opened the "Keio Hot Network" counter in the Keio Takahata Shopping Center. This service offers lifestyle help to our customers. The second counter was opened in March 2009 near the Sakurajosui Station North Exit.



Keio Hot Network Takahata Store Keio Hot Network Sakurajosui Store

A Full Menu of Lifestyle Support Services

Keio offers everything from home support services (solutions for tough home construction projects small or large) to housecleaning services to Keio Store delivery/online ordering. Keio also offers many other services that make living easier, including various conferences and seminars.



Housecleaning Agency "Home Hot Service" Home Support Service (illustrative image only)



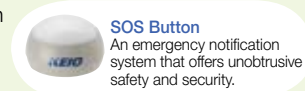
Keio Hot Network Website (www.keio-hot.net/)

Senior Security Service

Keio Hot Network Takahata Store Launch of Senior Security Service



Keio has launched the Senior Security Service serving the Takahata district. This service is designed to help seniors live with greater safety and peace of mind.



SOS Button
An emergency notification system that offers unobtrusive safety and security.

<Service Details>

Emergency Notification Service

By simply pushing the SOS button, a user can send an emergency notification to their family. Under the premium plan, an emergency notification is sent to the ALSOK (Sohgo Security Services Co., Ltd.) call center, while an email is sent to family members.

Safety Confirmation Service

An SOS button sensor detects movement. If no movement is detected for a certain period of time, the service broadcasts a message to family members by email. Under the premium plan, a message is also sent to the ALSOK call center.

Flat Rate Phone Service

Phone service is always available via a flat-rate rental PHS handset. The PHS set includes an SOS button and unlimited talk time.

In-Person Confirmation Service

Under the premium plan, an emergency notification and safety confirmation message are sent to both designated individuals and the ALSOK call center. ALSOK determines the situation, and sends safety staff to follow up, if deemed necessary. ALSOK will also respond to requests for an in-person confirmation from family members.

<Service Area>

A 2.5km radius surrounding the Keio Takahatafudo Station

<Plan/Pricing>

■ Premium Plan (Emergency notification service, safety confirmation service, flat-rate phone service, in-person confirmation service)
Monthly Rate ¥3,950 (including tax)

■ Regular Plan (Emergency notification service, safety confirmation service, flat-rate phone service)
Monthly Rate ¥2,900 (including tax)

Call **Keio Hot Network 0120-84-5410** for more information. (business hours: 10:00 to 20:00)