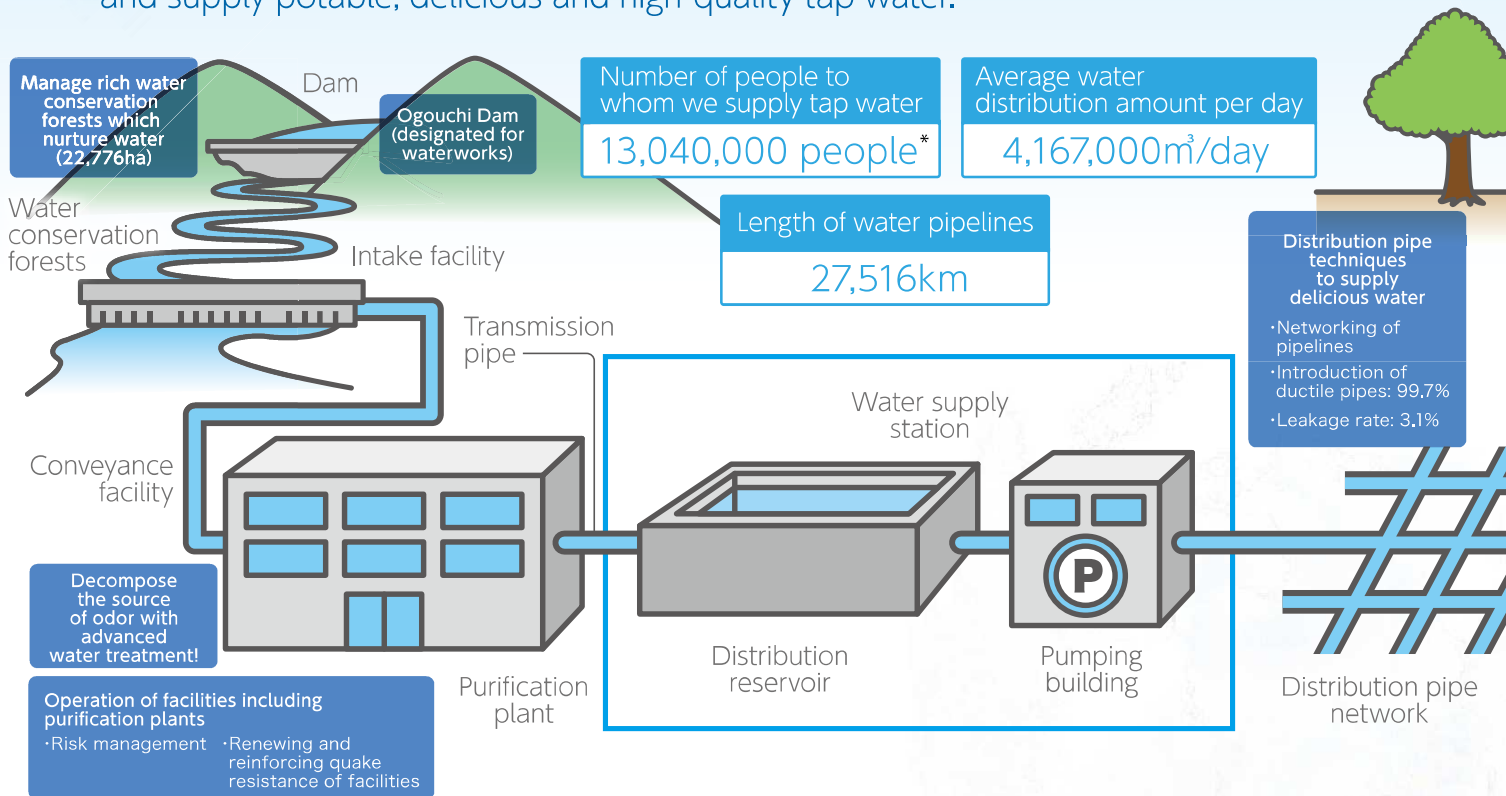


# The world's leading Tokyo Waterworks system

Water for Life, Tokyo Waterworks makes various efforts to produce and supply potable, delicious and high-quality tap water.



## Potable and delicious tap water to customer's satisfaction

### Tasting experience Blind tasting of tap water vs. bottled water

We held the blind tasting of tap water and bottled water at events across Tokyo, including the waterworks week fair.



Bottled water  
**About 50%**



tap water  
**About 50%**

**We had many people experience the taste and safety of tap water!**



About half of participants answered "tap water tastes better".

Implemented for about 176,000 people in total since FY 2012.

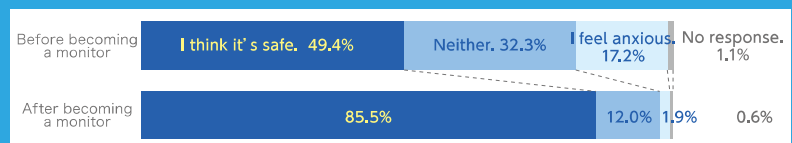
**Confirm safety**

### Implemented water quality monitor

We had our customers use a simple kit and check by themselves the quality of tap water at home.

**Their impression of the safety of tap water has improved and so has their satisfaction after they became monitors.**

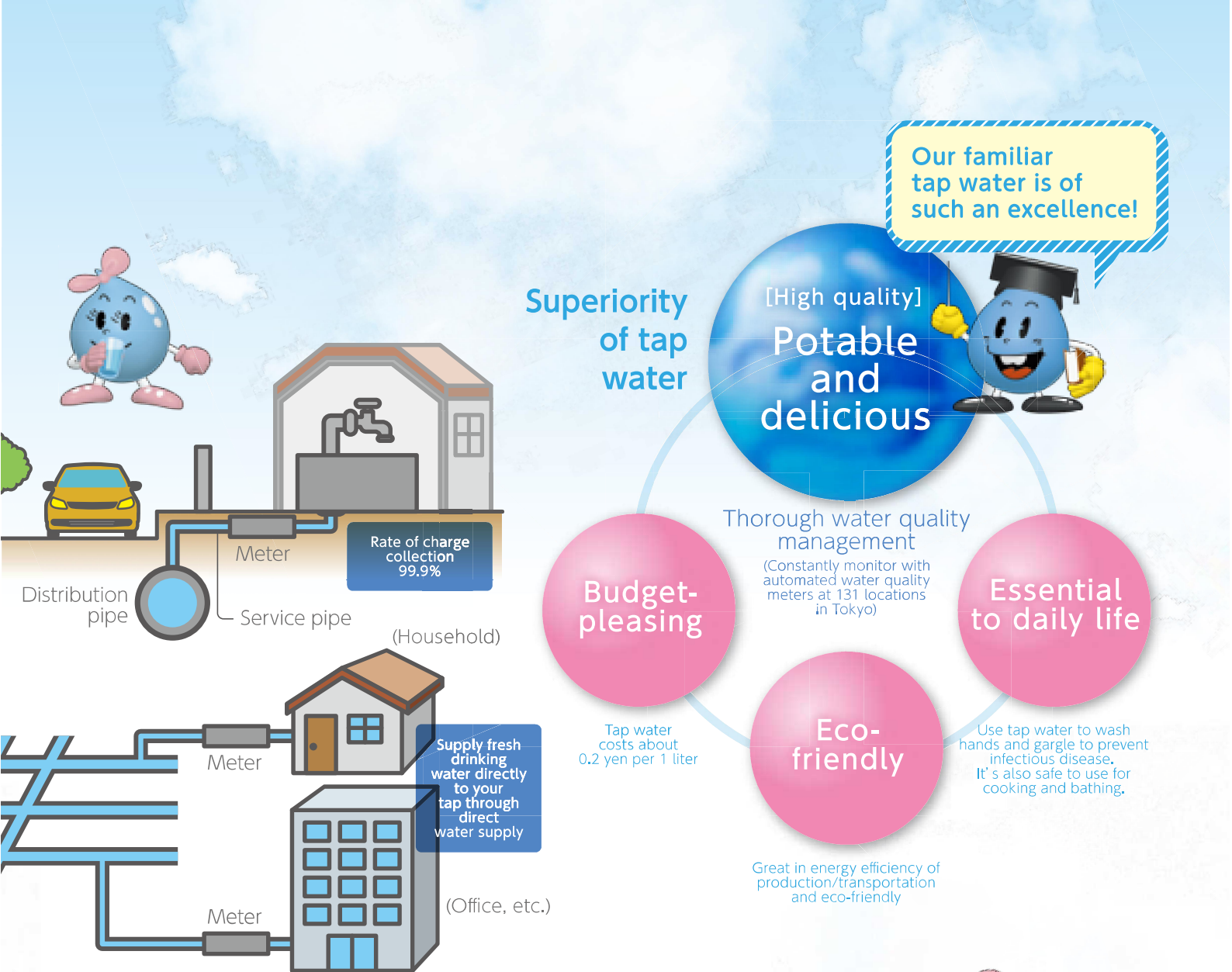
• Please tell us about "the change in the impression of safety".



• After becoming a monitor, has your satisfaction with tap water improved?



Implemented for 1,530 people in FY 2015.



As of the end of March, 2015 \*As of October 1, 2014

## Tap water gaining worldwide recognition

### Tap water campaigns around the world



#### Water-On-the-Go campaign in New York City

- In order to let people know about the merits of tap water of New York City, the city government installed water fountains where water is supplied from fire hydrants to portable taps and sinks.



#### O! l'expo L'eau expo

- The city of Paris exhibited information on water at the pavilion of water in the 16th arrondissement in Paris. The city also conducted a PR event to communicate a message that tap water is "eco-friendly and economical".



I see, there are various campaigns happening around the world!

