

# “Valuing Trust” is the CSR of Kyushu Electric Power Company

## The mission and responsibility to take a role in the lifeline

I'd like to thank you all for using our electricity every day.

Our company has long understood the social responsibility of public utilities, of bearing a lifeline of electricity to our customers, and doing so with safety and stability. From the very beginning, we have been fulfilling our social responsibility of providing inexpensive and dependable electricity.

Without the community's cooperation and support, constructing, operating and staffing our facilities would be impossible. With this in mind, we have undertaken activities that will further strengthen the trust we have worked long and hard to earn from society.

There is no change in our fundamental mission to prioritize safety and continue providing electricity reliably and efficiently amid a business environment in which competition in the energy markets is growing increasingly intense. Our company takes pride in handling our responsibilities, and we strive for a sincere, fair and rigorous code of business conduct.

## Contributions for sustainable social development

A company is a part of society—a truth that is important to remember amid today's numerous corporate scandals. A company cannot exist if we ignore its relationship with society.

Together with the advance of globalization, recent trends in deregulation and administrative reform, and

greater corporate-community engagement are spreading through all industries. Defining a company's role and responsibilities has become critical.

It is generally said that CSR embodies a company's efforts to contribute to sustainable social development by meeting public expectations, not merely regarding legal compliance, but also involving the company's capacity to satisfy the public's fiscal and ethical expectations and enhance corporate value.

This is perfectly in accord with the business stance of Kyushu Electric Power Group's Management Vision and Kyushu Electric Power Group's Charter of conduct, the latter of which states our pledge to create corporate value and contribute to developments in society, by raising the degree of satisfaction in our customers, shareholders, investors, society and employees.

We believe that is Kyushu Electric Power's CSR vision. The basic philosophy I continue to stress is “cultivating and maintaining trust”—which is the essence of the CSR we are hoping to achieve.

## Striving for CSR Excellence

Positive approach for CSR includes compliance management, information disclosure, environment management, and co-existence with society.

These contribute to social development, of course, but they also lead to the creation of greater value for the Kyushu Electric Power Group and improving our competitive edge. For us, CSR activities are not merely responses to social demands; they are actions directly



rooted in our own company principles.

Our company has taken positive steps to pursue our CSR ideals. To further enhance effectiveness, we appointed an officer specializing in CSR in June 2005. And in July 2005, we established the CSR Promotion Committee with our managing executive officers.

With this system in place, we are striving to be a company known for its CSR excellence.

### United with our stakeholders

Recent animated discussions regarding the nature of company ownership frequently ask: To whom does a company really belong? But I have long felt that it is not a matter of possession. Instead, a company is a public entity, a place where various stakeholders are engaged in creating value.

In order to continue being a company whose value can be measured by all stakeholders, we must listen closely to the voices of our stakeholders and reflect their opinions and feedback in our business management. In so doing, we will build our own CSR Management Cycle. We published The Kyushu Electric Power CSR Report, covering all of our group company activities, to constitute the core of our CSR cycle.

We hope that our communications with our many stakeholders through this report will help us further improve and develop our CSR activities. Your frank and honest opinions and comments are most welcome.

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