

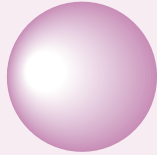
## Corporate Philosophy

# Creating a human Kyushu

Kyushu Electric Power Co., Inc. shall keep energy aglow forever.

Kyushu Electric Power Co., Inc. shall maintain close contact with the community and act in pursuit of valuable social goals.

Kyushu Electric Power Co., Inc. shall create a dynamic corporate culture by keeping a step ahead of the times.



### Kyushu Electric Power Group's Management Vision

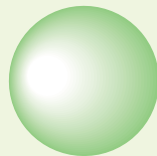
#### [Kyushu Electric Power Group's Basic Philosophy]

##### Serve our customers with energy

The Kyushu Electric Power Group supports the further development of advanced and affluent societies in Kyushu, Asia and the rest of the world through its many services-ranging from IT to environmental and lifestyle products as the core of energy with our customers always the primary focus of our corporate activities.

#### [Kyushu Electric Power Group's Management Approach]

We believe that by enhancing the satisfaction of our customers, shareholders, investors, employees and members of society, we will improve the value of the Kyushu Electric Power Group.



### Kyushu Electric Power Group Charter of conduct

At the Kyushu Electric Power Group, our customers are the focus of our corporate activities. By supplying our customers with energy and related products and services, we sustainably increase our corporate value and grow in harmony with society.

At the same time, we respect human right both domestically and overseas, and we are developing business operations to contribute to the growth of comfortable and rich society .

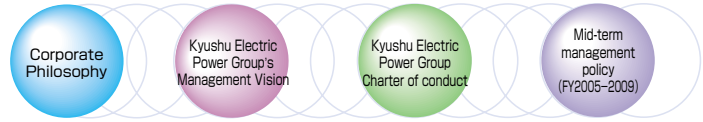
To steadily excute our business activities as stated above, the Kyushu Electric Power Group promotes compliance management based on the following principles under the trust and understanding from society.



### Mid-term management policy (FY2005~2009)

#### [Business Attitude]

Improve corporate value through applied efforts to raise business quality by placing our customers at the center of all corporate activities, thereby leading to the enhancement of the satisfaction level of our customers, shareholders, investors, members of society and employees.



**“For our customers’ smiles”**

The Kyushu Electric Power Group listens to its customers and will earnestly provide products and services that have value.

**“For the expectations of our shareholders and investors”**

The Kyushu Electric Power Group raises profitability and strengthens its financial structure by pursuing a method of business deployment based on “selection and concentration” and by maximizing efficiency.

**“For society’s trust”**

The Kyushu Electric Power Group achieves a mutually beneficial co-existence with society through fair and proactive business conducts, a wide range of environmental activities, and contributions to the local community.

**“For the well-being of our employees and associates”**

The Kyushu Electric Power Group creates an environment in which every employee can achieve his/her full potential and take pride in his/her accomplishments.

**1 Improve customer satisfaction**

We will plan for improvements in customer satisfaction by providing valuable products/ services for customers safely and surely after a thorough protection with personal data.

**2 Honest and fair business activities**

We will promote fair, transparent, free competition and sound trade and effect honesty and fair business activities, for instance, maintenance of sound and proper relationship with politics and administrations.

**3 Develop a safety-first culture**

We will foster safety-first culture in which prioritize not only employee safety but also public safety to say nothing of measures to improve technology and equipment.

**4 Communication activities**

We will acquire the demands of society by active information disclosure and communications with members of society at large. And we will immediately and exactly reflect them in our business activities.

**5 Promote environmental management**

We will promote environmental management by measure for global environmental issues, work to establish a recycling society.

**6 Contribute to local community and society**

Through our business and philanthropic activities, we will cooperate with local communities and society and contribute to them.

**7 Develop an open and fair corporate culture**

We will respect the diversity, character and individuality of our employees and guarantee them fair in treatment in the training and application of their talents, while providing them with a comfortable and enriching working environment.

**8 Coordinate with the global society**

we will observe laws and regulations applying to their overseas activities and respect the culture and customs of other nations and strive to manage their overseas activities in such a way as to promote and contribute to the development of local communities.

**9 Comply with laws**

We will comply with all laws and rules, and we will reject all contacts with organizations involved in activities in violation of the law or accepted standards of social behavior.

**10 Act up to the spirit of this charter and fulfill upper management’s responsibility**

Upper management must recognize that their duty is action up to the spirit of this charter, and they must take the lead and get the effective internal system ready. And they must make this charter widely known to supplies, after thorough education employees to the spirit of this charter.

If a violation of the law or the charter occurs, upper management must take the initiative to solve the problem, seeking out the causes and taking immediate corrective measures and carrying out recurrence preventive measures. And its disciplinary action should be taken, including upper management where necessary.

**[Main Focus]**

**(1) Strengthening the foundation of our business**

- a Improve efficiency to achieve peak levels in the industry
- b Establish a reliable business foundation
- c Take measures to fulfill corporate social responsibility (CSR)

- Promotion of compliance management
- Promotion of information disclosure to improve management transparency
- Promotion of environmental management

d Improve organizational ability

**(2) Enhancement of growth potential**

- a Promote business activities based on customer needs
- b Enhance the ability and motivation of employees

- Respect of human rights, and maintenance of labor environment
- The measure of a safety-first principle
- Collaborative activities with the local community and society