

Kyushu Electric Power's Mission

"Enlighten Our Future"

Towards a comfortable and environment-friendly lifestyle today and for generations to come.

To fulfill this mission, we are dedicated to achieving the following four goals:

1 Steady and reliable, earth-friendly energy.

In order for our customers to lead harmonious lives we will provide steady and reliable, earth-friendly energy, while anticipating global trends and making full use of our advanced technology and abundant experience with energy and the environment.

2 Services that truly satisfy.

We will offer services that place the gaining of trust from the customer as top priority. We would like to listen to the various voices of our customers in order to respond to their needs with services that truly satisfy.

3 In company with Kyushu. And to Asia, and the rest of the world.

In company with the people of Kyushu, we will work together to take action while thinking of our children's future and of the prosperity of the region. And from there, we will look to Asia and the world.

4 Discovering solutions, and putting them into practice.

We will discover solutions that lead to a better tomorrow through honest, sincere and active discussions, believing in people's potential and mutually respecting personalities, and we will put these solutions into practice.

Topic Implementing Action Guidelines to Pursue Our Mission

We instituted a set of Action Guidelines to help all employees embody the corporate mission goals that we set in April 2007.

We finalized these guidelines after engaging with employees on how best to better understand and act on the mission.

The process began with compiling employee opinions and holding workshops at headquarters and branches to analyze that information. We then interviewed executives about shared values, corporate culture objectives and other issues.

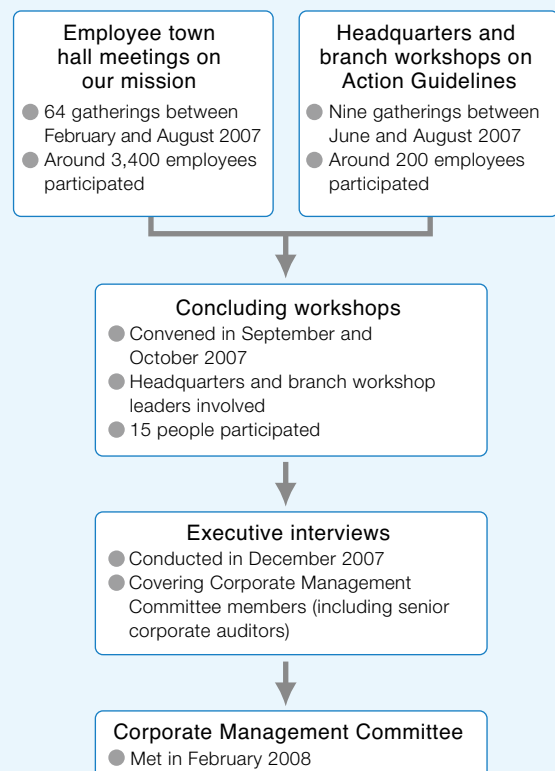
The "Think and act yourself" slogan aims to encourage all employees to consider how their work affects customers, our service area, colleagues and future generations .

Action Guidelines

Think and act yourself

- For Customers
- For The community
- For Colleagues
- For Future generations

Process for Determining Action Guidelines



Group Management Mission

Basic Philosophy

Serve our customers with energy

Management Approach

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

For our customers' smiles

For the expectations of our shareholders and investors

For society's trust

For the well-being of our employees and associates

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 execute 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.

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. Cordinate 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.