

Thoughts from
President Toshio Manabe

“I want to make it absolutely clear that Kyushu Electric Power will strive to earn broad community trust by consistently supporting consumer lifestyles and society.”

— Toshio Manabe's message upon becoming president



Message from Top Management

Pursuing CSR on Behalf of Our Customers and Society



Toshio Manabe
President, KYUSHU ELECTRIC POWER CO., INC.

Our Social Responsibilities and Mission

Our prime social responsibility has always been to provide safe, dependable and efficient supplies of electricity to our customers. We have accordingly sought to collaborate with the community in all aspects of our business.

Our greatest asset is the trust that we have built with society and our customers in fulfilling our mission.

High fuel prices, worsening environmental problems, intensified competition in energy markets and diversifying lifestyles have transformed our operating climate. We are thus looking into creating new management policies to accommodate such changes, although we will remain dedicated to fulfilling our social responsibilities and maintaining trust. supplies of electricity and other energy while contributing daily to customer comfort and the environment.

In April 2007, we formulated the Kyushu Electric Power Mission to build even greater trust with customers in these changing times. Drawing on a

“It is critical for us to deepen customer and regional trust even more so as customers continue to choose our products and services.”

—Comments at the launch of the 2007 Customer Appreciation campaign



“One of a power company’s most important missions is to provide stable, long-term supplies of energy, to ensure prosperous living. We should make the highest priority because environmental issues threaten the survival of humankind.”

—Statement during conversation with former astronaut Mamoru Mouri

slogan of Enlighten Our Future, we pledge under this mission to maintain stable supplies of electricity and other energy while contributing to customer comfort and the environment.

Fulfilling Our Mission

We aim to provide stable supplies of environmentally friendly electricity in keeping with our mission. We will thus comprehensively assess such factors as our need to maintain energy security and tackle environmental problems while operating economically in developing a balance of energy sources centered on nuclear power, ensuring safe and stable power generation.

We will harness and expand output from such renewable energy sources as wind, solar, hydro-electric and geothermal power.

In keeping with the top priority we accord to customer trust, we will work with customers to explore ways of ensuring sustainable supplies of energy for society. We will therefore promote

power-saving and comfortable lifestyles and otherwise communicate so our customers can use electricity more efficiently.

Groupwide CSR Efforts

Our CSR commitment encompasses pursuing our Group Management Mission and Charter of Conduct, which aim to enhance the satisfaction of all stakeholders and sustainably increase corporate value while contributing to social progress.

We have drawn on such dedication to build a Groupwide CSR structure, centering on the CSR Promotion Committee, to drive compliance, disclosure, environmental management and coexistence with society.



"We commit ourselves to compliance and disclosure because we want to ensure complete peace of mind for our customers and the region we serve."

—New Year's message for 2008

"Many think that companies exist solely to pursue profits. You ought to remember, though, that profits come from serving customers satisfactorily, and that a company's true value is in providing products and services that make customers happy."

—Speech at ceremony to welcome new employees



Still, we need to make Group CSR efforts more responsive to increasingly diverse and sophisticated needs and demands from customers and society .

Communicating with Stakeholders

We issued our first Kyushu Electric Power CSR Report in 2006 as a communication tool to boost our CSR efforts. We have since received feedback from many customers and other stakeholders.

The 2008 report reflects many of those opinions, and we are responding accordingly. We thank all who contributed their ideas.

We look forward to hearing your thoughts on this year's report so we can further improve our CSR endeavors.

June 2008

Toshio Manabe
President

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