

Improving Disclosure

We properly and swiftly disclose information to keep our operations transparent and to secure the understanding and trust of our customers.

Disclosure Structure

We formulated the Kyushu Electric Power Disclosure Commitment to maintain transparency and increase public confidence in our business. The president accordingly convenes press conferences monthly and when otherwise necessary. We also hold investor relations meetings and additionally disclose information on our Web site. We revised explanatory notes to the Kyushu Electric Power Disclosure Commitment in May 2007 as part of efforts to increase the disclosure awareness of all employees.

Results of survey of customer satisfaction with our disclosure (conducted in July and August 2007)

- ◆ In the survey, 36.5% of respondents fully or somewhat agreed with the statement that: Kyushu Electric Power operates very transparently and actively discloses information, including negative developments like outages, accidents, and breaches of conduct.

Kyushu Electric Power Disclosure Commitment

We fully understand our social responsibilities and will operate equitably in keeping with our Charter of Conduct. We will seek customer understanding and trust by acting transparently and adhering to our basic philosophy of harmonizing with communities.

All employees must accordingly commit themselves to the following disclosure precepts:

- 1 I will inform positively our customers.
- 2 I will put myself in customers' shoes and disclose information quickly, accurately, and intelligibly.
- 3 I will take every opportunity to identify and grasp customers' information needs.
- 4 I will always ensure that there are no perception gaps between myself and our customers.

Better Communicating Disaster and Emergency Information

We quickly identify and assess the impacts of disasters and emergencies. We use that data to handle customer inquiries and disseminate an array of information through the media and our Web site.

We improved customer services in FY 2007 by posting information on disaster outages that detailed problems around our branches and in each administrative area. We also started providing information right after typhoons on when we expected to restore services in specific localities.

In January 2008, we launched a service to e-mail preregistered cell phone addresses if typhoons and other disasters cause outages. We were the first electric power company to offer such a service.

We also set up a system to issue outage reports through radio programs as part of initiatives to strengthen our communication structure.



Outage information screen shot

Kyushu Electric Power Mobile E-mail Service

We have launched a service to send emergency information and our e-mail magazine to cell phones

Sample e-mail text

Local outage information

○市
200x年x月x日x時x分現在
■停電戸数
5.6千戸
■停電率
5.7%
■復旧見込み
x月x日夕方
■○市の停電状況
<http://kyuden.jp/xxxxx>



You can register for this Web site:

- Our cell phone Web site: <http://kyuden.jp>
- Our regular Web site: <http://www.kyuden.co.jp>



Disseminating Nuclear Power Information

 Nuclear power information Web site (in Japanese only)
http://www.kyuden.co.jp/nuclear_index

We aim to maintain customer trust and peace of mind by keeping people fully informed about our nuclear power operations. We appropriately disseminate information to build customer support for our pluthermal project and other nuclear power development plans.

Activities to Deepen Understanding of Nuclear Power

We regularly visit opinion leaders to enhance their understanding of nuclear power.

We maintain an extensive publicity program in which we harness the media and other channels. We show commercials on television shows that we sponsor, place related newspaper advertisements, and also publicize our activities on the Internet.


We produced and distribute a pamphlet that explains nuclear power and energy issues in layperson's terms. We also hold nuclear power plant tours.

Information magazine for Women

We issue the quarterly Sora (Sky) magazine, which relates lifestyle issues to nuclear power and other energy sources. The magazine invites readers to attend seminars three times a year that feature experts from various fields.



Investor Relations Program

 Investor relations Web site
http://www.kyuden.co.jp/en_ir_index

We formulated our Basic Investor Relations Policy to build trust and enhance the satisfaction of shareholders and other investors. This policy underpins our investor relations program.

We keep institutional and individual investors and analysts in Japan and abroad well informed about our business activities. Executives speak at investor relations briefings and accompany our investor relations officers on visits to domestic and overseas investors. We also hold regular facilities tours for these stakeholders.

Our Web site presents materials from investor briefings and financial and stock information in line with our commitment to proper disclosure.

We set up a Web site that allows shareholders to vote on resolutions and which provides visual presentations of business reports at general meetings of shareholders. These and other initiatives make it easier for shareholders to participate in such gatherings.

Basic Investor Relations Policy

Basic philosophy

- ◆ We strive to enhance shareholder and investor satisfaction by continuously improving corporate value and management quality.
- ◆ We disclose information proactively and sustain interactive communication so as to be evaluated fairly by the capital market and to establish mutual trust with shareholders and investors.

Action guidelines

- ◆ **Timely, accurate and proactive communication: Transparent disclosure**
 - We conduct disclosure in a timely and accurate manner, in compliance with laws and regulations.
 - We disclose corporate information contributing to investment decisions in a proactive and easy-to-understand manner.
 - We ensure fairness in opportunities for accessing disclosed information.
- ◆ **Appropriate reflection of shareholder and investor opinions: Emphasis on interactive communication**
 - We value not only for disclosure of corporate information, but also for interactive communication with shareholders and investors.
 - Voices of shareholders and investors are appropriately reflected in our business operations.
- ◆ **Company-wide commitment: IR activity by the entire organization**
 - We recognize that IR is an important aspect of management; the entire company engages in IR activities under the leadership of its top management.
 - We strive to improve company-wide IR awareness, which is the basis for effective interactive communication.

Shareholder Composition

