

Message from Top Management

Thinking and acting in tune with local communities to build a sustainable society

Keep fulfilling our mission of contributing to comfortable and environmentally friendly consumer lifestyles

In more than 50 years since its establishment, Kyushu Electric Power (the Group) has provided a stable supply of electricity that is essential to the daily lives of customers and to community progress. Safety has remained our number one priority. At the same time, we have become more price-competitive while promoting all-electric housing and pushing ahead with nuclear power through pluthermal generation and other initiatives.

The business environment looks increasingly uncertain due to massive fluctuations in crude oil prices, and global financial instability and recession. We believe that the operating environment will change even more over the longer term because global energy demand is soaring. We also face tighter access to energy resources, while global environmental issues are becoming increasingly important.

We will continue to fulfill our mission of contributing to comfortable and environmentally friendly lifestyles for our customers by stably supplying electric power and energy, thereby fulfilling our mission and living up to our brand message, "Enlighten Our Future."

Create sustainable value for all stakeholders based on Long-term Management Vision and Mid-term Management Policy

Given the dynamic changes in business circumstances and the inherently long-term nature of preparing facilities for our business, in March 2009 we established a Long-term Management Vision for the first time in a quarter of century. The vision

shows our long-term goals for providing solutions to challenges that require immediate assessments from medium- and long-term perspectives.

To realize this vision and address the current rapid changes in our situation, we established the Mid-term Management Policy for 2009 to 2011, a management guide that replaces an earlier version.

We will continue to create value for all our stakeholders by undertaking Corporate Social Responsibility (CSR) oriented management while properly responding Groupwide to paradigm shifts.

Looking ahead to ensure stable power supplies while tackling environmental issues

To address the growing energy security and environmental issues, we are developing our facilities network efficiently to ensure long-term stability. As part of this approach, we are developing more efficient facilities while maintaining their predecessors, thus pursuing a balance of power sources centered on nuclear power generation.

We ensure that our nuclear operations are both safe and stable. We are forming a local consensus and are making steady progress with the construction of the No. 3 unit of the Sendai Nuclear Power Station, which we aim to complete by 2019. We will start pluthermal operations at the No. 3 unit of the Genkai Nuclear Power Station during the current fiscal year. We will also evaluate the reinforcement of our used-fuel storage facilities and the building of intermediate storage sites.

We will strive to develop and deploy recyclable energy, notably wind, solar, hydroelectric and geothermal power, with the aim of making such sources mainstream.

Embed CSR thinking in the entire Group

In line with our Group Management Basic Policy, we address such issues as compliance management, disclosure, environmental management, human rights, and community contributions through Group CSR subcommittees led by our CSR Promotion Committee.

Last year, the Japan Fair Trade Commission ordered Kyushu Electric Power to delete some text in its pamphlets promoting all-electric housing. While taking steps to prevent such a situation from recurring, we remained determined to publicize such housing from the customer standpoint, asking each employee to consider what truly benefits customers by returning to basics and enhancing compliance awareness.

Valuing communications

To enhance our CSR efforts, we have taken every opportunity to publish CSR reports and listen to customers and other stakeholders. We intend to reflect these opinions and requests in our endeavors. We would again like to thank all those who contributed their valuable opinions.

We aim to further improve our CSR activities through such communications, thinking and acting in tune with communities to build a sustainable society.

We look forward to your feedback.



June, 2009

Toshio Manabe
President

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