

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 4 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 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.

Kyushu Electric Power Group Management Basic Policy

We at Kyushu Electric Power Group share a basic management policy group-wide which allows for the independence of each company while promoting a common group-wide united management philosophy.

1. Basic Philosophy

Kyushu Electric Power Group contributes to the creation of a comfortable, eco-friendly and sustainable society by supplying a stable supply of electricity and energy to our customers and providing services that enhance the quality of their lifestyle and the entire society.

2. Management Approach

We will discuss and act in cooperation with all the stake holders involved in our business activities including customers and local society to create a sustainable corporate value.

- We will listen to customers' opinions and sincerely strive to provide high quality products and services that benefit our customers.
- We will pursue fair business activities, take responsible environmental action, and contribute to the community while working toward the creation of a sustainable community and society in collaboration with local communities and society.
- We will conduct fair business transactions with all of our business partners, build mutual trust, and create values together.
- We will establish an organization and operational structure in which all employees can experience growth and satisfaction in their work.
- We will continuously fulfill the needs of society and produce favorable financial results by constantly engaging in activities that bring improvement.

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 rights 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, and thoroughly protect personal data.

2. Honest and fair business activities

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

3. Develop a safety first culture

We will foster a safety first culture which prioritizes not only employee safety but also public safety, in addition to measures to improve technology and equipment.

4. Communication activities

We will meet the demands of society by active information disclosure and communication 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 through measures concerning global environmental issues, and work to establish a recycling-oriented society.

6. Contribute to local communities 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 our overseas activities and respect the cultures and customs of other nations, and strive to manage our 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 contact 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 to act up to the spirit of this charter, and must take the lead and get an effective internal system ready. Also, they must make this charter widely known to suppliers, after thoroughly educating employees in its spirit.

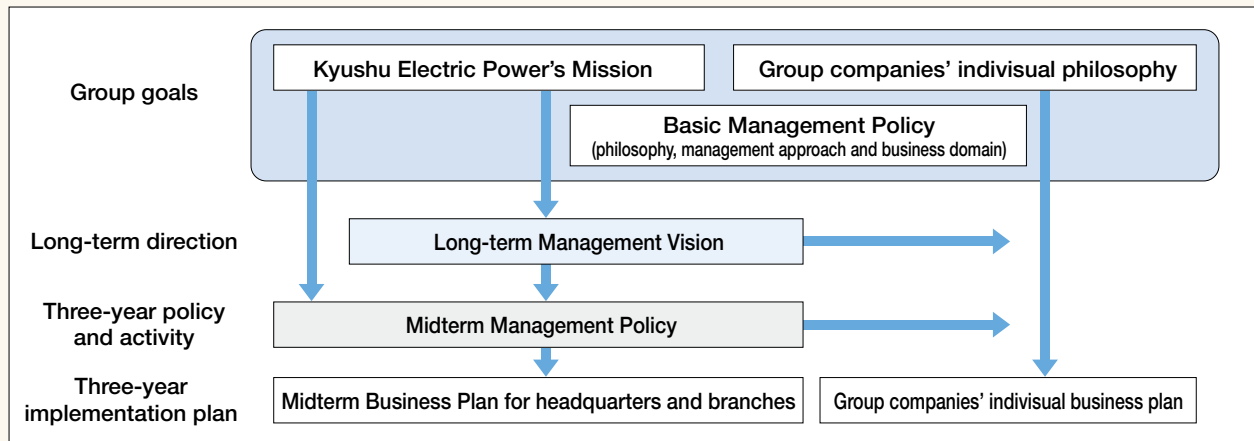
If a violation of the law or charter occurs, upper management must take the initiative to solve the problem, seeking out the causes and taking immediate and corrective measures and carrying out recurrence preventive measures. Also, disciplinary action should be taken, including against upper management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

Formulating our Long-term Management Vision and a new Midterm Management Policy

To realize Kyushu Electric Power's Mission and live up to our brand message "Enlighten Our Future," we established a Long-term Management Vision for the first time in a quarter of a century. We took this step in view of our forecasted changes in the business climate and the nature of our business, and to address issues requiring immediate assessment.

At the same time, we established a new Midterm Management Policy for FY2009 through 2011 to clarify management tasks in fulfilling this vision.

■ Our Philosophy, Vision and Plan



Outline of Long-term Management Vision

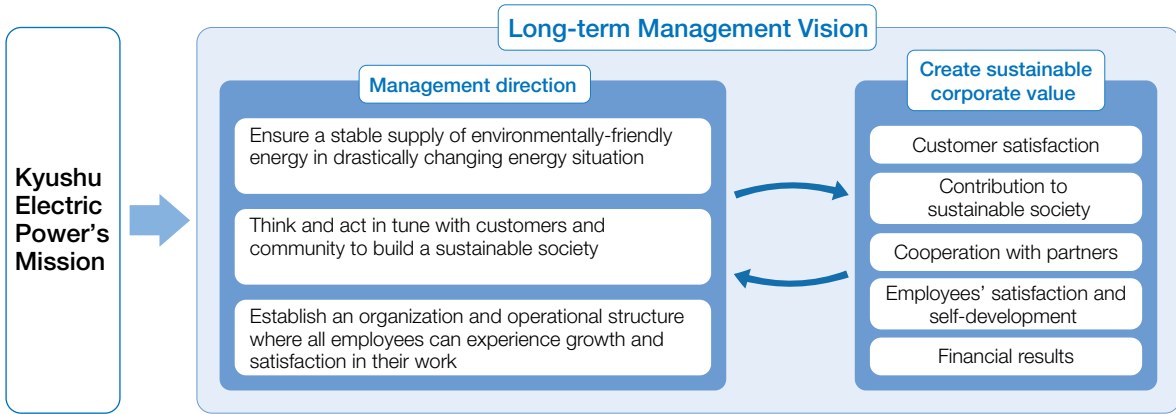
1. Long-term Business Environment Forecast

- Increasing importance of energy security and global environmental issues
- Accelerated changes in energy demand structure
- Increasingly aging power facilities
- Diversification of lifestyles and values, changes in personnel situation with the falling birthrate and the aging population.

2. Management Direction

- Ensure a stable supply of environment-friendly energy even in a dramatically changing
- Think and act in tune with our customers and the community to build a sustainable society
- Establish an organization and operational structure in which all employees can experience growth and satisfaction in their work

Value Created through Business Activities



Outline of Midterm Management Policy

Basic Standpoint

1. Management Position

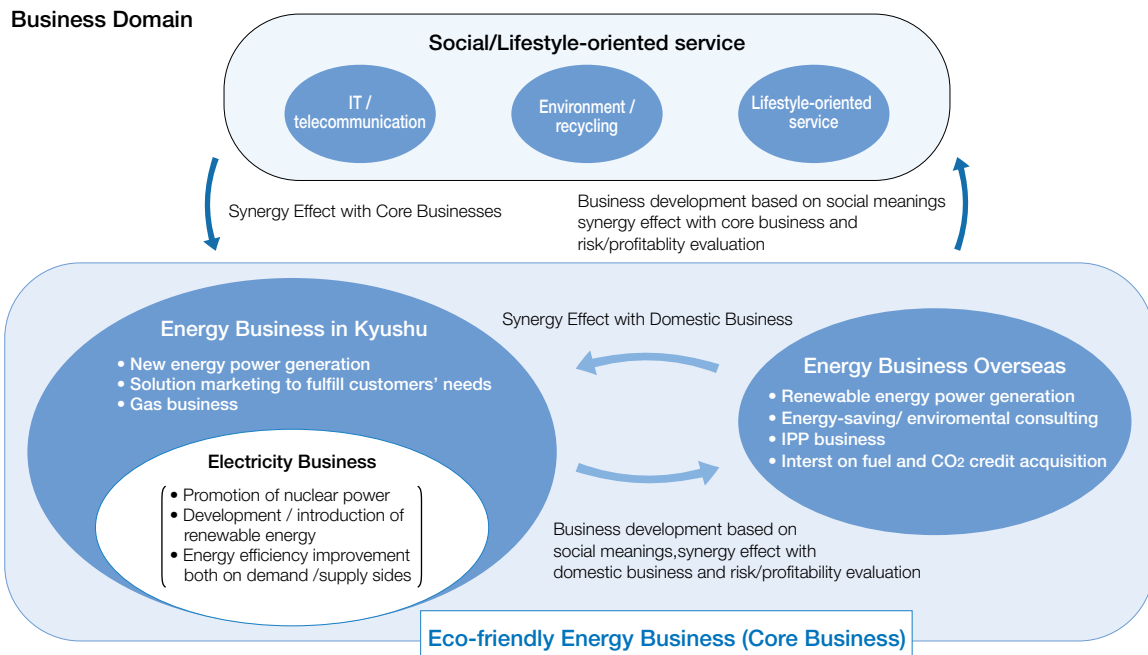
To realize Kyushu Electric Power's Mission and live up to our brand's message of "Enlighten Our Future," we will provide continuous value to all the stakeholders involved in our business activities by responding to the dramatic changes properly and conducting businesses based on the CSR viewpoint.

2. Time-series Positioning (FY2009 to 2011)

A period to launch measures to respond to various issues which require immediate investigation with mid to long term perspective based on Long-term Management Vision while responding properly to challenges in the current drastically changing business environment.

Business Domains

- **We will actively develop businesses centered around an environmentally-friendly energy business.**
 - Energy business in Kyushu: As a responsible utility company in Kyushu, we will actively work on energy and global environmental issues.
 - Energy business overseas: By utilizing our own techniques and expertise, we will contribute to a stable supply of energy, an improvement in efficiency in the countries/region we develop, as well as contributing to global CO2 reduction.
- **By utilizing our own tangible and intangible management resources, we will develop socially meaningful lifestyle-oriented service businesses.**
- **We will develop businesses based on the needs of society, a synergy effect with other businesses and a valuation of the associated risks and profitability.**



Prioritized Measures

1. Measures for a stable supply of electricity and global environmental issues
2. Highly value-added services that fulfill both comfort and eco-consciousness
3. Contributions toward establishing sustainable society in Kyushu, Asia and worldwide
4. Measures to enhance an account structure capable of handling changes in circumstances
5. Personnel enhancement to attract the next generation's workforce