

We are building a CSR management cycle that utilizes the CSR Report as a tool for communicating our initiatives and efforts to reflect feedback from customers and other stakeholders in our operations.

## CSR Promotion Committee

We appointed one director to oversee our CSR management structure. The president chairs the CSR Promotion Committee, which formulates our CSR action plans and deliberates on our CSR Report as part of efforts to bolster our capabilities.

## Group CSR Promotion Subcommittee

We established this body to foster groupwide CSR efforts, ensure understanding of our action plans and implement plan-do-check-act (PDCA) initiatives.

### Group CSR Promotion Committee Overview

#### Roles

Deliberate on Group CSR policies, plans, and reports

#### Members

Chairperson: President  
 Vice chairperson: Executive vice president in charge of CSR  
 Members: Executive vice president, directors, relevant executive officers and relevant general managers whom the chairperson picks  
 Observers: Senior corporate auditor and corporate auditor

#### Meetings

In principle, in June, October and March

### Group CSR Promotion Subcommittee Overview

#### Roles

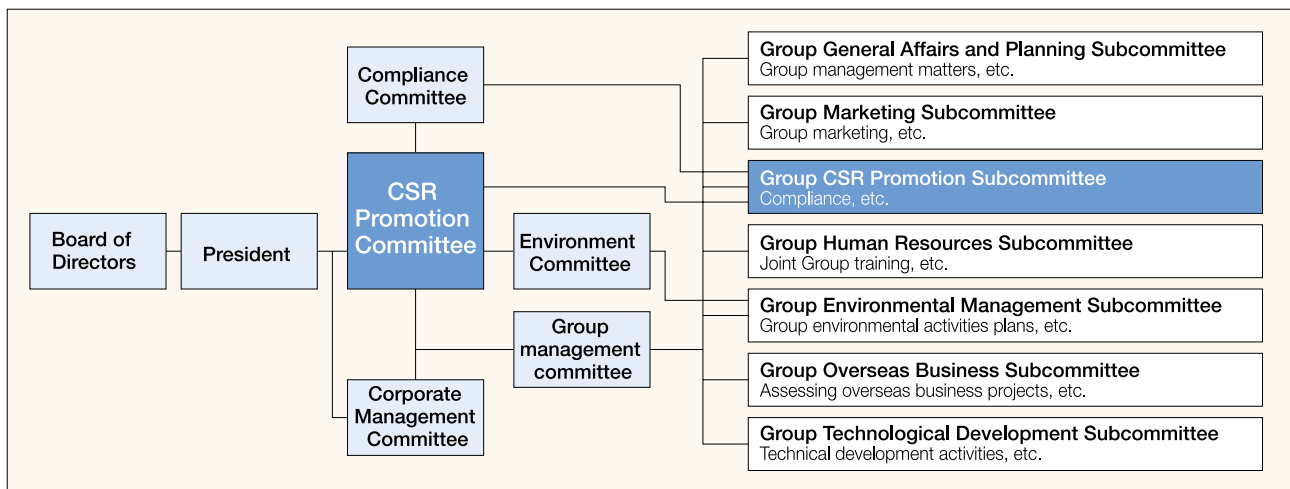
Ensure Group understanding of our CSR policies and plans and formulate Group CSR Action Plan

#### Members

Chairperson: General manager of General Affairs Department  
 Members: Representatives of 45 Group companies (as of the end of May 2009)

#### Meetings

In principle, in April and October



## TOPIC

### CSR Seminar

On September 8, 2008, we held a CSR seminar for the senior executives of Group companies, including their presidents.

Atsushi Nishiyama from the Nara National Museum spoke on the significance of the Great Buddha at Todaiji Temple, notably that it was the fruit of the small but significant contributions of numerous people. He noted one lesson from Buddhism which states that it is important for people to help each other, as true value comes from understanding that everything is interdependent.

The seminar reconfirmed that caring and consideration for others are crucial to pursuing CSR.

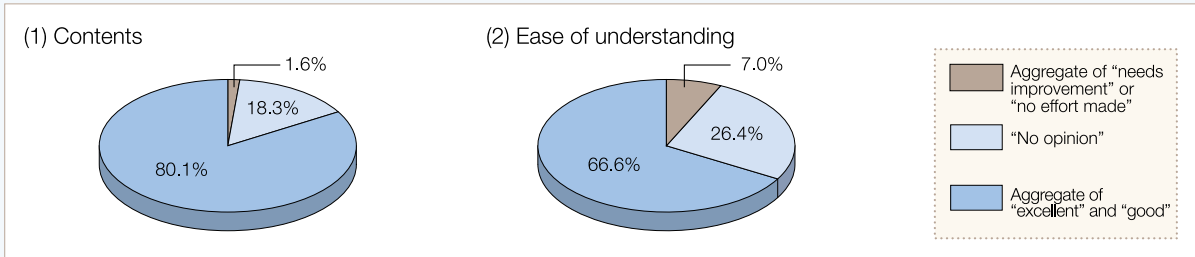


## Results of the Questionnaire Survey relating to the Japanese Version of the 2008 CSR Report

### ■ Outline

- Conducted from June 25, 2008 through May 31, 2009
- Number of responses: 896

### 1. Assessments of Report



### 2. Assessments and Opinions about the Company's Efforts

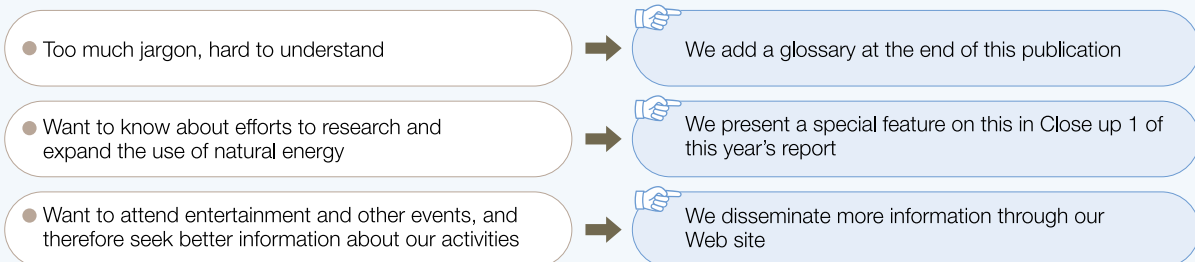
Issue	Rating (%)				Main opinions
	20	40	60	80	
Compliance management	86.1				<ul style="list-style-type: none"> <li>The Group's efforts to steadily implement compliance look promising</li> <li>I want you to step up measures to manage personal information and prevent recurrences of data leaks</li> </ul>
Disclosure	81.5				<ul style="list-style-type: none"> <li>I want you maintain proactive disclosure, which demonstrates a sense of company responsibility and builds trust</li> <li>I hope you proactively disclose even negative information</li> </ul>
Environmental management	85.9				<ul style="list-style-type: none"> <li>I want you to increase your research and usage of natural energy</li> <li>I would like you to keep presenting suggestions on saving energy and disseminating environmental information</li> </ul>
Human rights and employee care	81.4				<ul style="list-style-type: none"> <li>It is important to enhance employee morale, as this translates into better customer service</li> <li>I want you to employ more physically and mentally disadvantaged people</li> </ul>
Adherence to safety-first principle	82.9				<ul style="list-style-type: none"> <li>I would like you to maintain stable energy supplies without compromising your commitment to making safety your top priority</li> <li>I want you to reinforce your management of nuclear power safety</li> </ul>
Community contributions	84.9				<ul style="list-style-type: none"> <li>I want you to collaborate with communities, which deepens understanding and trust</li> <li>I want to attend your entertainment and other events, so please better inform us about your activities</li> </ul>
Overall assessment	89.7				

Aggregate of "excellent" and "good"
  "No opinion"
  Aggregate of "needs improvement" and "no effort made"

### 3. Sections of Greatest Interest to Respondents

1. Close up 1: Ensuring Eternally Stable Supplies of Environmentally Friendly Energy .....	402 (44.9%)
2. Community Contributions .....	351 (39.2%)
3. Close up 2: Services that truly satisfy.....	324 (36.2%)
4. Ensuring Nuclear Power Safety .....	314 (35.0%)
5. Ensuring Safe Products and Services .....	281 (31.4%)
6. Environmental Management .....	274 (30.6%)

### 4. Main Stakeholder Opinions and Improvements

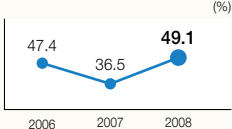
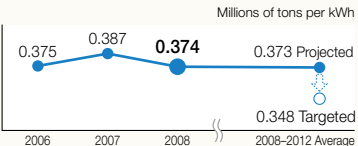
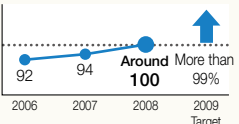
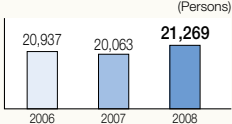
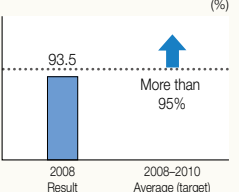
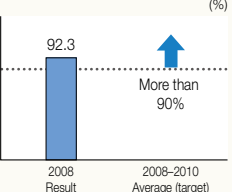
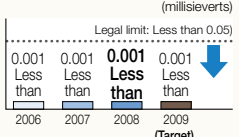
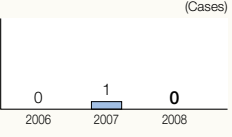
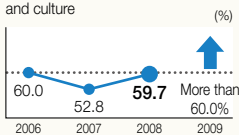
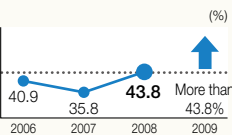


We greatly appreciate stakeholder feedback to last year's report. We would appreciate your responses to our questionnaire for this year's version at the end of this report.

# FY2009 Group CSR Action Plan

Issue		Main FY2008 achievements (asterisks indicate Groupwide efforts)
<b>Compliance management</b> → Page 23	Strengthening compliance and conducting fair and ethical business activities	<ul style="list-style-type: none"> <li>•Implemented compliance education as part of hierarchical and optional training</li> <li>•Enhanced compliance through collaboration with key business partners</li> <li>•Compliance committees met, and formulated and bolstered regulations*</li> </ul>
	Strengthening security structure to safeguard personal and other information	<ul style="list-style-type: none"> <li>•Visited business sites to improve awareness of regulations</li> <li>•Surveyed information security management at Group companies</li> <li>•Surveyed and instructed business partners on handling personal information</li> <li>•Prepared regulations and provided education and training*</li> </ul>
<b>Disclosure</b> → Page 29	Reinforcing disclosure structure	<ul style="list-style-type: none"> <li>•Broadened public relations reach after earthquakes and other disasters by harnessing such delivery channels as radio and the Internet</li> </ul>
	Conducting investor relations activities	<ul style="list-style-type: none"> <li>•Executives continued holding investor relations meetings</li> <li>•Updated our investor relations Web site</li> </ul>
	Disseminating nuclear power information	<ul style="list-style-type: none"> <li>•Pursued public relations on pluthermal power generation</li> <li>•Stepped up publicity on efforts to combine nuclear power, energy savings and new energy sources</li> <li>•Disclosed nuclear power information and explained issues to local government bodies</li> </ul>
<b>Environmental management</b> → Page 31	Tackling environmental problems	<ul style="list-style-type: none"> <li>•Suppressed greenhouse gas emissions from producing and consuming electricity</li> </ul>
	Recycling for the future	<ul style="list-style-type: none"> <li>•Efficiently used coal ash and continued with collaborative industrial waste collections to raise recycling rates and cut landfill outside our properties</li> <li>•Collaborated with business partners in green purchasing</li> </ul>
	Harmonizing with the environment	<ul style="list-style-type: none"> <li>•Stepped up management and treatment of polychlorinated biphenyls and tackled asbestos issues</li> <li>•Conducted R&amp;D to reduce environmental load</li> </ul>
	Working with society	<ul style="list-style-type: none"> <li>•Communicated with more customers about the environment</li> <li>•Built the Kyushu Homeland Forestation Program through collaboration with educational institutions and citizens' groups</li> <li>•Educated children about the environment through Eco Mothers activities and guest talk in classes</li> </ul>
	Pursuing environmental management	<ul style="list-style-type: none"> <li>•Boosted environmental management standards by employing environmental management systems and environmental accounting</li> <li>•Strengthened support for efforts to improve Groupwide environmental management</li> </ul>
<b>Respecting Human Rights and Caring for Employees</b> → Page 41	Respecting human rights	<ul style="list-style-type: none"> <li>•Continued internal (by business site and job type) and external education training on human and minority rights issues</li> <li>•Distributed pamphlets to all employees to raise awareness of the need to prevent sexual and moral harassment</li> <li>•Conducted joint Group training and participated in training seminars*</li> </ul>
	Promoting equal opportunities	<ul style="list-style-type: none"> <li>•Extended and made more responsive our systems for employees needing leave and shorter working hours to care for their children and implemented flextime work system</li> <li>•Held seminars to cultivate awareness activities of gender-equality to encourage dialog, such as through female employee round-table gatherings</li> </ul>
	Employing retirees and physically challenged people	<ul style="list-style-type: none"> <li>•Continued to deploy and assess senior employee system and other initiatives to accommodate senior citizens</li> <li>•Continued the planned hiring of mentally and physically challenged people</li> </ul>
	Improving employee motivation and skills	<ul style="list-style-type: none"> <li>•Continued to provide hierarchical, optional, divisional and overseas training</li> <li>•Kept enabling people to relocate throughout the organization through internal recruiting, by offering new job challenges and by using a human resources database</li> </ul>
<b>Upholding safety-first principle</b> → Page 45	Maintaining facilities safety	<ul style="list-style-type: none"> <li>•Conducted quake safety assessments at nuclear power stations in light of revised seismic design guidelines and Niigata Chuetsu Offshore Earthquake</li> <li>•Deployed quality management systems at nuclear power stations</li> </ul>
	Improving safety of products and services, and education about electrical safety	<ul style="list-style-type: none"> <li>•Bolstered publicity and facility inspections to prevent electric shocks</li> </ul>
	Maintaining safe and healthy work environments	<ul style="list-style-type: none"> <li>•Undertook efforts to create worker health and safety management system</li> <li>•Strengthened initiatives to improve management of physical and mental wellbeing of employees</li> <li>•Deployed measures to raise awareness of ways to prevent workplace and commuting mishaps and help attain zero-accident goals*</li> <li>•Created safer and healthier worksites*</li> </ul>
<b>Community contributions</b> → Page 49	Engaging in collaborative activities as a good corporate citizen	<ul style="list-style-type: none"> <li>•Bolstered management system for corporate citizenship initiatives to more effectively resolve local issues</li> <li>•Effectively supported employee volunteer activity programs</li> <li>•Continued to contribute to sustainable regional and social progress through business activities</li> <li>•Engaged in various regional activities*</li> </ul>

We formulated Group CSR action plans for FY2009 after internally evaluating progress in 2008 efforts and the results of a questionnaire survey of stakeholders on our CSR Report.

Key benchmarks and quantitative targets	Main action plans for FY2009
<p>Results of compliance awareness consciousness survey: <b>Conducted in FY2008: 78 points (out of 100)</b></p>	<ul style="list-style-type: none"> <li>Strengthen compliance education and training</li> <li>Establish measures to prevent recurrences of violations in light of the results of inspections of power generation facilities and an exclusion order from the Japan Fair Trade Commission</li> <li>Draw on business partnerships to reinforce compliance</li> <li>Compliance committees to meet and formulate and bolster regulations*</li> </ul>
<p>Number of information leaks <b>22 in FY2008</b></p>	<ul style="list-style-type: none"> <li>Visit business sites to improve awareness of regulations</li> <li>Support and follow up information security management efforts of Group companies</li> <li>Survey and instruct business partners on handling personal information</li> <li>Prepare regulations and provided education and training*</li> </ul>
<p>Results of survey of customer satisfaction survey (excluding Group companies) <b>Disclosure Satisfaction in FY2008: 49.1%</b></p> 	<ul style="list-style-type: none"> <li>Undertake Companywide efforts to swiftly gather and properly disclose information, including that on improper activities</li> <li>Conduct investor relations that serve the needs of analysts and institutional investors</li> <li>Undertake investor relations activities for individuals</li> <li>Proactively disclose information and fulfill explanatory obligations as an electric utility</li> <li>Strengthen publicity for expansion of No. 3 unit of Sendai Nuclear Power Station and pluthermal plan</li> </ul>
<p>CO<sub>2</sub> emissions Millions of tons per kWh</p>  <p>Industrial waste recycling ratio (%)</p>  <p>Eco Mothers activity results (number of participants)</p> 	<ul style="list-style-type: none"> <li>Suppress greenhouse gas emissions from producing and consuming electricity                         <ul style="list-style-type: none"> <li>Supply side: Maintain high nuclear power usage rates and expand the use of renewable energy</li> <li>Consumption side: Spread the use of energy-saving equipment and undertake energy-saving and conservation activities at business sites</li> </ul> </li> <li>Continue with collaborative industrial waste collections to maintain and raise recycling rates and cut landfill outside our properties</li> <li>Collaborate with business partners in green procurement</li> <li>Step up management and treatment of polychlorinated biphenyls and tackle asbestos safety issues</li> <li>Conduct R&amp;D to reduce environmental load</li> <li>Heighten employee awareness and understanding of environmental issues and communicate with more customers about the environment</li> <li>Build the Kyushu Homeland Forestation Program through collaboration with educational institutions and citizens' groups •Educate children about the environment through Eco Mothers activities</li> <li>Reinforce environmental activities by employing environmental management systems</li> <li>Use environmental accounting to improve environmental management standards</li> <li>Pursue Groupwide environmental management*</li> </ul>
<p>Percentage of mothers taking child-raising leave (excluding Group companies) (%)</p>  <p>Percentage of fathers taking leave for childbirth (excluding Group companies) (%)</p> 	<ul style="list-style-type: none"> <li>Continue internal (by business site and job type) and external education training on human and minority rights issues</li> <li>Harness consulting desk tasked with preventing sexual harassment</li> <li>Conduct joint Group training and participate in training seminars*</li> <li>Build employment system that enables more diverse work patterns</li> <li>Change awareness of needs of female employees, enhancing the corporate culture and providing greater career support</li> <li>Use senior employee system and other initiatives to accommodate senior citizens</li> <li>Continue planned hiring of mentally and physically challenged people</li> <li>Bolster education and training to foster the growth of each employee</li> <li>Take steps to boost hourly work productivity</li> </ul>
<p>Average radiation dosages around nuclear power stations (millisieverts)</p>  <p>Number of public cases of electric shock (excluding Group companies) (Cases)</p> 	<ul style="list-style-type: none"> <li>Conduct quake safety assessments at nuclear power stations and undertake work to increase such safety where needed</li> <li>Take steps to maintain the ongoing safety of electrical construction and maintenance</li> <li>Bolster publicity and facility inspections to prevent electric shocks</li> <li>Undertake efforts to create safe worker health and safety management system</li> <li>Strengthen initiatives to improve management of physical and mental wellbeing of employees</li> <li>Deploy measures to raise awareness of ways to prevent workplace and commuting mishaps and help attain zero-accident goals*</li> <li>Create safer and healthier worksites*</li> </ul>
<p>Results of customer satisfaction survey (excluding Group companies)</p> <p>Contributions to local economy and culture (%)</p>  <p>Involvement in local activities (%)</p> 	<ul style="list-style-type: none"> <li>Bolster management system for corporate citizenship initiatives and strengthen functions of community activities coordination committees</li> <li>Deploy projects to assist young people</li> <li>Continue to contribute to sustainable regional and social progress through business activities</li> <li>Participate in regional activities*</li> </ul>