



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.

In February 2009, we revised our disclosure regulations to speedily and accurately present Group accidents, breaches of conduct, or other negative information that could harm customers or society if we fail to inform them.

Results of survey of customer satisfaction with our disclosure (conducted in July and August 2008)

In the survey, 49.1% of respondents fully or somewhat agreed with the statement that: Kyushu Electric Power 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 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, such as typhoons and earthquakes. We use this data to handle customer inquiries and disseminate an array of information through the media and our Web site.

We encourage customers to register for a service that we launched in January 2008 to email outage information to cell phone addresses.



Outage information screen shot

My CSR Efforts

Focusing on customer perspectives in disclosing information

As part of the Public Relations Department, I am pushing ahead with Companywide initiatives to ensure swift and accurate disclosure by creating disclosure plans and related rules. The top priorities in disclosure are to put yourself in customers' shoes and ensure that information is clear and correct. We are constantly striving to eliminate any perception gaps between us and our customers. I want to continue encouraging the disclosure that customers and society need.



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Disseminating Nuclear Power Information

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 construction of the No. 3 unit of the Sendai Nuclear Power Station.

Activities to Deepen Understanding of Nuclear Power

We build understanding about energy issues, particularly those relating to nuclear power, by distributing pamphlets, holding energy lectures, providing scientific experiments and guest-run classes for children and organizing nuclear power plant tours.

At the same time, we interact with the community in numerous ways, such as by talking with local opinion leaders.

We maintain an extensive publicity program which encompasses running commercials in television shows that we sponsor, advertising in newspapers and communicating through the Internet.

Orientations on Construction of the No. 3 Unit of Sendai Nuclear Power Station

In January 2009, we held orientations in Satsumasendai city and Ichikikushikino city on environmental assessment preparations and on geological and meteorological assessments for our construction plans for the No. 3 unit of the Sendai Nuclear Power Station.

We explained the need for building the facility, and outlined our business plans and environmental assessments from the perspectives of maintaining energy security and combating global warming.

We then answered questions from participants.

We will undertake further efforts to gain community understanding and cooperation.



Investor Relations Program

We formulated our Basic Investor Relations Policy to build trust with 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.

Investor Relations Basic 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.