

## Actual Electricity Sales Volume in March 2012

### 1. Overview

Total electricity sales volume by Kyushu Electric Power Co., Inc., for the month of March 2012 came to about 7,186 million kWh, up about 1.8% from March 2011. The sales volume exceeded the previous year's level for the first time in 8 months.

#### I. General Demand (Customers Other Than Large-scale Customers)

Sales volume in March 2012 increased by 3.0% from March 2011 due to an increase in the air-conditioning demand as the temperature in February was lower than the previous year's level and the longer metering period due to a leap day in spite of the effect of power saving. The sales volume exceeded the previous year for the first time in 8 months.

#### II. Large-scale Customers

Sales volume in March 2012 decreased by 1.1% from March 2011 due to an effect of power saving and the decreased sales in main industries including Electric Machinery, Steel and Iron while the sales in Transportation Machinery increased greatly in reaction to the shutdown due to the March 2011 Great East Japan Earthquake. The sales volume underperformed the previous year for 4 months in a row.

### 2. Sales Volume by Sector/Use

(million kWh, %)

		Actual Sales	Changes from the previous year	Cumulative changes from FY2010	
Demand other than those under Liberalization	Lighting	2,697	3.5	-3.7	
	Power	Low Voltage	359	2.7	-4.9
		Others	73	-11.2	-4.0
	Total	3,129	3.0	-3.9	
Demand under Liberalization	Business	1,576	3.0	-3.4	
	Industrial	2,481	-0.3	0.0	
	Total	4,057	1.0	-1.4	
Electricity Sales Total		7,186	1.8	-2.4	

(Figures are included above)	General Demand	5,204	3.0	-3.5
	Large-scale Demand	1,982	-1.1	0.4

### 3. Breakdown of Large-scale Sales

(million kWh, %)

		Actual Sales	Changes from the Previous year	Cumulative changes from FY2010
Machinery	Electric	380	-3.4	-1.4
	Transportation	141	29.1	2.2
	Total	564	3.6	-0.7
Steel and Iron		199	-5.3	4.2
Chemicals		217	-1.6	1.9
Clay and Stone		92	-1.2	2.9
Foodstuffs		178	-0.4	1.4
Pulps and Papers		38	-9.8	-1.7
Non-ferrous Metals		157	1.7	-0.9
Others		537	-4.2	-0.5
Total		1,982	-1.1	0.4

### [Reference]

*Comparison to the previous year  
after meter-reading period adjustment (%)*

		March	Cumulative	
Demand other than those under Liberalization	Lighting	2.0	-3.8	
	Power	Low Voltage	1.1	-5.0
		Others	-12.0	-3.8
	Total	1.5	-3.9	
Demand under Liberalization	Business	0.5	-3.6	
	Industrial	-1.0	-0.3	
	Total	-0.4	-1.6	
Customers other than large-scale industrial		1.0	-3.6	
Total Electricity Sales Volume		0.4	-2.6	

*Average temperature (in Kyushu 7 prefectures)*

	February				March			
	Early	Mid	Late	Ave.	Early	Mid	Late	Ave.
Actual	4.5	5.8	8.9	6.3	10.8	9.8	12.1	10.9
Compare to the previous year	-2.9	-1.0	-3.3	-2.3	3.3	-0.4	2.9	1.9
Compare to average	-2.4	-2.1	0.4	-1.4	1.5	-1.0	0.0	0.2