



From left  
Masayoshi Nuki  
Chairperson  
Michiaki Uriu  
President

## Rebuilding Bonds of Trust

Even in the current difficult business environment, the Kyushu Electric Power Group will continue to be steadfast in fulfilling its social mission as an energy provider. In the future also, the Group will steadily make continued improvements in its corporate value in order to be worthy of the trust and confidence of all its stakeholders.

Kyushu Electric Power's brand message, "Enlighten Our Future," expresses our social mission as a responsible energy provider: to remain consistent in stably supplying electric power and energy to our customers.

We have been pursuing business activities that enable us to fulfill this mission in a sustained manner in line with our Mid-term Management Policy covering the period from fiscal 2009 to fiscal 2011, which is in turn based on our Long-term Management Vision.

Within this framework, the Great East Japan Earthquake occurred last year and caused extensive damage to the Japanese economy and society. Moreover, in the aftermath of the serious accident at Fukushima Daiichi Nuclear Power Station, a debate on the overall energy policy, including the direction to be taken regarding the use of nuclear power and the supply of energy, has been proceeding on a national level.

At this time, customer trust in Kyushu Electric Power was then seriously damaged by such incidents as our attempts to recruit positive opinions for a television program viewed by prefectural residents and sponsored by the Ministry of Economy, Trade, and Industry. We once again deeply apologize for the considerable worry and inconvenience we have caused our shareholders and investors.

In addition, the suspension of all nuclear power stations continues to cause a tight power supply, and as a result balancing revenues and expenses has become even more difficult for the Group.

Currently, in response to this extremely difficult business environment, the Group formulated the fiscal 2012 Management Policy in March 2012 for the purpose of clarifying pressing management issues and to promote Group-wide initiatives focused on resolving these issues. The Group is focusing on urgently resolving the following issues.

#### a) Efforts to Restore Trust

As the top priority, the entire Group is working together to regain the trust of our customers, shareholders, and all other stakeholders.

#### b) Ensuring Stability of Supply

In light of the tight power supply situation, we are striving to provide a stable supply of electric power through a variety of initiatives aimed at both power supply and demand.

#### c) Advancing Our Energy Management Response

Out of consideration to the extremely difficult business environment, the Kyushu Electric Power Group is united in making rigorous efficiency improvements in management, and in reducing costs.

As a result of the accident at Fukushima Daiichi Nuclear Power Station, the public has lost much of its trust in the safety of nuclear power stations. As a business involved in the generation of electricity by nuclear power, the Group takes this matter very seriously. From the perspective of ensuring energy security and preventing global warming, and with safety as a major precondition, the Group does not believe that the importance of nuclear power has changed.

As soon as it becomes clear what direction the national energy policy will take as regards the use of nuclear power and the supply of energy, the Group will respond in a proper manner.

At the same time, the Group is ensuring public confidence in nuclear power stations by moving forward with voluntary and ongoing measures aimed at further improving the safety and security of those stations.

To be worthy of the trust of all its stakeholders in the future, the Group will make continued improvements in its corporate value by developing business activities based on the perspective of CSR (corporate social responsibility), including by promoting compliance management and information disclosure, and by thoroughly instilling a spirit of safety-first.

Going forward, we ask for the understanding and support of all our shareholders and investors as we move toward our goals.

September 2012



Chairperson  
Masayoshi Nuki



President  
Michiaki Uriu

#### Profile

Chairperson Masayoshi Nuki

April 1968 Joined Kyushu Electric Power

June 2007 Director & Senior Managing Executive Officer  
General Manager of Business Development Division and  
Information & Communications Division

June 2009 Executive Vice President  
General Manager of Customer Services Division

June 2010 Executive Vice President

April 2012 Chairperson (Current)

President Michiaki Uriu

April 1975 Joined Kyushu Electric Power

June 2009 Director & Senior Managing Executive Officer  
General Manager of Thermal Power Generation Division

June 2011 Executive Vice President  
General Manager of Thermal Power Generation Division

April 2012 President (Current)