

Actual Electricity Sales Volume in the First Six Months of FY2014

1. Overview

Total electricity sales volume by Kyushu Electric Power Co., Inc., for the first six months of FY2014 (April 1st-September 30th) came to about 40,226 million kWh, down by 4.9% from the same period in FY2013.

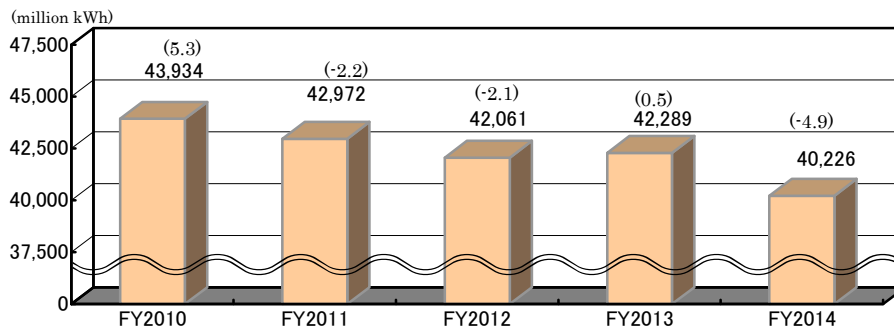
The sales volume was below the previous year's level for the first time in 2 years since the 2Q of FY2012.

Sales Volume By Sector/Use

		Actual Sales (million kWh)	Changes from FY2013 (%)	
Demand other than those under Liberalization	Lighting	13,040	-7.0	
	Power	Low Voltage	2,133	-11.7
		Others	330	-8.0
Total		15,503	-7.7	
Demand under Liberalization	Business	9,442	-7.4	
	Industrial	15,281	-0.1	
	Total	24,723	-3.0	
Electricity Sales Total		40,226	-4.9	

(Figures are included above)	General demand	28,107	-7.0
	Large-scale demand	12,119	0.6

First six months' electricity sales volume in recent 5 fiscal years



(Note) Figures in () are percent changes from the previous years

Changes from the previous year by month

	(%)					
	April	May	June	July	Aug.	Sept.
General demand	1.0	-3.9	-4.1	-8.5	-12.4	-11.1
Large-scale demand	2.2	3.0	-0.6	-0.7	-1.7	1.6
Total	1.3	-1.8	-3.0	-6.2	-9.7	-7.8

Changes from the same period in the previous year in recent 5 years

	(%)				
	FY2010	FY2011	FY2012	FY2013	FY2014
General demand	4.6	-3.9	-2.7	1.3	-7.0
Large-scale demand	7.1	2.3	-0.6	-1.4	0.6
Total	5.3	-2.2	-2.1	0.5	-4.9

2. Sales Volume by Sector/Use

I. General Demand (Customers Other Than Large-Scale Industrial Customers)

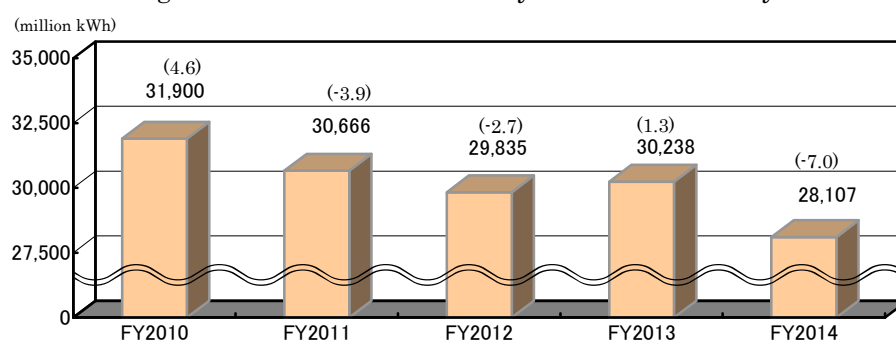
The demand for electric light, power for commercial operations and other general demands decreased by 7.0% compared with the 2Q of the previous year mainly due to a decrease in the air-conditioning demand as the temperature in May through September was lower than the previous year's level.

The sales volume was below the previous year's level for the first time in 2 years since the 2Q of FY 2012. The 7.0% down was the highest decreasing rate than ever.

Average temperature in FY2014 (in Kyushu) (°C)

	April	May	June	July	Aug	Sep
Actual	15.6	20.2	22.6	26.9	26.8	24.2
Compare to the previous year	0.8	-0.2	-1.2	-2.3	-2.8	-1.0
Compare to average	0.1	0.5	-0.6	-0.2	-1.1	-0.5

First six months' general demand of electricity in recent 5 fiscal years



(Note) Figures in () are percent changes from the previous years

II. Large-scale Demand

The power demand from large industrial customers increased by 0.6% compared with the 2Q of the previous year mainly due to an increase in production of Steel and Iron.

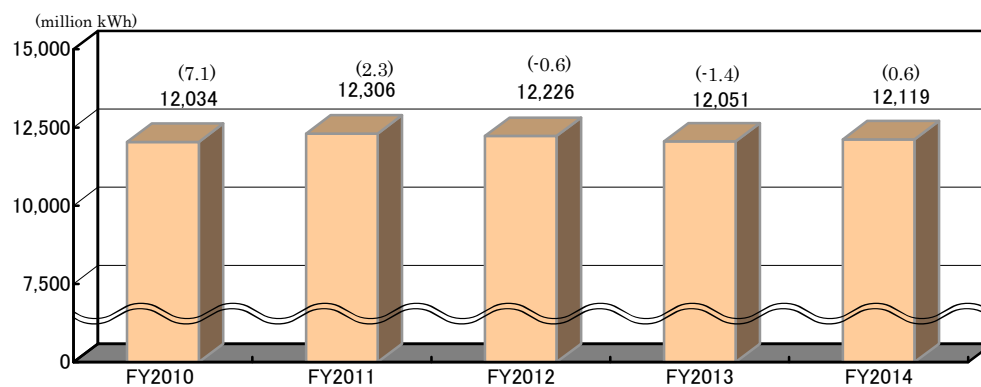
The sales volume exceeded the previous year's level for the first time in 3 years since the 2Q of FY2011.

	Actual Sales (million kWh)	Changes from FY2013 (%)	Composition ratio (%)	Characteristics
Machinery Total	3,287	-2.3	27.1	
Electric	2,223	-2.8	18.3	Decreased production of semiconductors
Transportation	808	-2.0	6.7	Decreased production of automobiles
Steel and Iron	1,425	8.6	11.8	Increased production of building materials
Chemicals	1,393	3.8	11.5	Decreased operation of private power generators
Clay and Stone	465	2.9	3.8	Increased production of carbon products
Foodstuffs	1,249	-1.3	10.3	Decreased production
Pulps and Papers	180	-2.1	1.5	Increased operation of private power generators
Non-ferrous Metals	923	5.9	7.6	Increased production of silicon wafers
Others	3,197	-1.9	26.4	Decreased production
Total	12,119	0.6	100.0	

Changes from the previous year by type of industry (%)

	FY2012		FY2013		FY2014
	Apr-Sep	Oct-Mar	Apr-Sep	Oct-Mar	Apr-Sep
Machinery Total	-1.0	-6.0	-3.6	-0.7	-2.3
Electric	-4.1	-6.4	-4.4	-2.8	-2.8
Transportation	8.2	-5.9	-1.5	3.3	-2.0
Steel and Iron	5.8	3.7	3.5	16.8	8.6
Chemicals	2.6	0.9	-0.3	1.5	3.8
Clay and Stone	1.7	-4.5	-7.7	-0.3	2.9
Foodstuffs	-0.8	-0.8	3.2	3.7	-1.3
Pulps and Papers	-3.5	-7.9	-17.5	-17.3	-2.1
Non-ferrous Metals	-4.0	2.2	-9.1	-6.9	5.9
Others	-2.9	-2.4	1.1	1.4	-1.9
Total	-0.6	-2.1	-1.4	1.6	0.6

First six months' large-scale demand of electricity in recent 5 fiscal years



(Note) Figures in () are percent changes from the previous years