

Medium-term Management Plan

The Medium-term Management Plan is a summarized every year as a five-year rolling action plan to achieve the Kyuden Group Management Vision 2030, Financial Objectives (FY2025) as interim objectives of the Vision, and the Carbon Neutral Vision 2050.

In FY2023, despite harsh changes in the electricity business such as higher energy prices, we compiled measures to allow the Kyuden Group to continue expanding and appropriately respond to key management issues (materiality), such as carbon neutrality, into concrete plans, and the Group has now united to achieve those objectives.

Main relevant materiality

Strategy I Developing the Energy Service Business

Leading the Way Toward
a Decarbonized Society

Implementing Continuous
Improvements in Energy Services

Continue to deliver environmentally friendly and stable energy at a low cost

- Promote lower carbon intensity and decarbonized sources of power alongside electrification to achieve carbon negativity as early as possible before 2050
- Develop technologies to achieve carbon neutrality, including those related to carbon recycling and battery storage
- Continue efforts related to nuclear power plants, such as safe, stable operation, higher utilization rate, and greater efficiency
- Improve maintenance efficiency and other objectives with an eye toward even lower power generation costs
- Develop a next-generation transmission and distribution network based on national energy policy and other factors
- Continue to examine and make use of green bonds and transition bonds and loans

Develop our energy services by anticipating changes in the market environment, including the shifting energy landscape and diversifying customer needs

- Maximize income in a harsh business environment and respond to the risk of earnings volatility
- Ensure the ability to provide a competitive supply through such efforts as shifting to low carbon intensity or decarbonized power sources and replacing old thermal power plants
- Make efforts to achieve both stable supply and cost reductions in the power transmission and distribution business, and to develop a next-generation transmission and distribution network
- Realigning the direction of initiatives for each business area in Overseas Business and clarifying priorities

Strategy II Building a Sustainable Community Together

Co-creating a Smart and Vibrant Society

- Contribute to solving social issues and sustainable development in the Kyushu region
- Solve issues and expand Group-wide earnings through Kyuden Group products and services
- Develop our ICT services to provide customers with optimal solutions
- Expand the Urban Development Business, which provides high added value that only the Kyuden Group can offer, by making use of energy and digital technology
- Create new businesses and services that meet the needs of the region and society by leveraging the Kyuden Group's strengths

Strategy III Strengthening our Business Foundations

Promoting Growth, Success, and
Diversity of Human Capital

Strengthening Governance

Create a corporate culture that prioritizes safety, health, and diversity

- Promote health and productivity management based on the Kyushu Electric Power Health and Productivity Management Policy as well as safety through Group-wide efforts
- Transform the corporate culture into one in which individuals and the organization grow together and create value, and secure and develop the human capital necessary for our business strategies

Endlessly pursue a rewarding workplace

- Implement digital transformation (DX) to improve productivity and reform businesses
- Achieve a highly productive and flexible work style that is not bound by time or place
- Raise motivation related to growth and challenges and offer treatment for personnel appropriate for diverse ways of self realization

Work continuously to improve stakeholder trust

- Strengthen sustainability management that simultaneously pursues social and economic value and reinforce efforts to reflect market opinions in management and implement strategic engagement
- Promote efforts that contribute to greater awareness of the environment among the next generation
- Strengthen information security measures across the entire Kyuden Group
- Thoroughly implement not only an appropriate response to Japan Fair Trade Commission investigation results and the incident involving the improper access of customer information of other retail electricity providers, but also measures to prevent such incidents occurring again
- Promote efforts to improve management efficiency (run through PDCA-cycle based on ROIC targets)