

Midterm Management Policy

Striving to become a strong and supple company that is trusted and actively chosen by its customers, Kyushu Electric Power will work to change itself by increasing its sensitivity to changes in attitudes towards power companies among its customers and in society more generally. Kyushu Electric Power will keep challenging itself to respond to future social needs on the basis of new concepts.

Midterm Management Policy (Fiscal 2013 through Fiscal 2015)

Vision

A Company serving its customers faithfully

A Company taking up the challenge of making changes swiftly and flexibly

A Company continuously reviewing its business activities in pursuing higher efficiency

A Company supporting local communities by providing electricity

Major Initiatives

- In order to provide support for our customers' daily lives and business activities and for the regional community more generally, and to achieve sustainable development together with all our stakeholders, we will seek complete efficiency in all of our operations.
- We will provide our customers with a stable supply of high-quality power in an environment undergoing significant changes.
- We will proceed with measures designed to make us more open and to help us win the trust of the public.
- We will promote the reform of our organizational culture and operations that serve as the basis for the above-mentioned efforts.

The business environment

- A rapid worsening of our business situation and financial status, associated with an increase in fuel costs, etc.
- A very tight supply-and-demand situation, where we have to ask our customers to take power-saving measures
- Increasing public interest in energy issues
- Revision of the government's energy policies, including its nuclear energy policy, and the progress of discussions concerning the reforms of the electric power system

Kyushu Electric Power's Mission