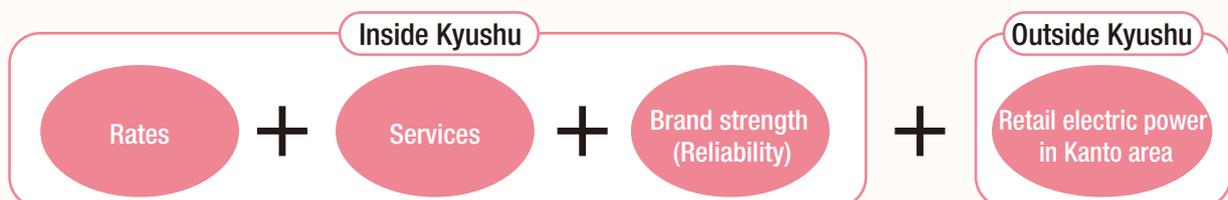


The Kyushu Electric Group's Policy Regarding Electricity Retail Liberalization



Policies Amid Full Deregulation of Retail Electricity Sector

- Develop new rate plans, new services such as “Kyuden Safety Support,” the member website “Kirei Life Plus”, and “Q Point for Comfort” loyalty point system.
- Develop personable marketing based on relationships of trust with customers built over 60 years of operations, to remain the preferred choice of customers.
- Develop retail electric power in the Kanto area to secure a new earnings base.



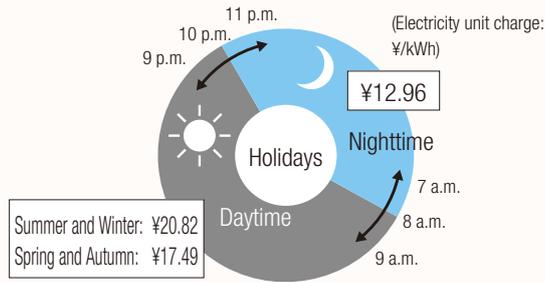
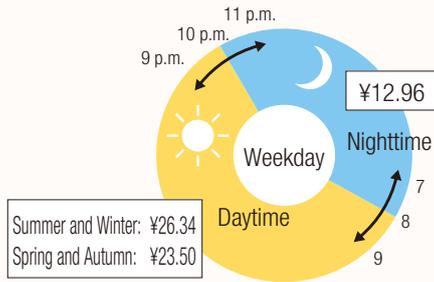
Charges

■ Three new rate plans for customers to choose from that fit their diverse lifestyles.

A plan for the customers who use electricity mostly at night or on holidays

For customers who use electricity mostly at night or on holidays
Electric Night Select Plan

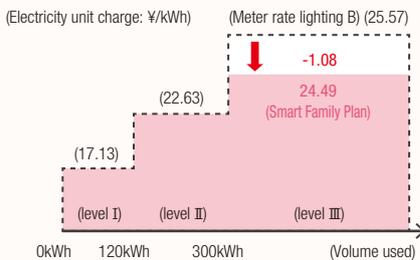
- For all-electric customers
 - Cheaper rates for nighttimes and holidays
 - Select discount nighttime rates
- ① 9 p.m.–7 a.m. ② 10 p.m.–8 a.m. ③ 11 p.m.–9 a.m.



Plans for the customers who use large amounts of electricity

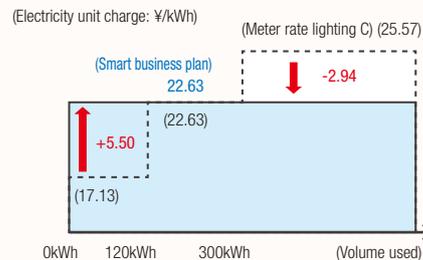
For customers with families
Smart Family Plan

- For households with monthly use of 350 kWh or higher
- Further specials provided upon signing a 2-year contract



For customers with shops
Smart Business Plan

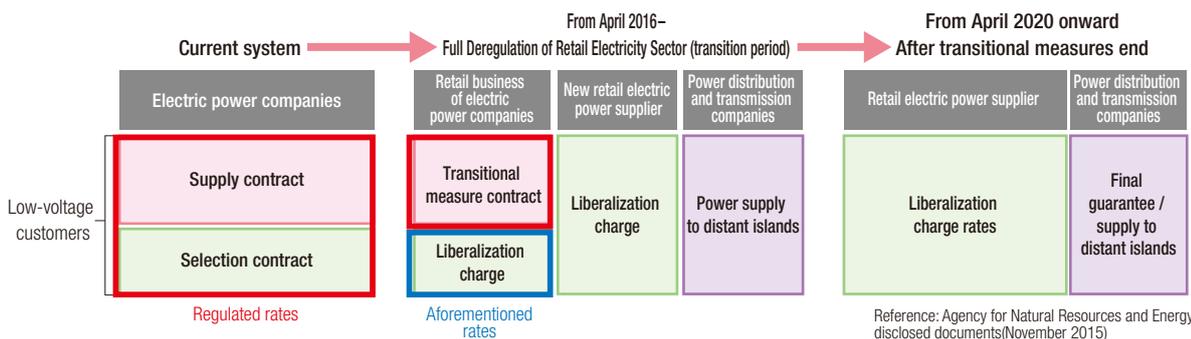
- For stores and offices with monthly use of 550 kWh or higher



TOPICS II

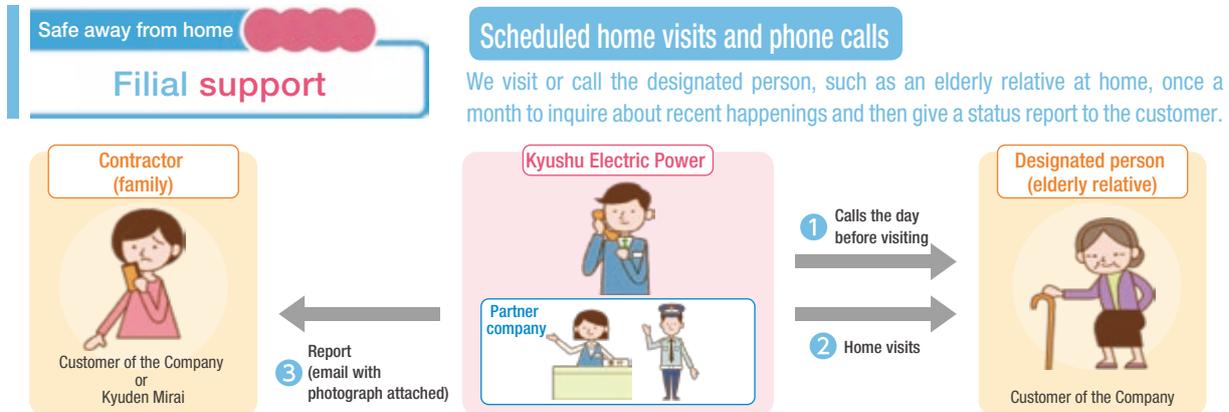
Liberlization Rates and Regulated Rates

To protect customers, electric power companies are currently mandated by law to supply the retail sector with electricity at regulated rates. The current regulated rate system will remain in force until at least March 2020.

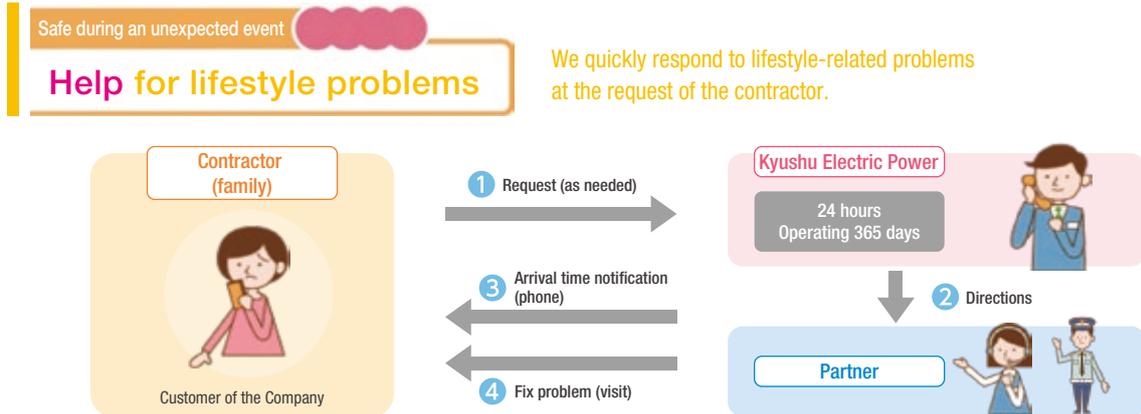


Services

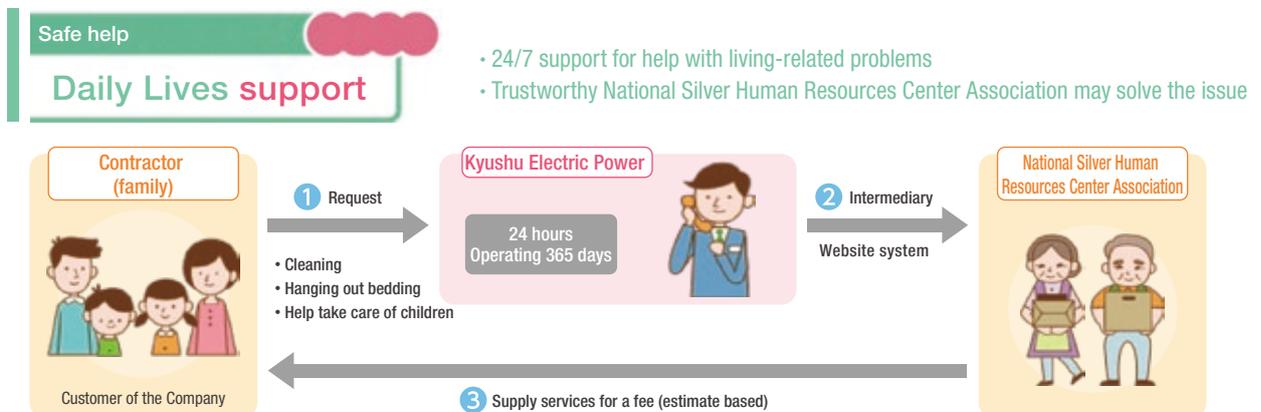
- Develop “Kyuden Safety Support” to help customers lead worry-free lifestyles every day, based on their trust placed in us for having delivered a safe and reliable supply of electricity in Kyushu as a company that is always there for customers.



* We also provide a service where we wait for the contractor to ask us to check in on the designated person (an elderly relative's home), and then give an update after the visit.



* Services can also be provided to homes other than the contractor's residence (the home of an elderly relative).



[Service Under Development]

Monitoring support

We will check the daily electricity used by parents living alone and alert their families if any irregularity is detected.

- Full of useful information for daily lifestyles, the “Kirei Life Plus” member website is a communication channel that connects us to our customers.
- We deliver enjoyment and discounts to customers through our unique “Q Point for Comfort” loyalty point system.

“Kirei Life Plus” member website

1. Provides seasonal local information

Local information about flower blossom times, good fishing spots and local cuisine that is not covered by other information sources



2. Notifications about optimal rate plans

3. Compare electricity usage with other customers

etc.

“Q Point for Comfort” loyalty point system

All Sorts of Savings

■ No application required and accumulate Q Points for Comfort at various times

- Points accumulate based on monthly electricity usage and years of customer loyalty to the Company

Win in lotteries

- Customers can win wonderful products
- Points do not decrease if a product is won
- Win multiple times



Conceptual images

Outside Kyushu

- Group company Kyuden Mirai Energy engages in the retail electric power business for households in the Kanto area.
- Rate plans comprise the Basic Plan, which benefits customers who use a large volume of electricity, and the JAL Mileage Plan, which gives JAL miles to the customer based on their monthly electric bills.
- Kyushu Electric Power provides Filial Support and help for lifestyle problems as Kyushu Filial Support

Item		
Sales area		Kanto area
Rate plans	Basic Plan M JAL Mileage Plan M	Customers with 30A, 40A, 50A and 60A contracts
	Basic Plan L JAL Mileage Plan L	Customers with 6kVA or higher capacity contracts current

