

Press Release



May 20, 2026

Kyushu Electric Power Company, Inc.

Kyushu Electric Power Company Launches New Energy Solution Brand “Enebee” — A brand that delivers the right answers, in the right form, when they are needed—

Kyushu Electric Power Company, Inc. (the “Company”) today announced the launch of a new brand, “Enebee,” which provides comprehensive energy solutions. Through this new brand and its services, the Company aims to further accelerate its energy solutions business.

As the environment surrounding energy continues to change at an unprecedented pace, the Company aims to become “the best partner for our customers” by staying close to customers’ evolving needs, identifying their issues, and delivering optimal solutions.

Accordingly, the Company is shifting its business model significantly from one centered on electricity sales to one that provides comprehensive energy solutions. As a starting point for this transformation, the Company is launching the new brand, “Enebee.” For more information, please visit the official website: <https://enebee.kyuden.co.jp/>



Under the “Enebee” brand, the Company will respond to a wide range of customer needs and questions regarding energy usage, including desires for greater convenience and comfort, and deliver “answers” tailored to each individual—when needed and in the most suitable form.

Kyushu Electric Power aims to become “the best partner for our customers” by continuously providing optimal solutions under the “Enebee” brand, thereby contributing to the realization of the Kyuden Group Management Vision 2035.