

Toward a Year for Strengthening our Business Foundations

Message from the President

We believe that the main mission of the HEPCO Group is to continue ensuring a stable supply of inexpensive electricity, which has become the lifeblood of society, and that winning the trust of communities and society as a whole represents a cornerstone of sustainable business.

Based on this recognition, the HEPCO Group announced a Mid-Term Management Policy (FY 2009 – 2011) in this April as an indicator of our business operations for the coming three years.

In the past, we have significantly undermined the trust of society by the improper operation of power generation equipment and other misconduct. In addition, efforts to address environmental issues such as global warming have assumed increasing importance, and fuel prices – including those for oil – are soaring. Against such a background, our aim is to build a solid management base by addressing the four business challenges outlined below in the Mid-Term Management Policy.

The first business assignment is to regain customers' trust, which is the foundation of our existence. To recover the confidence that has been lost in the past, we will continue our efforts to go back to basics and secure the quality of our business while ensuring thorough compliance.

The second business assignment is to strengthen our business foundations and reduce costs. To cope with the sudden rise in fuel prices and issues related to the global environment, the promotion of nuclear power generation has become increasingly important from the viewpoints of stability, economic efficiency and the environmental characteristics of fuel supply. We will maintain our efforts to ensure safe and steady operation of Tomari Power Station Units No. 1 and 2 and proceed with the construction of Tomari Power Station Unit No. 3. We will also redouble our efforts to gain the understanding of the general public toward the use of plutonium-uranium mixed oxide (MOx) fuel at Tomari Power Station Unit No. 3. Furthermore, we will strive to improve our overall business efficiency to reduce costs amid the increasingly harsh management environment.

The third business assignment is to ensure that we remain the first choice for customers. Reflecting the enhanced environmental awareness of our client base, we will propose electrification options according to consumer needs, centering on energy conservation, environmentally friendly heat pump equipment.

The fourth business assignment is to cooperate with local communities and society. While promoting solutions to global warming problems along with various other endeavors as an energy supplier, we will also fulfill our social responsibilities as a member of society by improving and reinforcing our communication with local communities and society as a whole.

As a company that advances in tandem with Hokkaido's development, the HEPCO Group is committed to reducing CO₂ emissions in both the supply and demand of electricity as well as providing a stable supply of affordably priced electricity. We also strive to contribute to the realization of a sustainable society by existing in harmony with communities and society as a whole through the business of electrical power supply.



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