

At the Time of the Publication of the HEPCO Sustainability Report

Message from the Chief Manager of the Corporate Communication Division

HEPCO Sustainability Report

The HEPCO Sustainability Report has two objectives. The first is to fulfill our responsibilities in terms of accountability to our stakeholders. The second is to solicit opinions and views from people about our basic ideas and the content and results of our undertakings.

This is the first such report after one full 12-year cycle of the Japanese Zodiac, including the previous HEPCO Environmental Action Reports, and the third Sustainability Report. We ask for your support for HEPCO's ongoing activities toward the establishment of a sustainable society.

We hope this report will add momentum to our efforts, and we invite candid feedback from readers.

CSR activities in FY 2008

The major CSR activities tackled in FY 2008 were as follows:

● Compliance

Carried out a wide range of activities to disseminate and thoroughly implement the HEPCO Group CSR Behavior Charter throughout the entire group.

Promoted employee understanding and awareness of CSR through training sessions, workshops, compliance training for executives, seminars, mail magazines, etc.

Identified all business operation risks for the practice of appropriate corporate activities, and executed company-wide risk management activities.

Held liaison meetings with the Group Companies to share information and exchange views concerning compliance, including the protection of personal information.

● IR activities

Held briefings on management plans, yearend account settlement results and interim account settlement results as well as briefing sessions for individual investors, visited institutional investors, held facility observation tours for security analysts, etc. to facilitate communication with people in the capital market.

● Environment

Examined responses to the amendment to the Law Regarding the Rationalization of Energy Use at the Energy Conservation Measures Committee (a reorganized and reinforced organization of the Energy Conservation Liaison Meeting) to strengthen energy conservation efforts.

Implemented countermeasures for PCB, asbestos and other harmful substances.

● Communication

Improved information dissemination through our public relations magazine Your Electricity, and enhanced and expanded information dissemination functions by renewing our websites and improving their content.

● Regional contribution

Cooperated in the Small Kindness Movement, in such projects as the Clean-up Operation and the Donation of Wheelchairs.

Supported our employees' participation in social activities, such as community and volunteer activities.



Yoshinao Yano
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Executive Vice President and Director
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Corporate communications

This involves the forging of mutual trust between companies and society through communication. The aim is to cultivate a favorable evaluation and image so as to increase stock prices and establish corporate branding.

Security analyst

A security analyst is an expert who has advanced knowledge and experience concerning securities, finance and investment and who investigates, collects and analyzes corporate information and industrial trends necessary for securities investment, and provides clients with research and valuation reports.

Energy Conservation Liaison Meeting

The Energy Conservation Liaison Meeting is tasked with formulating HEPCO's comprehensive energy conservation policy, drafting specific measures and providing necessary support. In February 2008, it was reorganized into the Energy Conservation Working Group as a subordinate organization of the newly established Energy Conservation Measures Committee.