

J-POWER Group's Corporate Social Responsibility

Our corporate philosophy calls for ensuring constant supplies of energy to contribute to the sustainable development of Japan and the rest of the world. This is fundamental to our ongoing efforts to deliver efficient, reliable electricity while conserving the environment. It is this corporate philosophy that forms the basis of our social responsibility. In addition, the J-POWER Corporate Conduct Rules have been laid down as standards for the conduct of business grounded in our corporate philosophy. Individual Group companies also have policies relating to their own responsibilities to society.

We endeavor to fulfill our corporate social responsibility by adhering to our corporate philosophy and Corporate Conduct Rules as we press forward in our operations.

J-POWER Group Corporate Philosophy Established September 11, 1998

We aim to ensure constant supplies of energy to contribute to the sustainable development of Japan and the rest of the world.

- Sincerity and pride underlie all our corporate activities.
- We build community trust by harmonizing our operations with the environment.
- Profits are a growth source, and we share the benefits with society.
- We continuously refine our knowledge and technologies to be a leader in these areas.
- We meet the challenges of tomorrow by harnessing our unique skills and enthusiasm.



Tadami Main Transmission Line (Gunma Prefecture)

J-POWER Group Corporate Conduct Rules

Established January 1, 2001

●Reliable supply of energy

We will put forth every effort to reliably supply energy both in Japan and abroad utilizing our experienced personnel and cutting-edge technology.

●Safety assurance

In conducting operations we will constantly work to raise safety awareness and give the highest priority to public and worker safety.

●Environmental conservation

Based on an awareness that our business operations are deeply linked with the environment, we will actively engage in environmental conservation activities.

●Communication with society

To establish communication with society we will conduct information disclosure and public relations activities in a fair and transparent manner.

●Contribution to society

Aiming to be a good corporate citizen we will undertake activities to contribute to society and assist in the development of local communities both in Japan and abroad.

●Creation of a rewarding corporate culture

In addition to providing safe and comfortable work environments, we will respect the individuality of our employees and endeavor to establish a rewarding corporate culture that encourages them to take on new challenges.

●Compliance with laws, regulations, and corporate ethics

We will conduct business in good faith and in a fair manner with a strong commitment to compliance and ethics. We will stand firm against anti-social forces that undermine the order and security of civil society.

●Role of top management

Recognizing their responsibility in putting into practice the spirit of these Corporate Conduct Rules, our top management must set an example for others and work to spread awareness of these Rules.

Should an event occur that violates the spirit of these Rules, top management must take the initiative in dealing with the problem to determine the causes and prevent recurrence. Top management must also identify and take disciplinary action against those responsible, including themselves.

J-POWER Group's Corporate Social Responsibility and Principal Themes of Action Taken

The J-POWER Group carries out its responsibilities to society in line with its corporate philosophy, living up to the expectations of the diverse stakeholders who support it. The following is an outline of the principal themes of the action it has been taking.

Corporate Philosophy	Theme	Principal Action Taken	Ref.
Sincerity and pride underlie all our corporate activities.	Stable supply of electric power	Ensuring availability by proper facilities maintenance	Social Responsibilities
	Enhancement of internal controls	Enhancing the corporate governance structure Thorough regulatory compliance	Governance
	Gaining of the trust of society	Conducting appropriate information disclosure Giving attention to safety and peace of mind in all business activities	Governance Social Responsibilities
We build community trust by harmonizing our operations with the environment.	Efforts Relating to Global Environmental Issues	Reducing CO ₂ emissions intensity Maintaining and improving thermal efficiency of thermal power generation	Environment
	Efforts Relating to Local Environmental Issues	Reducing emissions of SO _x , NO _x , etc. Promoting waste recycling	
Profits are a growth source, and we share the benefits with society.	Return of value to shareholders	Maintaining stable dividends and raising them in line with growth performance	Social Responsibilities
	Contribution to society as a whole	Instituting the J-POWER Group Approach to Social Contribution Activities	
We continuously refine our knowledge and technologies to be a leader in these areas.	Nurturing of human resources	Enhancing ability to conduct business by improving basic knowledge and professional capabilities	
	Promotion of innovation	Human-resource development and organizational structure to foster creation of new concepts	
We meet the challenges of tomorrow by harnessing our unique skills and enthusiasm.	Enhancement of workplace environments	Promoting work-life balance	
	Active participation by diverse human resources	Creating workplace environments and systems that facilitate active participation by senior citizens and women	

Notes:

- The J-POWER Group fiscal 2009 management plan is on the Company website. (Japanese) http://www.jpowers.co.jp/annual_rep/ann20000 (English) http://www.jpowers.co.jp/english/news_release/news/news090331_2-1.pdf
- The J-POWER Group's environmental management targets are set out on pp. 43- 44 of this report.