



# ANNUAL REPORT 2011

Harmonizing energy supply with the environment





## Corporate Philosophy

### Our Mission

**We will meet people's needs for energy without fail,  
and play our part for the sustainable development of Japan  
and the rest of the world.**

### Our Credo

We value integrity and pride, which drive everything we do.

We pursue harmony with the environment, and thrive in the trust of communities where we live and work.

We regard profits as the source of our growth, and share the fruits with the society.

We refine our knowledge constantly, to be the pioneering leader in technologies and wisdom.

We unite diverse personalities and passions as one, and dare create a better tomorrow.

# Profile

J-POWER (Electric Power Development Co., Ltd.) is the only wholesale power company with a presence throughout Japan. Since its establishment in 1952, J-POWER has helped sustain a stable supply of electricity by acting as a leader in hydroelectric and thermal power generation business and by constructing and operating a nationwide network of transmission trunk lines. While also providing wholesale electricity supplies with its hydroelectric and thermal power plants as well as transmission services through its power transmission and transforming facilities, J-POWER is expanding. Such areas as the overseas power generation business, which has strong growth potential, and the development of such renewable energy sources as wind power, geothermal power, and biomass fuels have been added to the Company's operations.

By making the most of its expertise regarding leading-edge technologies developed throughout the world and its proven record of trustworthy performance, J-POWER is making steady progress toward attaining its farsighted objectives.

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		<b>Presentation of Monetary Amounts and Other Figures</b>	
		For monetary amounts and electric power sales, figures less than the indicated unit are rounded down. For other amounts, figures less than the indicated unit are rounded to the nearest unit unless otherwise mentioned.	