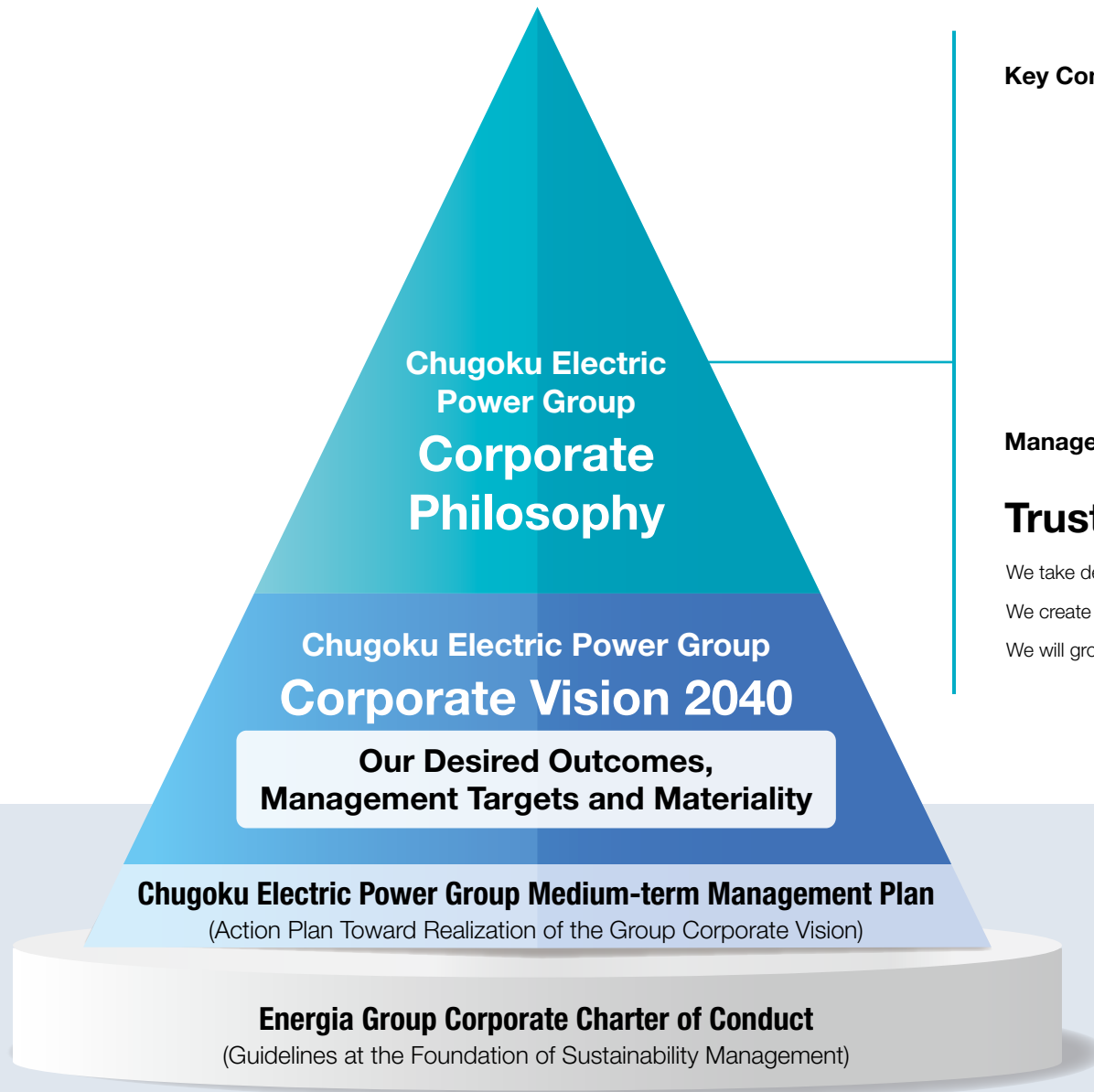


Philosophical Framework



Key Concept Expression of the Group's Significance in Society (Purpose)

ENERGIA

With You, and With the Earth

Energia stands for a "new, bright, warm and dynamic society," and signifies Chugoku Electric's attitude towards achieving such a society.

Management Philosophy Expression of the Group's Beliefs and Values to Cherish into the Future (Values)

Trust. Creation. Growth.

We take delight in earning the trust of our customers.

We create an abundant future through energy.

We will grow together with community.