

Tohoku Electric Power Action Guidelines

We have established the “Tohoku Electric Power Action Guidelines” for which our individual employees conduct honest, fair, and transparent work activities while strictly observing corporate ethics and compliance to earn unwavering trust from society in this extremely competitive environment.

1 Priority security effort : To provide a stable energy supply

Ensuring safety (such as implementing dependable security measures at our Company's facilities, including nuclear power, etc.) and the stable supply of energy (being aware of our mission as a company supporting public utilities, etc.) with focusing on providing good quality and inexpensive electricity

2 Strengthening strict observance of corporate ethics and compliance

Strict observance of laws and ordinances (reinforcing of secure fair trading, prohibition of insider dealing, and reinforcement of information management including personal information, etc.) and corporate ethics (to respond resolutely against antisocial forces and behave with integrity outside of business activities, such as moderate client gratuities and entertainment, etc.)

3 Local cooperation and contribution to local communities

Local cooperation (constructing relationships of trust with local communities, etc.) and contribution to local communities (activities for the development of local communities and to improve local culture)

4 Environmental considerations

Activities for global warming issues (reduction of greenhouse gases emitted from our business activities, etc.), activities for creating a recycle-based society (proper control and disposal of waste materials, contribution to creating a recycle-based society, etc.), and communications concerning the environment (public disclosure of information about environmental conservation activities)

5 Promotion of transparent business activities

Secure communications (implement extensive and seamless communications with clients, local communities, and shareholders, etc.), honest reporting and hearing activities (factbased honest responses, etc), and public disclosure of information (self-based, proactive information disclosure, etc.)

6 Creating the energetic corporate culture which enables people to frankly exchange their views and in which individuals are respected

Respect of personal privacy (protection of employees' personal information, etc.), prevention of sexual discrimination (prevention of sexual harassment, etc.), creation of the energetic corporate culture which enables people to frankly exchange their views and organizational culture encouraging improvements

7 Response by senior managers and management layer

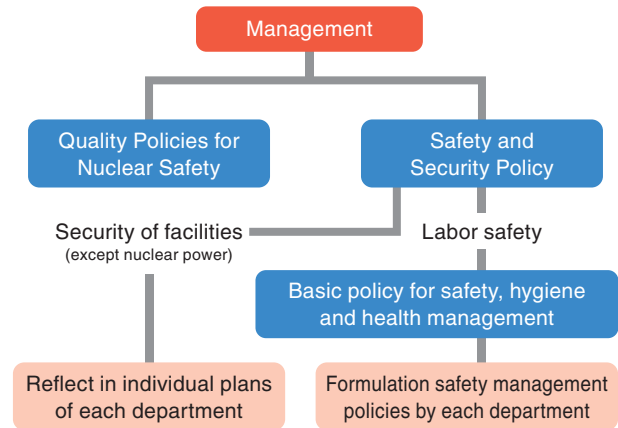
Reinforcement of this policy ethos and senior management duties (a autonomous posture of problem solving and strict administrative measures including those against oneself, etc.)

Policies to Ensure Safety and Improve Operational Quality

Aiming to ensure safety and improve operational quality

We have specified “establish a corporate climate of greater safety and quality of operations” as a major measure in our medium-term business plan. We are making efforts to enhance the security level across the organization and continue to improve the quality management system for nuclear power generation through the safety and security promotion conference and nuclear power safety promotion conference. In addition, we will run the PDCA cycle such as in periodic evaluations of these activities in order to establish the activities as a corporate culture.

■ Positioning of the “Safety and Security Policy”



Safety and Security Policy

We have established the Safety and Security Policy as guidelines for all the employees to share a common recognition and philosophy about safety and take necessary action. We will continue to carry out various activities based on this policy and further improve the efforts for achieving workplace safety and facility security.

Safety and Security Policy

We are determined to secure safety and security and formulate the safety and security policy, by complying with laws and rules from the perspective of “Notice, Talk and Correct” and constantly implementing PDCA activities.

1. To act placing the security of safety as top priority
2. To stop, take time and always ask yourself
3. To always promote communication and share information

Quality policy for nuclear safety

We have established the "quality policy for nuclear safety," aiming to steadily implement the nuclear power quality management system. We will make constant efforts toward safer and more stable operations.

Quality Policies for Nuclear Safety

For the management of nuclear power stations

1. To completely keep safety first
2. To always ask yourself
3. To share information by promoting communication

On the basis of the above policies, we are committed to ensure safety and further improve reliability by persistently carrying out PDCA activities while also observing laws and rules and acknowledging the importance of procurement management.

Basic policy for safety, hygiene, and health management

At our company, the Head Office, branch offices, and front-line establishments cooperate with each other under the strong leadership of the general managers to conduct safety, hygiene, and health management activities while keeping good communication between the management, safety management, and hygiene management staff and employees.

Basic policy for safety, hygiene, and health management

"Daily practice—Self-motivated safety and health" (slogan for FY 2010)

■ Company-wide key implementation items (summary)

1. Promotion of the PDCA cycle to achieve effective and continuous safety and health management
2. Improvement and enforcement of safety and hygiene management activities in coordination with group companies
3. Development of activities in coordination with prime contractors toward the reduction of repetitive disasters that might lead to critical disasters
4. Development of activities toward the improvement of mental and physical health conditions and self care for early detection of symptoms as well as the promotion of line care through active listening
5. Establishment of an understanding for concrete measures related to the action plan against the H1N1 influenza (highly virulent)

Corporate Governance

Status of our Corporate Governance

At Tohoku Electric Power, our Board of Directors, in principle, meets once a month to decide important management planning and any pressing business matters that are to be executed; also directors report the status of business affairs and mutually supervise their execution of duties.

In addition, the Council of General Executives, in principle, convenes weekly to deliberate general courses of action for business management, planning, and important duties that are to be executed based on resolutions passed by the Board of Directors.

As to the duties to be executed, we are attempting to develop autonomous operations through a three divisional structure consisting of the “Thermal & Nuclear Power Division”, “Power System Division” and “Customer Services Division” while also promoting the structuring of appropriate and efficient processes of duties.

In addition, we have implemented management structure reforms such as reforming the Board of Directors in June 2005 and introducing a system of Corporate Officers. Also, in June 2007, we amended the Directors' term of office by shortening it from two years to one year in order to construct a management system that can adapt to changes in the business environment as soon as possible.

Furthermore, we have adopted a system of statutory auditors. In addition to attending important meetings of the Board of

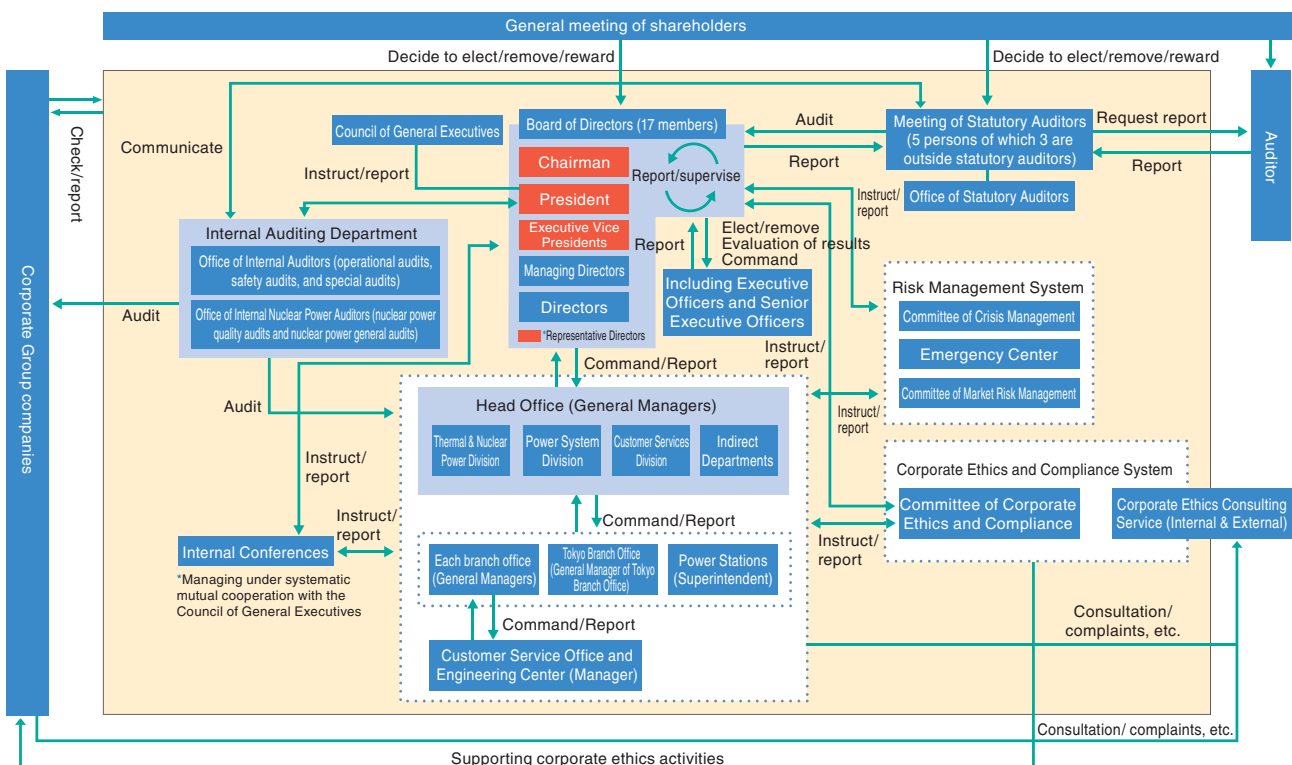
Directors and Council of General Executives, the statutory auditors examine important documents and inspect our operations at our offices and establishments and the status of our assets. The statutory auditors make efforts to enhance audits on the execution of duties by directors and the maintenance and operation of the internal control system. Also, we are striving for further enhancing our auditing effectiveness by conducting periodic information exchanges with our internal auditing department and auditors and intensifying cooperation with the statutory auditors of the relevant companies.

In our internal audits, the Office of Internal Auditors audits our overall business affairs, such as the effectiveness and validity of our organization and management systems, our economic performance and efficiency of our business operation, and activities to keep our facilities secure; the Office of Nuclear Power Internal Auditors implements internal audits on the nuclear power quality management system and general reviews on nuclear power generation, such as the development of a nuclear power safety culture and compliance with laws.

The results of these audits are reported to the Council of General Executives and President; after reporting any problem areas requiring improvement, we press for improvement measures to be taken in the relevant departments. In addition, we are striving for reinforcing cooperation by providing explanations of our audit plans and audit results with the statutory auditors and having periodic information exchanges.

The Office of Internal Auditors and the Office of Nuclear Power Internal Auditors are independent of other executive bodies and are under the direct control of the President. These offices are composed of 27 members in total.

■ Tohoku Electric Power Corporate Governance Structure



Attempting to develop preventive measures while also minimizing the damage in the event of a crisis

At Tohoku Electric Power, our crisis management standards are established on the basic assumption that all our employees, wherever possible, forecast risks in advance to prevent such crises from occurring and, in the event of a crisis occurring, to minimize the damage.

Basic action guidelines

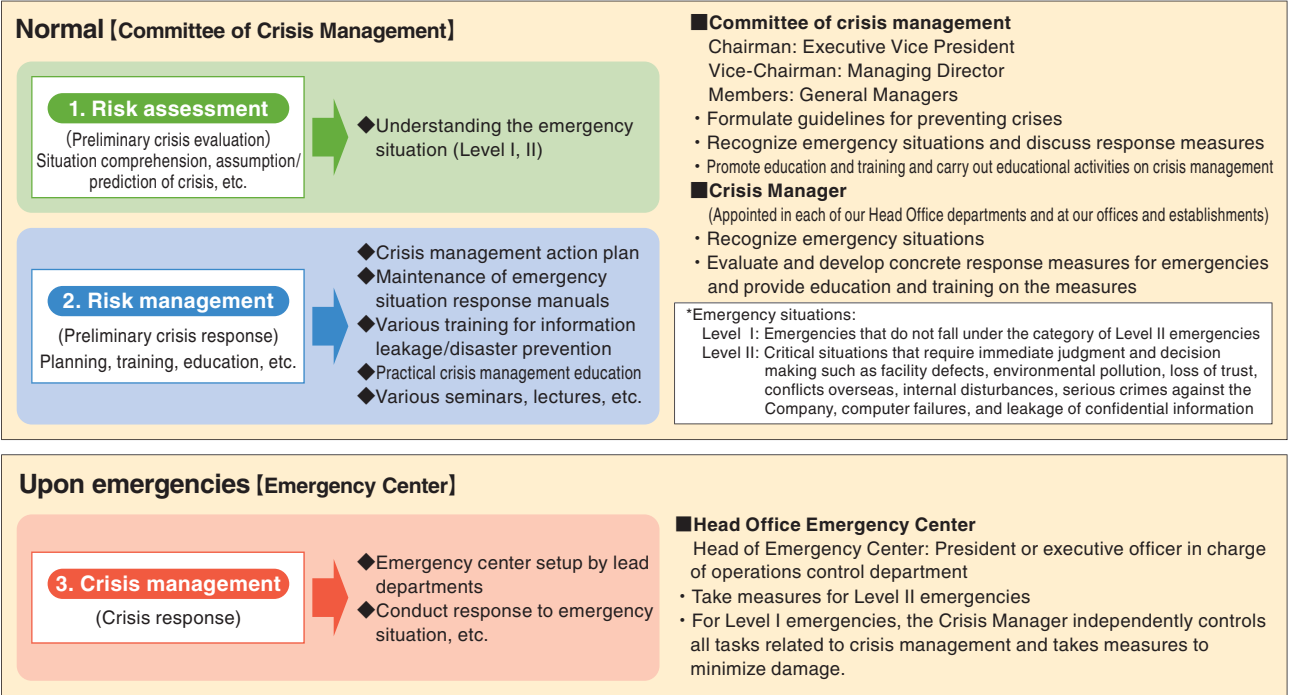
[Normal situations]

- Formulate guidelines for preventing crises
- Develop schemes for emergencies

[Upon emergencies]

- Immediately take necessary initial measures and quickly and accurately take every possible action to minimize damage

Crisis management system



We are formulating an action plan in preparation for a possible epidemic of the H1N1 influenza (highly virulent)

We are formulating an “action plan related to measures against the H1N1 influenza” in order to fulfill our mission to stably supply electric power by giving top priority to safety while avoiding the risk of the lives of our employees due to infection even in the event of an epidemic of the highly virulent H1N1 influenza.

Specifically, based on the “guidelines for measures against the H1N1 influenza at business operators and offices,” we have specified a crisis management system, measures for continuing business operation, and measures for preventing infection and spread under the assumption that a maximum of 40% of employees cannot report to work during the epidemic period.

Crisis management system

We specified a crisis management system that corresponds to each outbreak stage of the H1N1 influenza (warning system → preparation system → emergency system) as well as the members of the emergency response organizations and their duties for each crisis management system.

Measures for continuing business operation

We identified operations that are necessary to stably supply electric power while giving top priority to safety even in the event of an epidemic of the highly virulent H1N1 influenza. Accordingly, to be able to carry out these operations, we specified measures for securing sufficient manpower and a scheme for cooperating with affiliated companies and partner companies.

Measures for preventing infection and spread

We ensured that basic infection prevention measures such as washing hands and wearing masks are thoroughly implemented and specified concrete measures such as the storage of protective items, disinfection, and cleaning.

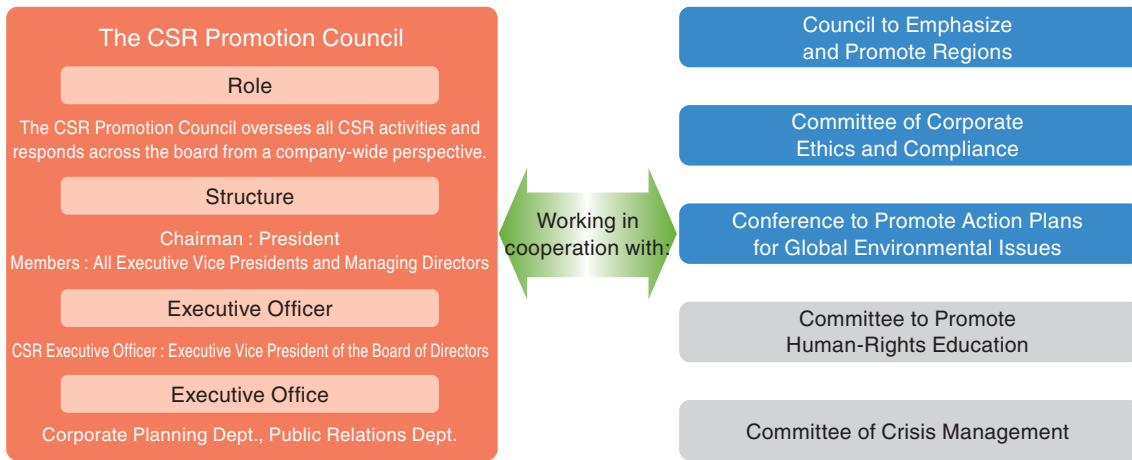
CSR Promoting Structure

Establishing the CSR Promotion Council chaired by the President and periodically conducting companywide policy formulation as well as monitoring

To control our CSR activities, we set up the “CSR Promotion Council” chaired by the President and formed by all executive vice presidents and managing directors. We appointed the Executive Vice President of the Board of

Directors as the Executive Officer in Charge of CSR Activities. The CSR Promotion Council oversees all CSR activities from a company-wide perspective while also cooperating with other internal conferences. It convenes periodically and plays the role to decide and evaluate CSR activity guidelines, adjust individual CSR activities, implement monitoring, analyze its results and consider our commitment to CSR as Tohoku Electric Power Group.

Relationship between the CSR Promotion Council and Internal Affiliated Conferences



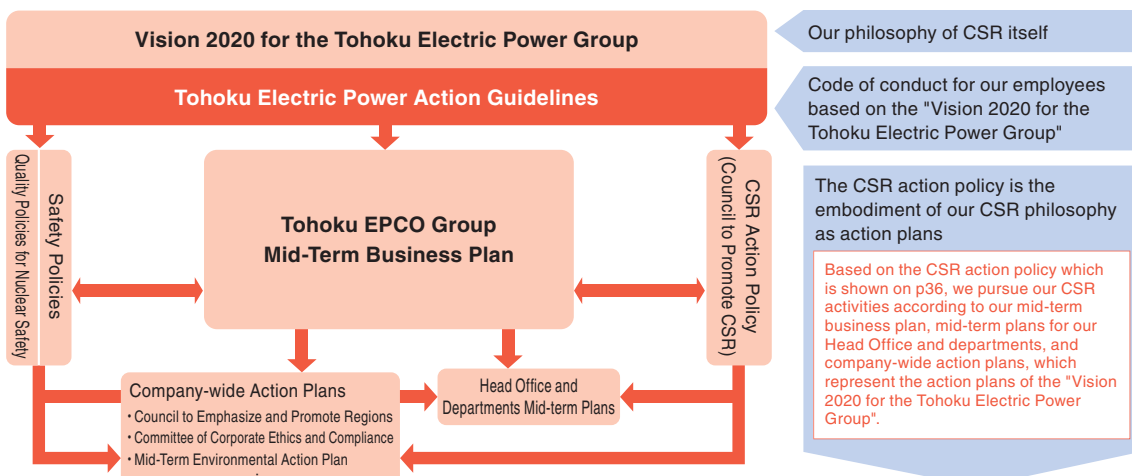
Based on “Vision 2020 for the Tohoku Electric Power Group”, we are promoting our CSR activities by incorporating them in individual action plans

We have announced two management principles in “Vision 2020 for the Tohoku Electric Power Group”: “Prospering with the community” and “Driving Creative Management”. Based on these principles, we aim to develop a management

according to which we create our own unique value with the local communities while we grow with the communities and proactively adapt to changes.

This philosophy, the slogan “Tohoku Electric Power— Greater deal of trust from local communities”, and the key activities form the basis of our CSR activities. We will promote our CSR activities by engaging in the medium-term plans for our Head Office and departments and theme-based company-wide action plans.

Relationship between the “Vision 2020 for the Tohoku Electric Power Group” and our CSR activities



Tohoku Electric Power's CSR Action Policies

Tohoku Electric Power - Greater deal of trust from local communities

At Tohoku Electric Power, we are aiming to win greater trust and improve our brand by “continuing” and “stepping-up” based on our awareness that our CSR activities affect all of our business activities. To expand our CSR activities, we are putting our efforts into three key activities: (1) supporting local cooperation and revitalized activities, (2) strictly observing corporate ethics and compliance, and (3) environmental consideration. In specific terms, we entirely

and synergistically commit to the key activities written below.

In addition, through publishing the status of our CSR activities in this report and implementing opinion poll surveys regarding them, we are making full use of these activities by strengthening and enhancing our communications with everyone while intensifying our accountability and information disclosure.



Mechanism to Understand our Regional Customers' Evaluation

—Survey on Tohoku Electric Power's Corporate Activities and CSR Activities—

In this section, we will report the evaluations on the current status of CSR activities by individual customers of the general public who reside in the local communities

We have continued to conduct surveys on our corporate activities and CSR activities for the purpose of understanding evaluations on our management activities by customers in our service areas, their awareness on energy issues and nuclear power generation, and evaluations on various CSR activities, as well as using the survey results as guidelines to contemplate our future business activities and methods to communicate with local communities.

This report includes examples of evaluations on our activities by individual customers of the general public who reside in local communities, which we obtained through the survey conducted in May 2010.

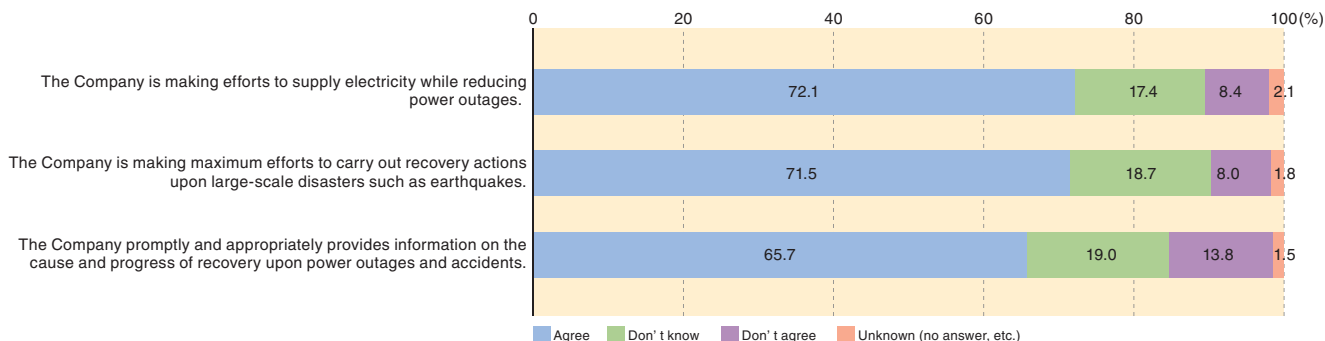
Survey on our corporate activities and CSR activities

- Period of survey: May 19, 2010 to May 29, 2010
- Target: total of 3,000 male and female residents in our service areas (the six Tohoku prefectures and Niigata Prefecture)
(Number of valid responses: 2,260; response rate: 75.3%)

Evaluation on our efforts toward a stable electricity supply

Our efforts toward a stable electricity supply, which include electricity supply with fewer power outages, recovery activities upon large-scale disasters such as earthquakes, and prompt and appropriate information provision upon power outages and accidents, have been appreciated by approximately 60 to 70 percent of the customers.

In particular, we obtained better results in Iwate Prefecture and Miyagi Prefecture, which are regions hit by the Iwate/Miyagi Inland Earthquake. We assume that our efforts to promptly and appropriately carry out recovery actions in response to the numerous large-scale disasters recently experienced in our service areas have been appreciated by customers of the general public in the local communities.

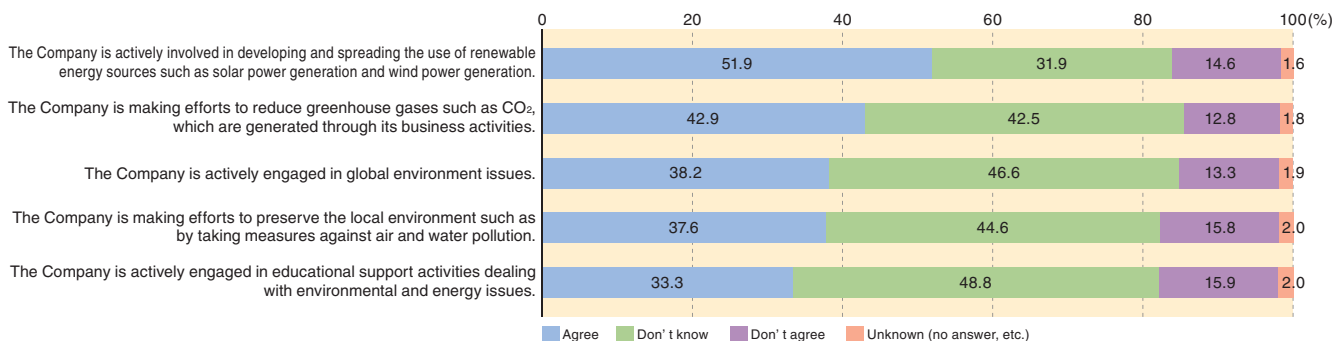


Evaluation on environmental protection activities

As public concern in environmental issues such as global warming is growing, we recognize that expectations for us as a company engaged in supplying energy to take action against global warming is growing in particular. With respect to evaluation on our efforts in response to such expectations, we

received positive evaluations on “proactive involvement in the development and spread use of renewable energy sources such as solar power generation and wind power generation” from approximately half the customers.

We will continue to focus on activities to address major environmental issues such as global warming.

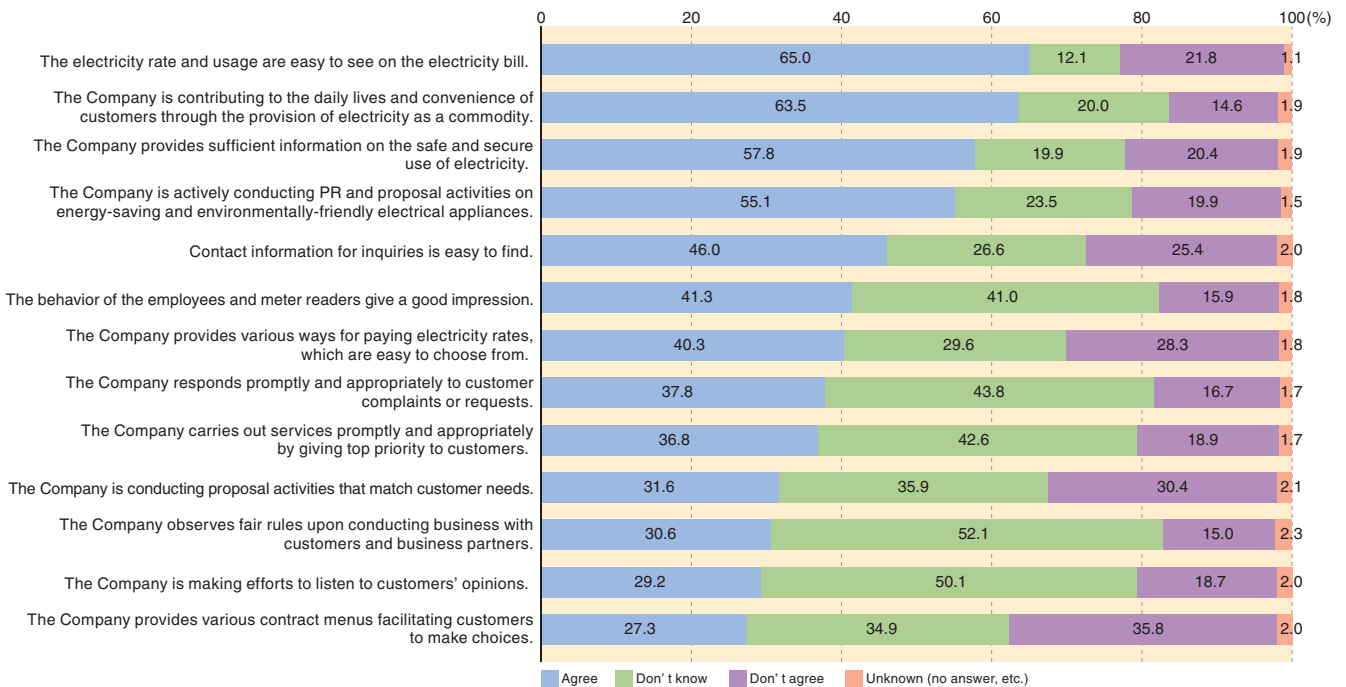


Evaluation on various services provided to customers

Our public relations activities and activities to provide information to customers of the general public, such as the easy-to-see indication of electricity rates and electricity usage on electricity bills, information on the safe and secure use of electricity, and PR activities and proposals on energy-saving and environmentally-friendly electrical appliances, were appreciated by 50 to 60 percent of the customers. Furthermore, our contribution to the daily lives and convenience of customers through the provision of electricity as a commodity was appreciated by more than 60 percent of the customers.

On the other hand, meticulous services to customers, such as “provision of various payment methods customer can choose from”, “proposal activities matching customers' needs”, and “provision of various contract menus facilitating customers to make choices” received relatively low marks. These activities received positive or negative marks by 30 to 40 percent of the customers. This revealed that our activities have not been fully recognized by our customers.

We believe that we have to enhance our capability to accurately respond to various customer needs and provide information going forward.

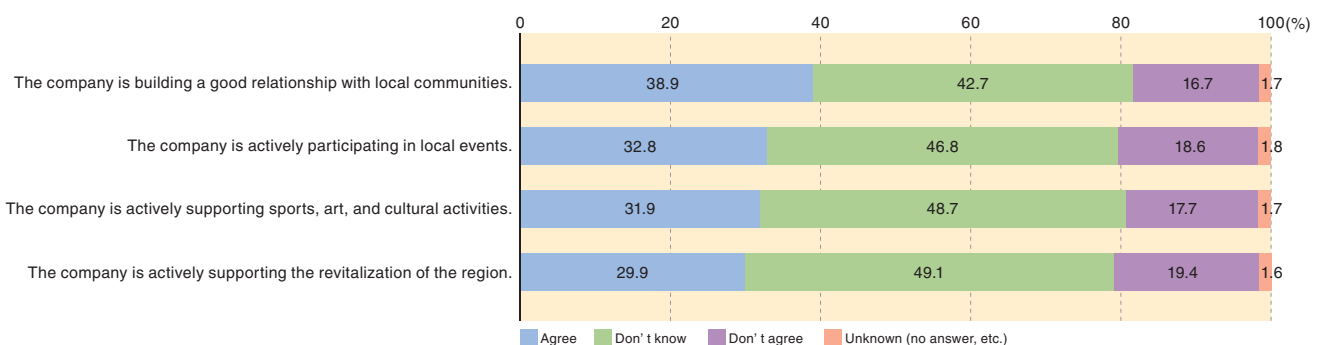


Evaluation on efforts toward social contribution

As our management principle “prospering with the communities” suggests, we place importance on close communication with the people of the local communities. Accordingly, each branch office and customer service office is carrying out community-based activities.

According to the result of the current survey, 40 to 50 percent of the customers responded by “Don't know” to our communication activities with the people of the local communities.

We believe that it is important to promote these activities to more customers while continuing the activities.



Major FY2009 Activities and FY2010 Planning/Targets

As for key activities of Tohoku Electric Power's CSR Action Policies, we have formulated FY2010 policies and action plans

CSR Action policies	Action Areas	FY2009 Major Activities	Main quantitative data
Being continually trusted as a member of society	Strengthening strict observance of corporate ethics and compliance	<ul style="list-style-type: none"> ○Development of educational activities for enhancing autonomous "practical actions" such as the "Tohoku Electric Power Corporate Ethics Month" (October) ○Continued implementation of educational and training activities for each promotion body and promotion of monitoring activities ○Enforcement of corporate group-wide cooperation through the establishment of the regular conference "Coordinating Committee to Promote Corporate Ethics and Compliance at Related Companies" 	<p>FY 2009 actual result and FY 2010 targets</p> <p>CO₂ emissions unit requirement</p> <p>FY 2009 actual results...0.322kg-CO₂/kWh FY 2010 target...To reduce the yearly average over five years from FY 2008 to FY 2012 to approximately 20% of the FY 1990 actual results</p>
	Activities for environmental issues	<ul style="list-style-type: none"> ○Promotion of activities for realizing a low-carbon society from both the supply-side (increasing the utilization of nuclear power generation facilities) and demand-side (environmentally-friendly activities and marketing activities) ○Promotion of activities for developing a recycling-oriented society, environment protection activities such as the prevention of pollution caused by chemical substances, and continued compliance activities ○Examination of activities unique to Tohoku Electric Power and enhancement of environmental management, and environment communication activities 	<p>SF₆ recovery rate</p> <p>FY 2009 actual results...99.4% FY 2010 target...over 97% (99% or higher when removed)</p> <p>Industrial waste effective utilization rate</p> <p>FY 2009 actual results...82.5% FY 2010 target...over 78%</p>
	Safe and stable supply of nuclear power	<ul style="list-style-type: none"> ○Continued implementation of activities for developing and establishing a nuclear power safety culture ○Continued improvement of the quality management system ○Implementation of seismic safety evaluations and construction work to improve seismic safety margins ○Fulfillment of responsibility for the introduction of pluthermal power generation 	<p>SOx emissions unit requirement</p> <p>FY 2009 actual results...0.18g/kWh FY 2010 target...Suppress as much as possible</p> <p>NOx emissions unit requirement</p> <p>FY 2009 actual results...0.28g/kWh FY 2010 target...Suppress as much as possible</p>
Being continually trusted throughout the community	Promotion of local cooperation activities	<ul style="list-style-type: none"> ○Continued implementation of proactive and effective communication by using local networks ○Promotion of sharing information on cases of activities of each office and continued implementation of internal communication activities ○Continued implementation of communication activities on energy and environmental topics and spread and establishment of good practices at among offices ○Pluthermal power generation and nuclear fuel cycle 	<p>FY 2009 actual results</p> <ul style="list-style-type: none"> ◆Internal dialog activities...221times ◆Participation in local events...1,289times ◆Donation of streetlamps...5,039 lamps (207 local governments) ◆Facilities tours, lectures, and briefing sessions about energy and the environment...2,048times
Being continually trusted by our customers	Responding to energy security and maintaining a stable supply	<ul style="list-style-type: none"> ○Continued implementation of practical training for emergency disasters and enhancement of functions of disaster recovery support systems in order to recover electricity at an early stage upon large-scale disasters ○Ensuring stable electricity supply by steadily implementing core system planning and systematically carrying out measures against the degradation of facilities over time 	<p>FY2009 Actual results and targets</p> <p>Electricity sales (amount of demand creation)</p> <p>FY 2007 to FY 2009 actual results ...1.31 (0.44) TWh FY 2007 to FY 2011 target ...2.0 TWh generation level</p> <p>Annual equivalent according to Tohoku Electric Power's calculation model, figures in parenthesis are FY 2009 actual results)</p> <p>Number of fully electrified house installations</p> <p>FY 2007 to FY 2009 actual results ...78,000 (25,000) houses FY 2007 to FY 2011 target ...Increase by approx. 120,000 houses</p>
	Proper processing of everyday duties	<ul style="list-style-type: none"> ○Review of the management system for improving the customer opinion box system and promotion of operational improvement through company-wide sharing of customer feedback ○Continued promotion of operational quality improvement in our Customer Service Offices, Call Centers, and Service Application—Installation Liaison Centers 	<p>Number of semi-electrified house installations</p> <p>FY 2007 to FY 2009 actual results ...53,000 (19,000) houses FY 2007 to FY 2011 target ...Increase by approx. 100,000 houses</p>
	Providing an energy service to please our customers	<ul style="list-style-type: none"> ○Promotion of proposals on environmentally-friendly and energy-saving heat pump devices ○Provision of solution services solving customers' issues 	<p>Electrified commercial kitchen installations [kW]</p> <p>FY 2007 to FY 2009 actual results ...113,000 (42,000) kW FY 2007 to FY 2011 target...Increase by approx. 150,000kW</p> <p>Thermal storage air conditioning system installations [kW]</p> <p>FY 2007 to FY 2009 actual results ...236,000 (78,000) kW FY 2007 to FY 2011 target...Increase by approx. 240,000 kW</p> <p>Average power outage frequency/power outage time per customer's house FY 2009 actual results...0.11 times/9min.</p>
Being continually trusted by all our shareholders and investors	Fulfillment of accountability and accurate information disclosure	<ul style="list-style-type: none"> ○Continued development of IR activities based on two key policies: "aiming for Tohoku Electric Power to receive fair assessment" and "strengthening internal IR feedback" ○Continued early disclosure of financial information through the Company website and further improvement of contents 	<p>FY 2009 actual results</p> <ul style="list-style-type: none"> ◆Financial results briefings...107persons participated ◆Financial and financial strategy planning explanatory meetings ...60 persons participated ◆Visits from institutional investors...101 visiting companies
Relationship with our employees	Developing human resources and creating a good working environment to drive growth	<ul style="list-style-type: none"> ○Continued implementation of educational programs and lectures aimed at raising awareness on human rights and preventing harassment 	<p>FY 2009 actual results</p> <ul style="list-style-type: none"> ◆Human rights education ...4,671 persons attended lectures (Lectures on human rights 1,982 persons participated)

based on evaluations of achievements in FY2009.

Primary Self-Evaluation	FY2009 Main Policies and Action Plan	Reference page
<ul style="list-style-type: none"> ○Activities, dialogues, education, and training in the "Tohoku Electric Power Corporate Ethics Month" led to the development of awareness, acquisition of knowledge, and promotion of action. ○Sharing of information and mutual education through the "Coordinating Committee to Promote Corporate Ethics and Compliance at Related Companies" raised the level across the corporate group. 	<ul style="list-style-type: none"> ○Promotion of office- and individual-based "becoming aware" and "practical action" through various educational activities ○Improvement and enhancement of the corporate group-wide activities by strengthening cooperation through the "Tohoku Electric Power Corporate Ethics Month" and "Coordinating Committee to Promote Corporate Ethics and Compliance at Related Companies" 	P41-42
<ul style="list-style-type: none"> ○By improving the utilization of facilities such as at nuclear power stations as an aspect of supply, proposing the use of heat pump devices as an aspect of demand, and using carbon credits, the CO₂ emission basic unit was lowered to 0.322kg-CO₂/kWh, which is below last year's level (equal to the voluntary target level we proclaimed in the first agreement period of the Kyoto Protocol). ○Although the effective utilization of coal ash (that accounts for 70 percent of generated waste materials), which is the raw material of cement, dropped due to a decrease in domestic cement demand caused by an economic slump, we made efforts to effectively utilize resources such as by effectively utilizing the entire volume of gypsum, scrap metal, and debris. ○Environmental activities were carried out together with the local communities mainly in the Environmental Activity Month. This year again, over 20,000 people of the local communities participated in the activities. 	<ul style="list-style-type: none"> ○Continued efforts for achieving the voluntary level of the CO₂ emission basic unit we proclaimed in the first agreement period of the Kyoto Protocol from both aspects of demand and supply as efforts to realize a low-carbon society and evaluation of mid- to long-term support for post-Kyoto regulations ○Continued enhancement of effective utilization of wastes and appropriate management and emission reduction of chemical substances for reducing the load on the environment ○Proactive development of environmental communication activities with stakeholders such as the development of activities related to biodiversity and open disclosure of environmental activities 	P7-18 P45-56
<ul style="list-style-type: none"> ○We systematically carried out educational programs on "to always ask yourself" and "enhancement of internal communication". The slogans have been spread and established across the Company. ○For the quality management system, the PDCA cycle has been used and established in daily business operations. ○In response to the interim evaluation report on the seismic safety of the Onagawa No.1 nuclear reactor, we received a notice granting the appropriateness of the reactor from the Nuclear and Industry Safety Agency and the Nuclear Safety Commission of Japan. We systematically carried out construction work to improve the seismic safety margins. ○We visited approximately 64,500 households as part of our "all household visit activity" in the regions around the Onagawa nuclear power station to explain the pluthermal power generation plan. We held district-based briefing sessions for residents at 68 venues in total. 	<ul style="list-style-type: none"> ○Review and reinforcement of business management system for nuclear power stations and reinforcement of nuclear power management ○Continued efforts for developing and establishing a nuclear safety culture ○Implementation of seismic safety evaluations and construction work to improve seismic safety margins ○Promotion of proactive information disclosure including the status of pluthermal power generation 	P19-26
<ul style="list-style-type: none"> ○Each establishment carried out various in-house communication activities such as office dialogs to reconfirm the importance of community cooperation activities in the "More Communication Month" (April, October). ○We carried out communication activities with customers in local communities more proactively than in previous years. For example, we increased the opportunities to support or carry out local events such as sport events, culture events, and festivals, environmental protection activities such as cleaning and planting trees, and welfare activities increased. ○We carried out energy communication activities with customers in local communities more proactively than in previous years. For example, we increased dialog activities on environmental and energy issues, facility tours, and energy on demand lectures. 	<ul style="list-style-type: none"> ○Enhancement and establishment of a community cooperation spirit by sharing information on activity examples of each establishment and in-house dialog activities such as in the "More Communication Month" ○Continuation of community cooperation activities and promotion of environment protection activities based on innovations using community networks ○Continuation of energy communication activities on topics such as energy and environmental issues and reinforcement of in-house education activities ○Enhancement of communication activities for obtaining wide understanding of the pluthermal power generation plan and developing trust and a sense of security for nuclear power stations 	P57-62
<ul style="list-style-type: none"> ○In preparation for large-scale disasters, we continued conducting practical training for emergency disasters. In addition, we improved system support to achieve early recovery from power outages, such as by developing an earthquake damage estimation system and adding functions to support electricity transmission control performed after checking the safety of customers' facilities. ○In order to transmit the electric power generated by a new nuclear power station to be constructed in the Shimokita District of Aomori Prefecture and stably supply electric power across our service areas, we advanced the construction work for a 500,000 volt system in the north Tohoku region. We systematically carried out measures against the degradation of facilities over time, such as repair work including the renewal and rust-proof coating of degraded electric wires. 	<ul style="list-style-type: none"> ○Maintenance and improvement of response capabilities for large-scale disasters such as through practical training for emergency disasters and continued implementation of measures to reinforce facilities ○Actual operation of the earthquake damage estimation system ○Construction and operation of optimal facilities based on economic performance and reliability. ○Stable supply and safety securement by systematically promoting measures against the degradation of facilities over time 	P27-30 P63-69
<ul style="list-style-type: none"> ○We carried out a survey about the customer opinion box at all establishments in July 2009. Based on the result of the survey, we held a discussion with related departments. ○We conducted activities to improve operational quality, such as a survey to investigate customer satisfaction, reinforcement of business process check functions, and spread and establishment of operation diagnosis and good practices among offices. 	<ul style="list-style-type: none"> ○Continued evaluation on measures to further reflect customer opinions to business operations ○Continued promotion of operational quality improvement in our Customer Services Offices, Call Centers, and Service Application—Installation Liaison Centers 	P71-72
<ul style="list-style-type: none"> ○In order to achieve the increased target sales and spread the use of environmentally-friendly and energy-saving heat pump devices, we widely promoted the superiority of heat pump devices through commercial messages, campaigns, and sales promotion events and proactively made proposals to customers. ○In order to meet customer needs, we were able to provide optimal solution services such as "energy-saving diagnosis" and "energy-saving seminar" in collaboration with group companies. 	<ul style="list-style-type: none"> ○Promotion of proposals on environmentally-friendly and energy-saving "heat pump electrification" ○Promotion of proposals on electrified systems for business use, which mainly use heat pumps ○Provision of solution services solving customers' issues 	P73-74
<ul style="list-style-type: none"> ○We disclosed explanatory materials on the Company website on the day we announced financial results. ○In order to make various IR information easier to find and obtain, we improved the Company website and enhanced the provision of information by providing English press releases for foreign investors. 	<ul style="list-style-type: none"> ○Continued development of IR activities based on two key policies: "receiving fair assessment from capital markets" and "strengthening internal IR feedback" ○Continued early disclosure of financial information through the Company website and further improvement of contents 	P75-76
<ul style="list-style-type: none"> ○We raised the awareness on human rights such as by holding various educational programs and human rights lectures. 	<ul style="list-style-type: none"> ○Continued implementation of educational programs and lectures aimed at raising awareness on human rights and preventing harassment 	P83-84